



SDG REPORT

Rajamangala University of Technology
Phra Nakhon 2023

8



DECENT WORK AND
ECONOMIC GROWTH

- RMUTP Career Training for Support Staff
- RMUTP Trains Student Startups on TikTok Sales
- Business Faculty Trains Students as Future Entrepreneurs



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8 DECENT WORK AND ECONOMIC GROWTH



RMUTP Holds Training on Career Advancement for Support Staff

Rajamangala University of Technology Phra Nakhon (RMUTP), through the Personnel Division, organized a project titled “Career Advancement Path for Support Personnel.” The second activity for Group 1 was a training course on “Techniques for Writing Operational Manuals,” held from July 4-5, 2023, at Le Celeste Room, Royal River Hotel, Bangkok. The aim was to provide knowledge and understanding about various types of work evaluations and to facilitate the exchange of experiences regarding the evaluation of work for those seeking higher positions. The event featured Ms.Pattama Jaksurat, Acting Director of the Academic Support Personnel Competency Development Center, and Mr.Nikom La-inchua, a senior audiovisual expert from Chiang Mai University, as guest speakers. The training covered foundational knowledge in the creation of operational manuals, focusing on chapters 1 to 5. A total of 43 civil servants from higher education institutions and university support staff participated.



RMUTP’s Institute of Research and Development Conducts Training on Increasing Sales on TikTok for Student Startups

RMUTP’s Business Incubation Unit of the Institute of Research and Development organized a project titled “Startup HERO: Digital Branding,” which aims to nurture modern entrepreneurs for the online market through the development of digital branding. The event was opened by Asst. Prof. Dr.Chantana Papattha, Deputy Director of Institute of Research and Development, on August 28, 2023, at the Big Data Virtual Lab, 4th floor of the Ratchaburi Direkrit Building, Thewet Campus. The objective of the project was to encourage and support students who are interested in starting a business, running a startup, or already operating a business to enhance their ability to reach target customers. Participants were taught how to increase sales, revenue, and competitiveness sustainably while also learning how to access funding and business knowledge.

9 INDUSTRY INNOVATION AND INFRASTRUCTURE



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The event featured Ms.Ice Jeerapa Surisuk, a Creative Content Creator from Mango Zero and the owner of the TikTok page Tiktok_icediry, who provided training on “Techniques for Increasing Sales on TikTok.” The session covered topics such as creating content for TikTok, video-making techniques, and reaching target audiences. The event also included a workshop on making short video clips for TikTok, with 81 students from nine faculties, ranging from first-year to fourth-year students, in attendance.



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Faculty of Business Administration Joins Training to Nurture Students into Becoming New Entrepreneurs

On March 30, 2023, the Faculty of Business Administration at RMUTP participated in a project titled “Training to Nurture Students into Becoming Entrepreneurs” (Startup HERO: Young Startup Hero). The event was led by Asst. Prof. Dr. Rattanavalee Maisak, Dean of Faculty of Business Administration, and Dr. Srisuda Intamas, Vice-Dean for Student Affairs Dean for Student Affairs, along with faculty members from the Entrepreneurship Program and students. The event was opened by Dr. Natworapol Rachsirivatcharabul, President of RMUTP. This project was organized to promote and develop students’ knowledge of marketing channels in the form of Business-to-Business-to-Customer (B2B2C), and to help them learn how to enhance marketing between student groups and startup entrepreneurs, as well as online market service providers. The event tested students’ competitiveness and served as a driving mechanism for marketing startups. Participants were able to apply the knowledge gained to start their own businesses.

The event also featured a workshop conducted by Mr. Winit Limcharoen, an expert in low-cost marketing and the founder of the startup We Chef (Thailand) Co., Ltd., as well as the author of the bestseller “Low-Cost Marketing: Breaking All the Rules, No Money Needed, Make Your Business Famous in All Channels.” The workshop covered topics such as developing and applying research for commercial use. Additionally, there were training sessions on “Designing Packaging in the New Normal,” led by Mr. Watcharapol Sunontarat, Manager of the RMUTP Business Incubation Center, and on “Marketing in the 4.0 Era via Online Media,” Guest speaker: Lecturer Wiranpatchara Asampinpong, Head of the Marketing Department and Head of the Educational and Career Guidance Office, Faculty of Business Administration, at the Language Institute ‘ lecture hall, 5th floor, Ratchaburi Direkrit Building, Rajamangala University of Technology Phra Nakhon, Thewet Campus.

