



Discover what business owners need to know



Unlocking

Trade War Ai Tech Geo Politics Challenges

Find out more about the PIM iMBA Program



Ai Technology
Geo-Politics
Trade War
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Geo-Politics
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Geo-Politics
Trade War
Ai Tech
Geo-Politics

PIM
iMBA

INTERNATIONAL PROGRAM

M.B.A. in International Entrepreneurship

WELCOME TO PIM INTERNATIONAL COLLEGE



Panyapiwat Institute of Management (PIM)

is Thailand's first and largest Corporate University, founded in 2007 under CP All Plc., a member of the C.P. Group.



**INTERNATIONAL
COLLEGE**

International College of PIM was established in 2013 in response to the need for global education as an international dimension in learning and teaching methods. It promotes and fosters the role of education with an international curriculum but from Asian perspective for creating competent human resources in a dynamic global environment.



**Undergraduate
Program** **14** countries

**Graduate
Program** **22** countries

WHY CHOOSING PIM INTERNATIONAL COLLEGE?



Foster mindset of learners to think, do, and act as a
Global Citizen



Truly International communities

students from over 20 nations



Learn from Business Executives

A real business practices



Professional Skills Development

through business cases
and internship



Business Model Development

supported by IC International
Startuo Academy (IC I-SA)



Overseas Visiting Exchange Program

with network's overseas
universities



Sustainable Entrepreneurship Focus

A focus in zero emission and green
business practices

1.5 - 2 Years
Program

36
Credits



ONE Subject **ONE** Company Visit

China-ASEAN
Overseas Immersion Program

Applied Independent Study

Hand-on Learning Experience

PIM iMBA Program Structure

Year 1

Entrepreneurship Pathway : A Transformational Journey

Future-Ready Global Entrepreneurs

- International Business Finance
- International Entrepreneurial Management
- Integrated Business Experience 1
- Business Economics
- Elective Course 1 (Global Strategy ,Cross-Cultural Management)

Enhancing Innovation & Strategic Thinking

- Innovation, Creativity, and Business Foresight
- Data Analytics and Governance for Business
- Statistics for Business Research
- Introduction to Business Research
- Elective Course 2 (Digital Business, Technology Management)

Purpose-Driven Leadership & Sustainable Growth

- Business Communication Skills
- People Management
- Marketing Systems
- Governance, Ethics, and Social Entrepreneurship
- Integrated Business Experience 2
- Elective Course 3 & 4 (Sustainability, Social Innovation)

China-ASEAN Overseas Immersion Program

Year 2

Independent Study 1

Independent Study 2

Work experience can be transferred/credited.



The iMBA Experience

ONE Subject, Company Visit

An Integrated and Practical Learning Experience



Unlocking T A G Challenges

T - Trade War
A - Ai Technology
G - Geo-Politics

The Honorary Lecture Series

- Instructed by the honorable ambassadors:
- Broaden perspectives on entrepreneurship.
 - Enhance understanding of the country's investment landscape.
 - Foster a positive and constructive image.

International Trade & Relations

Trade Agreements & Policies

Global Investment

Navigating Global Markets

Geo-politics

Diplomacy

The Executive DNA Development

Strategic Thinking and Planning

Data Analytics & Governance for Business Decision

Strategic Foresight

Innovation, Creativity, and Business Foresight

Financial and Business Acumen

International Business Finance
International Entrepreneurial Management

Networking & Relationship Building

People Management

Communication Skills

Business Communication Skills



The China-ASEAN Overseas Immersion Program



The Student Exchange Program



"The key benefit I looked for was creating professionals by professionals. Learn from professionals to apply in the professional work. I learned a lot from company visits and factory visits. I learned a lot from the CP cases as well. The second thing is the connection that I knew a lot of good friends. The priceless friendship was what I really got from this iMBA program."

Ms. Sararat Limtragul (iMBA Batch #1)
Sales Director, P&G

During my time at iMBA, I learn how to create effective business plans. The program was instrumental in shaping the foundation of my current ventures. In fact, the business ideas I am executing now were planned during my studies at PiM. The curriculum and insights from PiM inspired me to understand the importance of market research and experimentation.



Mr. Chou Shi-Kai (iMBA Batch #4)
Founder & Manager, Hua Cha Tea House & Long Chuan River Kwai

APPLY NOW

Please visit our website: <https://interprogram.pim.ac.th>

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