



ASSOCIATED ACCREDITED OF SCHOOLS OF BUSINESS INTERNATIONAL
Founded as Asian Association of Schools of Business International LLC

10 January 2025

President and Deans
School of Economics, Business and Management
University in Thailand

Holistic Work-Based Learning Practices versus Shaping Educational Theoretical Curricula

Dear President and Deans:

The high school graduates applications for admissions for Colleges and Universities are changing increasingly. 50% of young people for Work-Based Learning (WBL) believe that should not be limited to theoretical knowledge, but that should also focus on the practical application emphasizing the importance of connecting classroom learning to real-world experiences and challenges, as old as in Albert Einstein's teachings.

Thailand's largest conglomerate's business is Charoen Pakphand Group (CP) who have their 500,000 employed workers with executives for learning and participant's own Panyapiwat Institute of Management (PIM) in Nonthaburi at Bangkok of 500,000 employees, along with its known CP Leadership Development Institute 200 km north from Bangkok to near Pak Chong, Nakhon Ratchasima, "through hands-on business practices, analyzing existing businesses, and extending to creating new businesses with sustainable synergy." See website AASBI.com for List of Recognized and Accredited University Schools of Business (Thailand).

You are invited to become AASBI's Universities to help the businesses to Universities in Thailand's your new students admissions from the conglomerate's largest business of thousands of companies, including Siam Cement, Bangkok Medical Services, Sri Trang Agro-Industry PCL, Thai Oil, PTT Exploration & Production, Bangkok and SCB and Kasikorn banks, Delta Electronics, and Airports of Thailand, etc.

We are attaching the applications Checklist and Affirmation for you to fill-in, sign and return to me.

With all best wishes,

A handwritten signature in blue ink, appearing to read "Michael Schemmann".

Michael Schemmann, FH Europe, Ph.D. California., C.P.A. Ret. Wash. State, LL.M. Concordia
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