



INTERNATIONAL
COLLEGE

Shaping Tomorrow's
Inno-preneur



PIM
iMBE

INTERNATIONAL
PROGRAM

B.B.A. in Modern Business 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.



Since 2013, International College Students come from around the globe.

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

3 - 3.5-Year
Program **120**
Credits



Overseas

Pitching and Networking Opportunities

Sustainable

Business Model Development

Practical

Project-based Learning

PIM iMBE Program Structure

Year 1

Emotional and Social Intelligence

Core Courses: -

- **Digital Marketing and Consumer Behavior**
- Foundations in Modern Business Management
- Accounting and Finance for Modern Business
- **Digital and Innovative Economy**

PIM Identity and Art of Living Courses:

- Love and Relationships
- Digital Citizenship
- Panyapiwat GO
- Thai for Digital Communication

Work-based Learning in Modern Entrepreneurship 1

Year 2

Digital Literacy

Core Courses: -

- **UX/UI Design / 3D Product Design**
- **Big Data Analytics for Customer Experience Management**
- **Photography and Video Design**
- **Data Governance and Risk Management**
- Sales Operation Management and Visual Merchandising
- Managing Human Capital in Modern Business
- Data Visualization for Modern Business

Work-based Learning in Modern Entrepreneurship 2

Year 3

Entrepreneurial DNA

Core Courses: -

- **Ethics, Mindfulness, and Leadership**
- **New Product Development for Startups**
- **Startup Garage**
- **Social Entrepreneurship towards Sustainable Innovation**
- Global Competitive Strategy and Business Negotiation
- Applied Business Research

Work-based Learning in Modern Entrepreneurship 3

Year 4

1st Semester

Global Business Startup

Core Courses: -

- **Agile Project Management**
- Seminar on Lifelong Learning for Sustainable Development

Work-based Learning in Modern Entrepreneurship 4

Overseas Pitching and Networking Opportunities



The iMBE PROJECT-BASED LEARNING

- PIM work-based principle
- Enhance internship opportunity and future job placement



Corporate Business Cases:

2018 - 2020

CP Extra - Makro
Flex College Prep (USA)
True - True service

2021

PTTGC PLC

2022

ALL Wellness
(Under CPALL Group of Companies)

2023

FastShip
Kesko Corp. (Finland)
BEDO - Un Dong, Ka Thong, and Buppawan Brands

2024

Panya Indra Golf Course
BEDO - Chewa Brand
Kasikorn Bank - Tag Thai

The Internship Experience

CCDS or "Counselling and Career Development for Student Center" prepares students on CV writing and job interview and consultations.



PIM
CCDS
www.pim.ac.th



The Inno-preneur Support System

IC I-SA provides an integrative support system to enhance young entrepreneurial mindset through:

- Entrepreneurial Skills Workshop
- Mentorship Clinic
- Startups and Incubators Networks

The Student Exchange Program

An exchange program in many leading universities worldwide:

- ✚ Boras University, Sweden
 - 🇫🇮 Haaga Helia, Finland
 - 🇩🇪 DHBW, Germany
- And other PIM's partnership universities



"Thank you for International College, equipping me with all the hard and soft skills. Thank you for all the incredible experiences and memories in PIM. I am truly honored and proud to be a part of the IC family!"

Mr. Panharith Pauv (BBA Batch #1)

Deputy Director General of Finance and Administration,
Ministry of Labour and Vocational Training, Cambodia

"At the International College, I developed critical thinking skills and gained firsthand experience in the business world. I also able to try both theory and execution."

Mr. Chattarin Peetitrakul (BBA Batch #5)

Co-founder
Herb Fact Co., Ltd.



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