

INSIGHT IC MAGAZINE



WE CREATE
THE FUTURE "INNO-PRENEUR".

INTERNATIONAL COLLEGE
PANYAPIWAT INSTITUTE OF MANAGEMENT

VOLUME 2
JANUARY 2022

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Hackathon

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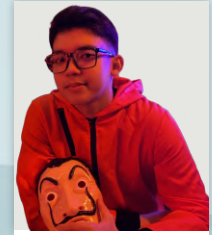
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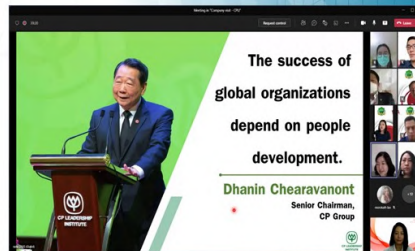
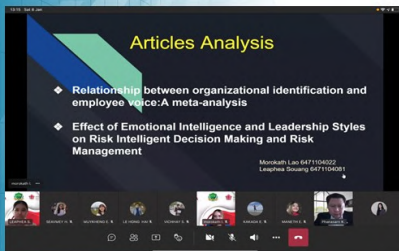
For Fall semester of 2021, iMBA has rolled out revamped program focused on Start-up path series, from International Business toward International Tech Entrepreneur Program. There are three phases of studying. The first phase began with Grooming and gathering idea and skill enhancement, integrating creative techniques of learning to encourage, adapt, and develop from classroom to business world.

Creativity and Innovation with Disruptive Technology was the first course played "integrative thinking", create the business idea and develop further as entering the following courses included Big Data Analytics for Business decision, Financial Management and Valuation, Digital Marketing and Consumer Behavior.

Students are also encouraged to explore the idea to the International Virtual Hackathon "From Covid to Climate: Joining the race to net zero emissions, which give variety learning experience and awareness of environmental and social consciousness with others.

While studying through Start-up series, students also have knowledge experiences outside classroom from company visit trips such as CP Leadership Institute, 24 Shopping and The Minor Food Group PCL, and Siam Commercial Bank which gave a wider business perspective once they have gone through all series of courses. With the increasing focus on digital transformation and the use of data to drive critical business insights, Future business entrepreneur must go through changes with speed and agility as well as connect people with technology to solve business problems. Stay tune for Spring semester of 2021 for the Second phase, Growing (SCRUM) of Start-up path series.

IB 62706 Leadership & Management



Asst. Prof. Dr. Phanasan Kohsuwan



Company Visit:

Speaker: Ms. Natharee Sermpong
Acting Assistant Vice President of Design - CP Leaders & Related Program



สำนักส่งเสริมวิชาการ ACADEMIC AFFAIRS

IB62709 Big Data Analytics for Business Decision

iMBA Course and Company visit	Lecturer and speaker
	<p>Dr. Pasd Putthapipat Head of Product, Analytics Product at True Digital Group</p> <p>Mr. Siwat Summashpitsavakul Petrochemical-SCG-Planning /Sales</p>
<p>Company visit: </p>	<p>Mr. Karn Prapertchob Owner, Ambient 19 Co., Ltd.</p>

IB 62708: Digital Marketing and Consumer Behavior

iMBA Course and Company visit	Lecturer and speaker
	<p>Asst. Prof. Dr. Sunida Piriyapada</p>
<p>Company visit: </p>	<p>Mr. Buhn Bhuchongcharoen CEO, Level Up Thailand</p>



MBA in International Business (iMBA)

TOWARDS INTERNATIONAL TECH ENTREPRENEUR PROGRAM

Pre Course

- IB 62701 Accounting & Financial Statement Analysis
- IB 62702 Business Statistics
- IB 62703 Effective Business Communication

Semester 1

- IB 62712 Creativity & Innovation with Disruptive Technology
- IB 62709 Big Data Analytics for Business Decision
Workshops - Business Analytics User Interface
- User Experience (UI/UX)
- IB 62716 International Business Practicum part 1
- IB 62708 Digital Marketing and Consumer Behavior
- IB 62707 Financial Management and Valuation
- IB 62710 Operations Management and Global Logistics
- IB 62713 International Business Strategy
- IB 62706 Leadership & Management

Semester 2

- IB 62714 Legal Aspects in International Business
- IB 62711 Oriental Wisdom in Management
- IB 62715 International Entrepreneurship
- IB 62716.2 International Business Practicum part 2
- IB 62704 Economics Analysis for Business
- IB 62705 Applied Business Research

**Business Practicum
Idea Pitch**

Semester 3

- IB 62717 Current topics in China and ASEAN
- IB 62718 Business Networking in China and ASEAN
- IB 62719 China and ASEAN Business Practices
- IB 62720 China and ASEAN Business Immersion (Overseas Trip)

STARTUP PATH

GROOMING & GATHERING
Ideas and skills enhancement

GROWING (SCRUM)
Launching, Pitching Desk, Demoday

GAINING INSIGHTS & NETWORKING
Widen International Perspective

Contact us

iadmission@pim.ac.th

PIM international

+66 (0) 95 365 1718, +66 (0) 2855 1571-77

<http://interprogram.pim.ac.th/en>



REGISTER HERE

SCAN ME

This semester we challenged our students to develop a dummy business through an integrated business project combining front-end and back-end operations together.

This project is part of 5 courses which are MI 62211 Visual & Store Design, MI 62212 Big Data Analytics for Consumer Behavior, MI 62101 Management Foundations & Digital Transformation, MI 62205 Operations & Supply Chain Management x EN 60315 Effective Writing Skills. Along the way to the final presentation, we arrange seminars in related topics to help enhancing students' work.

We thank IC I-SA for connecting us to the experts from top companies to share their valuable knowledge such as Shopee Thailand on the topic of "E-Commerce's Call-to-Action Practices through the Use of Big Data Analytics" and Lotus's Ek-Chai Distribution System Co., Ltd. on the topic of "The Business's Overview on Operational, Supply Chain, Logistics, and Organizational Development".

At the end of the semester, the students come up with various interesting type of businesses such as eco-friendly clothing, IoT related business, cafe, cosmetics and skincare etc. The results are quite impressive seeing that they are able to use what they learn in each course and integrate the knowledge they get into their business. We wish that they may finally turn their dummy businesses into the real one.



MISSION

MAKE A CUSTOMER FEEL LIKE
THEY ARE A **SPECIAL** PERSON

VISION

MAKE A **UNIQUE** SHOE FOR
OUR **UNIQUE** CUSTOMER

CORE VALUE

INSPIRE, ART, FREEDOM
UNIQUE, CONNECTED

SHORT-TERM

INCREASE NET PROFIT
BY 20%

LONG-TERM

START A SECOND
STORE



RETAIL OMNICHANNEL STRATEGY



Customer come to the store



Located at Siam Paragon



Scan QR Code to get into Prettify Official Website



Explore Online Shopping Experience. Also Available for Order & Self-Pickup

Brand Identity Upcycle



Save Environment with Styles

Environmental

Freindly

Growth

Peaceful/Comfortable

Material Management

MATERIAL MANAGEMENT

Coffee Corner & Bakery uses the vertical supply chain



MATERIAL HANDLING

- Using an advanced automated storage system
- Conveyor



Material Handling

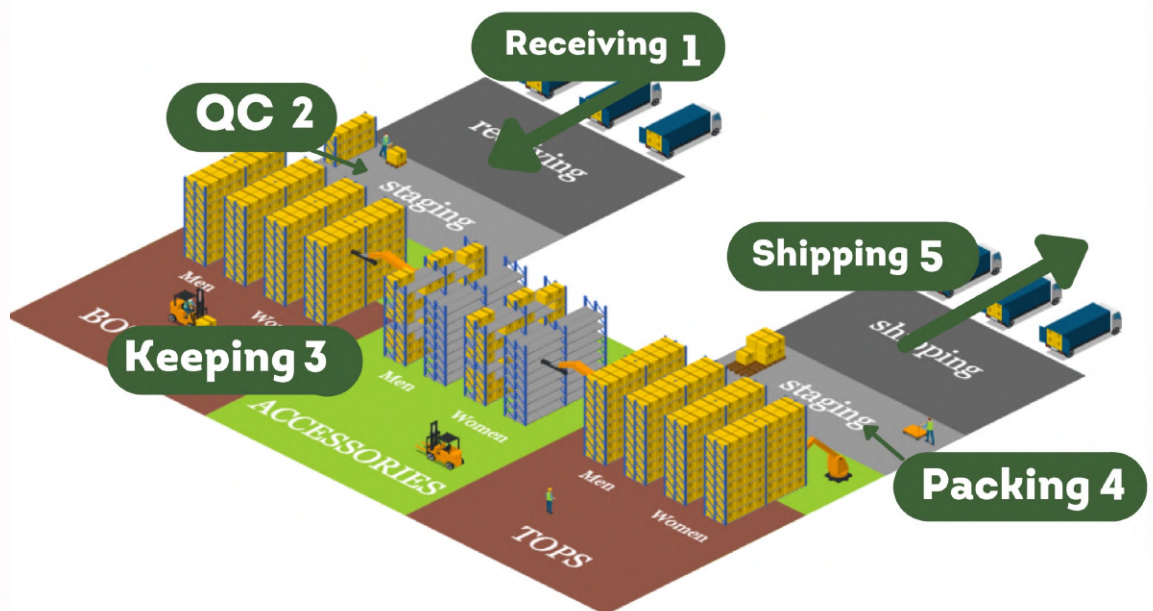
Automated Forklift



AI & Data Analytics



2 Forklifts





INTERNSHIP EXPERIENCE





Mon Aung

Fresh Graduate

1st year – 7-11 (Customer Service)

2nd year – Dale Carnegie Thailand (Online Marketing)

3rd year – Ookbee U Thailand (Business Development)

During 3.5 years of studying at PIM, I have learned so much more from the outside classroom because iMTM program had provided me the chance to do internship in a variety of places. It is such a wonderful opportunity to be able to experience a working life in a well-known company, to be able to apply what we learn in classroom to solve the problems and to face the challenges in workplaces even though we are just an undergraduate student.

There are countless obstacles to overcome throughout my internship. Every day I learn something new. I had done internships in various fields from my first to the final year of school here. It is great to be able to try several positions before you graduate. This helped me discover myself as well. I can tell you that internship is an amazing opportunity for me and many of my friends who are still unsure of what they want to do after graduation.

No matter how hard our internship was, we were never alone. We still have friends, seniors, Ajarms, professors, and other staff of faculty to help and guide us through a difficult time. We are very thankful to have them supporting us whenever we need.

Finally, I would like to say that if you like the combination of in-class study and learning through real-life experience, PIM is the best answer.

INTERNSHIP EXPERIENCE

During the semester break, I am interning in Marketing department at Bitdefender Indochina, a cybersecurity company in Bangkok, Thailand. This is my first internship experience with three months long.


At first, I was terrified and wasn't sure how I would fit into one of the well-known companies. However, my education at PIM and specially iMTM more than prepared me to challenge this internship. Throughout my time at Bitdefender Indochina, I have obtained many skills and leaned about trends in cybersecurity industry with valuable experience by working with multiple teams to create and execute a marketing plan for Cambodia market.

My internship is entirely remote and I had the pleasure to work without any worries or concerns regarding with Covid-19. I was given a weekly checklist of tasks, had weekly progress meeting and presented my tasks to my internship mentor, Mr. Paul Merriott, a supply chain development manager of Bitdefender Indochina. One of the things I was responsible for included updating Bitdefender Cambodian Domain and creating lead generation campaign for Bitdefender Indochina (Cambodia) by researching and analyzing market trends.

Since we were in the global pandemic, there were many things I was not able to do in person, but the challenges have built up my skills in different ways.

This internship is providing me with a lot of opportunities to experience all the angles of cybersecurity industry which is essential during this 4.0 digital era.

Overall, I am thankful to PIM and CCDS of International College for connecting me with this internship. And thank you to Bitdefender Indochina for giving me a great opportunity to explore during the semester break that I will be able to draw on in my future career path after graduation.



Rosa Touch
iMTM 3rd year Student

Atitaya Kaeokhamchaeng

iMTM 3rd year student

Throughout the 2-month internship period, I felt that I was better than ever and I can also discover myself a lot more. For many people who still do not know which path you will go or What do you like or dislike? Don't be afraid, just go and try it. Try out what you feel most interested in and try it out. Even if you don't like it now, it's better than doing something you're not happy with. Honestly, I am a bit lucky to discover what I am interested in during my first internship.

I learned how to create a marketing plan, and gained knowledge in a variety of business circles. I have to admit that I struggled a lot at the beginning even now because I have to face many new words that are only used in business areas but I found myself that I love to discover and research a lot. I love to drive my curiosity to another dimension that I have never experienced before. The overall of my internship went pretty well and I want to leave this to all readers that do not overthink because it is not scary at all. Try to begin with something that you like and do it until you will not regret it when you do not have a chance to do it.

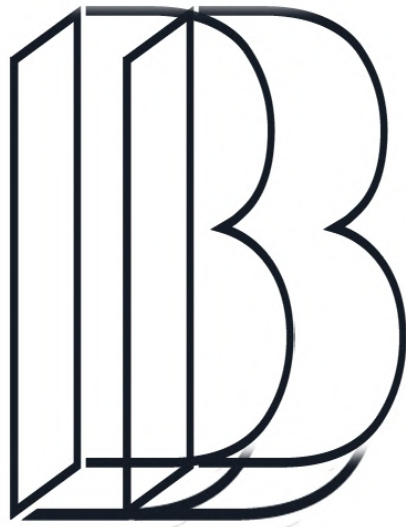
would like to say "Thank you" for all of the opportunities and these warmly welcome from my supervisor. Thank you for letting me discover myself and do something that I am interested in. Thank you for giving me advice and recommendations whenever I missed something.

Thank you so much P'Fern and to all of you who are going to do your first internship. Good Luck.

POPPY

Intern at K Innovation,
a digital agency that provides expert online marketing services





BIZ&BEYOND

Channel is a monthly Global Economic
Perspective - Trends, Outlook and Forecasts.



BIZ & BEYOND

EP.4 / 2021 | Mr. Jirayut Srupsrisopa

What is DeFi? Why we need to know?

This channel is proudly produced by Asst. Prof. Veerisa Chotiyaputta DBA, Deputy Dean of International College. Viewers can expect to see inspiring interviews, receive expert tips to take your business to the next Level and to boost up your entrepreneur DNA.

For our latest episode, Biz & Beyond had a special interview by our honorable guest. One of the most successful and accomplished young entrepreneurs, The Founder and Group CEO of Bitkub who raised of using cryptocurrency in future business.

Find us on YouTube channel,

BIZ & BEYOND

– The Special Interview



EP. 4

“What is DeFi? Why we need to know?”

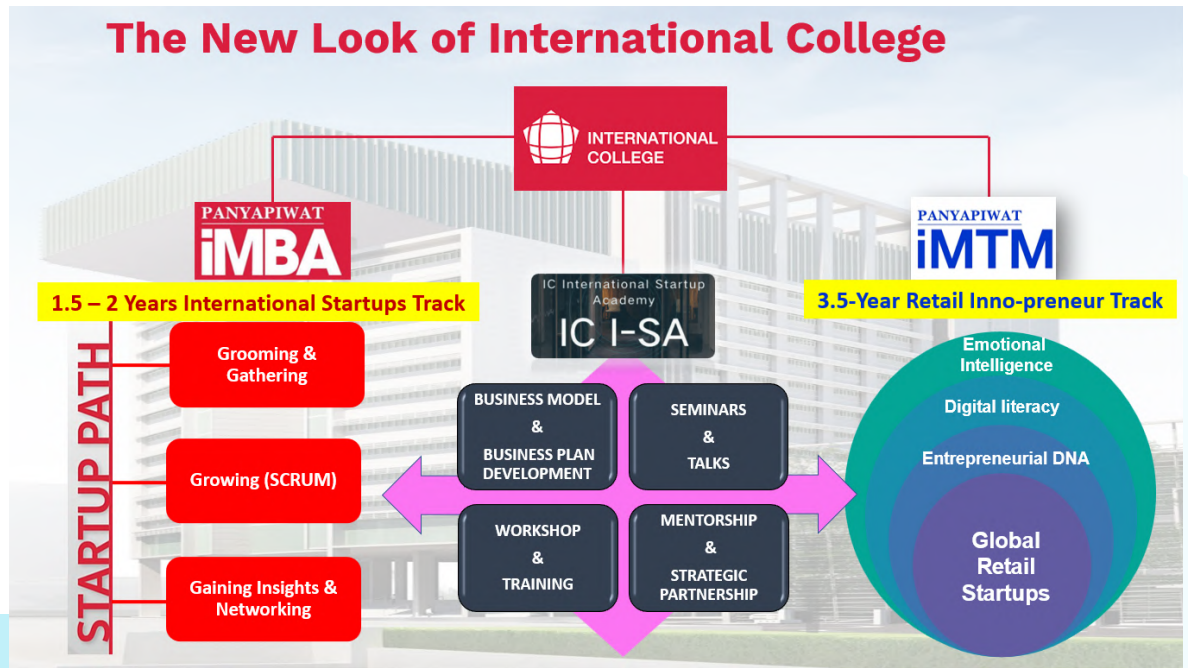


EP. 5

“Decentralized Finance: the trend and disruption of financial industry”

IC I-SA

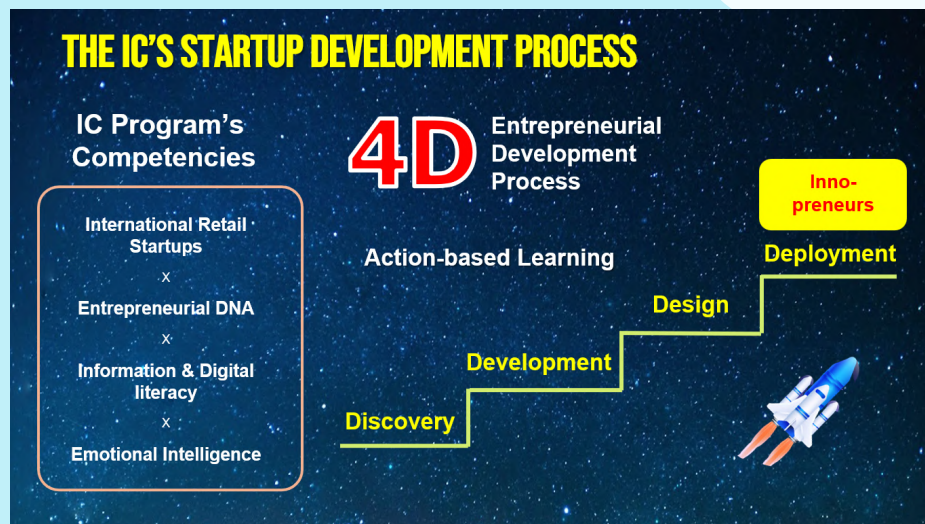
International College International Startup Academy



International College International Startup Academy (IC I-SA) aims to prepare the students at International College both bachelor and master program for their abilities as “Future Inno-Preneurs” by providing an international innovation acceleration and support system to meet the set of skills, needed for starting the new retail startups.

To fulfil our set of objectives, IC I-SA provides an integrative support system to prepare our students with young entrepreneurial spirit through approaches;

“IC I-SA is where students acquire essential tools and skills for a success ‘retail tech entrepreneur’.”



IC I-SA invents the process to develop leaders as future inno-preneurs and new startups in a sustainable and efficient manner, which is a 4-stage action-based learning.



From Covid to **CLIMATE:** JOINING the Race to **Net Zero Emissions** INTERNATIONAL VIRTUAL HACKATHON 2021

In December 2021, IC I-SA in collaboration with New Energy Nexus, Solution Creation by PTTGC and Seneca College, hosted our first International Virtual Hackathon under the theme of “From Covid to Climate: Joining the Race to Net Zero Emissions”.

The objective is to draw young generations to share their fresh idea which bring up sustainability concerns in Bio circular living, recycling, waste management, green economy, and other sustainable causes to develop a new solution to the business, society, and the country.

The event is held for 4 consecutive days from 12 – 15 December 2021. Before all teams start hacking, we prep them with sustainability knowledge and startup related technique. We are very thankful to have such honorable guest speakers joining us in this event.

We have a total of 45 teams applying from PIM, Satit PIM School and Seneca College in Canada. Unfortunately only 10 teams are selected to continue on the final round.

The Winning Team is awarded with a cash Prize of THB5,000 + Upcycling by GC Laptop Bag. The 2nd Place, with a cash prize of THB3,000 + Upcycling by GC Mini Crossbody Bag and the 3rd Place, with a cash prize at THB2,000 + Upcycling by GC Laptop Bag iPad Sleeve. And all participants are granted with a certificate of participation.



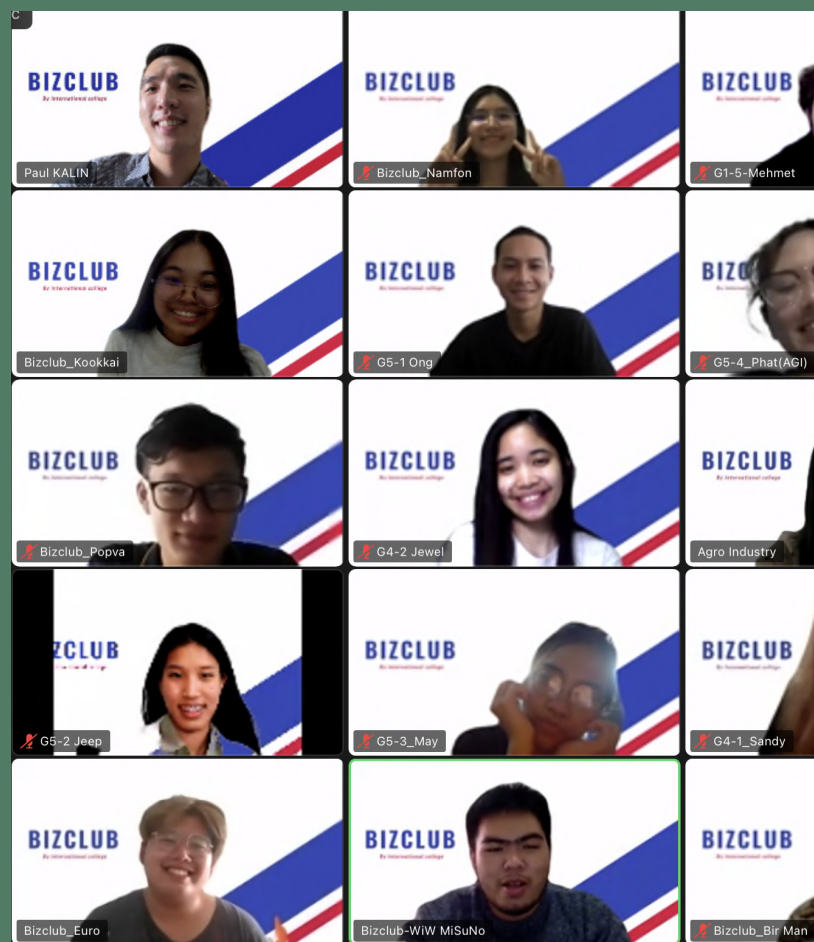
- The Winner:
 Team Say No CO₂, Satit Panyapiwat School
 2nd Place:
 Team Shizen, Satit Panyapiwat School
 3rd Place:
 Team Reusable, Satit Panyapiwat School

BIZCLUB

By International college

The main mission of Bizclub is to connect to different people with the tagline

“Sharing Revolution”



ONLINE WORKSHOP: TOWARDS OPEN INNOVATION

A WORKSHOP TO IDEATE FOR OPEN INNOVATION

PROGRAM AGENDA

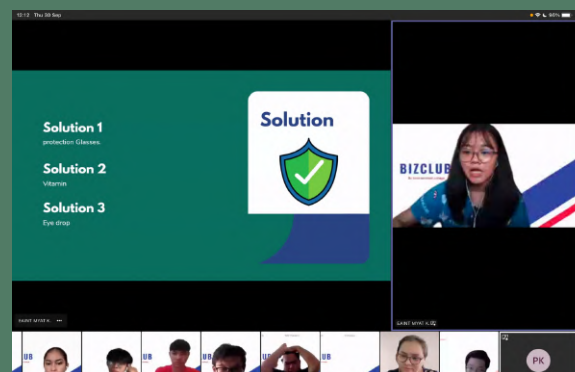
- Greet and meet
- Introduction of International Startup Academy (IC-ISA)
- Identify problem/solution
- Craft business model
- Pitch

Join our three hour workshop for a fun and valuable co-creation experience!!!

Speakers & commentators:

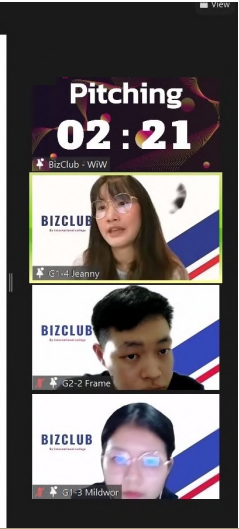
- Asst. Prof. Paul Kalin (International College)
- Mr. Thanaphat Kasemwattanasuk (International College)
- Mr. Ouy Sing Kheng (Sing) (Head of Asia Team - Microsoft)
- Mr. Paramee Sakswanab (Para) (Head of North America - Microsoft)
- Mr. Thanakit Nawa-Ola (Win) (Head of South America - Microsoft)

Co-create innovative idea with our international students!!!



User Persona

Demographic <ul style="list-style-type: none"> - All gender - Age 20-40 - Revenue 15,000 up 	Geographical <ul style="list-style-type: none"> - Club in city - Hotel with club
Psychographic <ul style="list-style-type: none"> - Outgoing - Extrovert - Interested in hanging out 	Behavioral Data <ul style="list-style-type: none"> - Prefer spending money with party - Hanging out at least twice a week



The program is primarily focusing on enhancing communication skills and building confidence of the members. And as for external activities, Bizclub has held several workshops which is called "From Idea to Pitch" with students from different programs and faculties such as iMTM, AVI, AGI and so on.

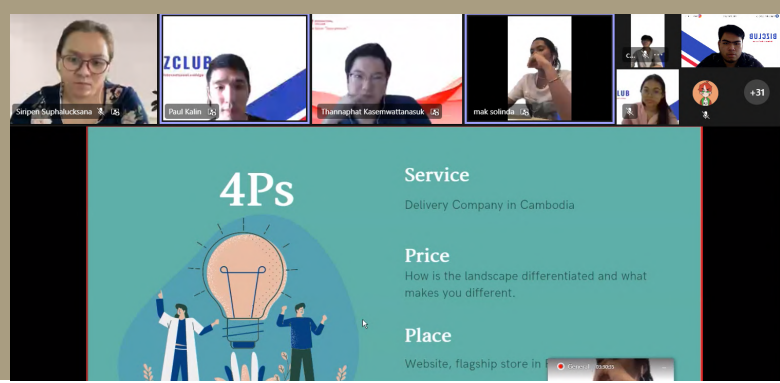
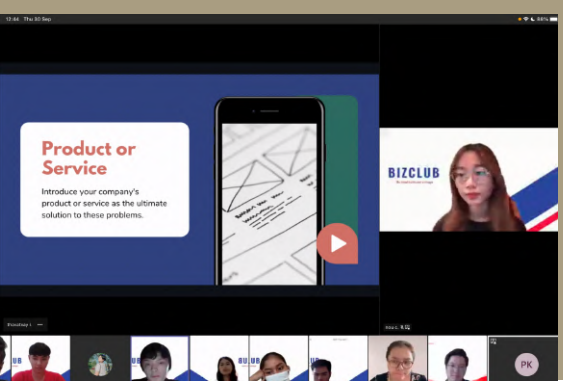


Bizclub is a student club founded by International College (IC) at Panyapiwat Institute of Management or PIM. Basically, Bizclub is an abbreviation of "Business Club". As the name suggests, Bizclub is created to share business knowledge to others and be a platform for students to connect with each other. The overall operation of this club is managed by students and Asst. Prof. Paul Kalin as a supervisor.

Bizclub is aim to build a sustainable and friendly community among students from different nationalities and across all the faculties at PIM.

So far, Bizclub has successfully carried out many activities externally and internally. For instance, the internal activity that Bizclub has given to all members so far is training program.

The objective of this workshop is simply focusing on encouraging the participants to come up with the business idea and to let the students build network, showcase talent, enhance the business knowledge and be a platform for Thai students to practice English language.





SUPER COOL true 5G STARS

PIM Moon Star Contest 2021



PIM true 5G

1st Runner up
รางวัลรองชนะเลิศอันดับ 1
PIM Moon Star Contest'64
รับทุนการศึกษา 1,500 บาท

PIM Moon Star Contest'64

A composite image featuring a space-themed background with a planet. On the left is a graphic announcing the 1st Runner up of the PIM Moon Star Contest '64, with a scholarship of 1,500 Baht. On the right is a video frame of Ms. Nou Chornai, the winner, wearing a white t-shirt with 'G5' on it, pointing upwards. At the bottom is a glowing blue circular platform with the text 'PIM Moon Star Contest'64'.

We got Ms. Nou Chornai as our Star representative and Mr. Jetsadapone Tumon as our Moon representative. Fortunately, our Star, Ms. Nou Chornai, got to be the first runner-up in the PIM Moon Star Contest' 64.



music
HAPPY

CONNEXTE D

CSR team, Inter-Club, International College has organized the **English activity at various schools.**

- Wat Piharn Deang school (Suphanburi Province)
- Wat Hua Wiang school (Phra Nakhon Si Ayutthaya Province)
- Wat Talan Tai school (Phra Nakhon Si Ayutthaya Province)
- Wat Bangluang school (Nakhon Pathom Province)



The activity has been supported by the CONNEXT ED Foundation.

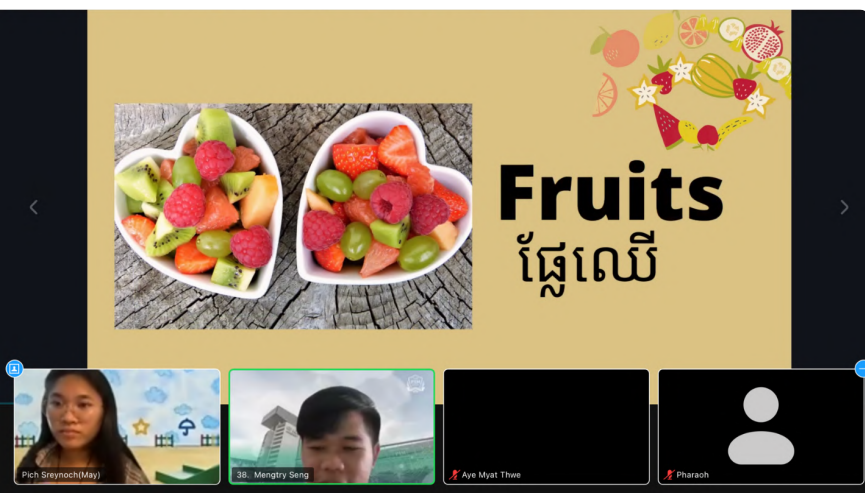
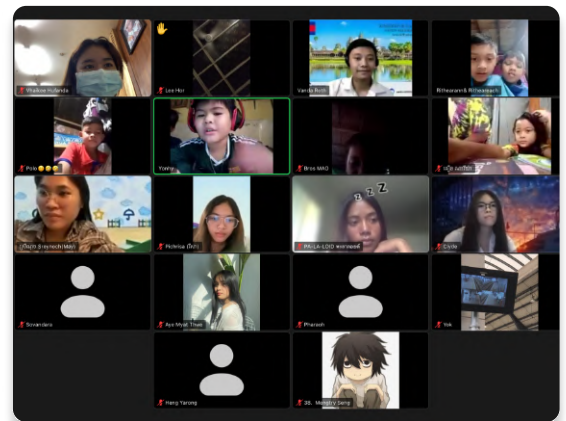
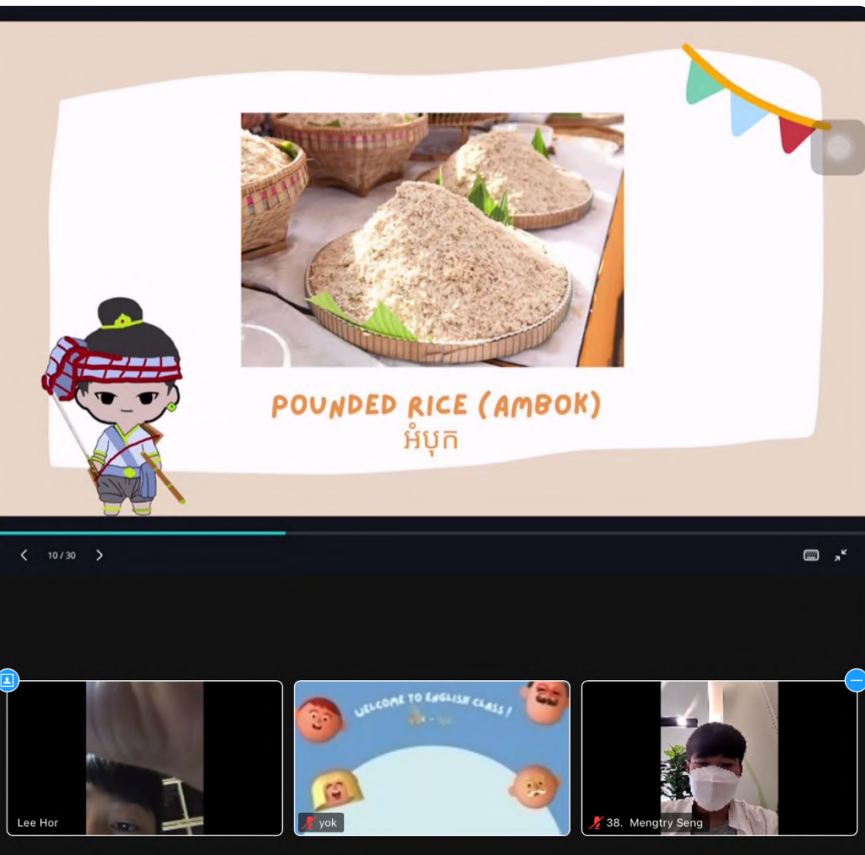


CSR

ONLINE TEACHING

The CSR team volunteered on conducting **English teaching activities for Cambodian** students of the Advanced Center of Empowerment in Cambodia.

We decided to volunteer for 2 days on November 18th - 19th, 2021.



There are 10 volunteers from our team and we decided to separate teams to teach each day but everyone joins and participates each day.

TEAM



Thalyneth T.

Treasurer

iMTM



Virak Bunnavatthana T.

Head of Student Affairs



Sochetra P.

Deputy Head of Student Affairs



Zin Wint War Aung

Head of Sports and Recreation



Thanakrit N.

Secretary



VHAIKEE H.

Vice President

STUDENT



Othann N.

Head of Humanitarian Campaign

COMMITTEE



AUNG KHANT PAING TUN
OO

Vice President



SUNBY P.

President



Tanghim H.

Head of Arts & Culture

"Coming together is a Beginning, keeping together is Progress, working together is Success"

iMTM Student Committee 2021



Pichanak Chan K.

Head of Public Relation

What advice do you have for our juniors who have the opportunity to start up their very own business once they graduate?

Do your best.

Don't throw the opportunity away.

Make sure that you have a clear plan from the start.

Brazil is a Thai iMTM Alumni. He now has his own business. And he just took our students as interns last semester.

How did PIM prepare you for your Career?

PIM taught me how to live with people. A lot of people have different experiences throughout their life, and it helped me to be more openminded and be able to work together.

How was your experience with your first job compared to your internships?

There was nothing much different. At the end of the day it's just work. Just focus, do your best and be happy with the result.

What advice do you have for our juniors?

College life is the best part of life where you get to experience a lot of things. Make sure to have fun and enjoy every moment of your life.

What was your experience like starting up and owning your own business?

It was very tough but fun experience at the same time. It is great to see your hard work turn into something great.

BRAZIL

WEERAPAT CHARASJIRAWAT

Busienss Owner, CMT CORP CO.,LTD

iMTM Batch 1





CHIT KO AUNG

iMTM Batch 2

Chit is a iMTM Alumni from Myanmar. He is currently working as a Customer Support Specialist at Coda Payments

What was your process of finding your first job after graduation?

- Update my resume
- Request recommendation letter from my previous supervisor
- Search jobs opened for recent graduates (Especially Burmese) through all the platforms possible (Linked In, Job top gun, Glassdoor, Facebook, Google, etc.)
- Prepare general interview question and practice to be able to speak and sound as normal as possible
- Check interview advices and motivational video from YouTube
- Apply to the job available and have interview
- Not accepted → find another and prepare again
- Not many jobs are available for me at that time because of the Covid. Some of the companies even needed to shut down their operations. I was lucky enough to find a customer service position for a Fintech company related to the gaming industry. I was hired for Thailand and right now I am in Myanmar for a Thai work visa application.

What was your experience like at PIM?

When I first arrived at PIM, I did not know anything about what it is like to study in another country. I needed to catch up a lot in order to be able to meet the standard level of PIM. The time when I realized how to study properly was my third year and it was kind of late for some subjects. But I think it is normal for most of the average students and looking back, I did enjoy studying, eating foods, playing games and having activities at PIM.

What were your favourite memories during your times at PIM?

I love traveling with my friends. All company visits, first meet and also trips with my classmates are my best memories at PIM.

How was your experience with your first job compared to your internships?

It is not very different but also completely different at the same time. The working style and environment are the same but right now there are some scores and matrices that I need to meet every month. And I cannot make the same mistake again and again like I did during my internship. I can really feel seriousness and pressure.

What was student life like?

I really enjoyed all the years at PIM. I am very grateful to have such friends and teachers. I just wish that I could study Thai Language and hang out more with my friends instead of playing games all the time. I wasted lots of time on games.

What do you know now that you wish you knew during your time at PIM?

The first thing that I realize now is that all the courses are expensive at PIM and I should focus on studying.

What advice do you have for our juniors?

Enjoy your time and also make memories. Think carefully about your future career and choose your internship company. Open LinkedIn and start updating your profile. Update your resume and don't forget to ask your internship supervisor to be your reference person (need to have at least three). Good Luck to you all

And also having confidence in speaking is one of the key factors in day-to-day work so I should not avoid speaking in front of people.

How did PIM prepare you for your Career?

Presentation skills from Public Speaking. Work related theories from classes and hands-on experience from internships. Having work experience after graduation. Seminars and workshops for personal developments (how to wear, act and behave). Business letter and resume classes (role play and assignments)

What advice do you have for our freshman juniors?



**Everyone is the victim in his/
her stories - just listen**

KEONARAPONG CHHENG

iMTM Batch 2

Throughout the various internships you have done, what is the most valuable lesson you have learned?

There were a lot of valuable things that I have learned that help me further improve myself but one thing that I did not enjoy was staring at a screen more than 4 hours in a day.

What skills or knowledge did you learn throughout the program that you found most useful in your career?

Business Communication is a useful tool in the overall scope of doing business. Effective business communication help employees engage with one another in order to achieve success. Negotiation is another useful tool to have in your arsenal. It allow us to understand what we can compromise and what we can demand. It is important to make sure that both parties are satisfied.

What do you know now that you wish you knew during your time at PIM?

It is easy sometimes to forget about other people and get stuck in your own reality but everybody has their own stories, it won't hurt to be nice.

How did PIM prepare you for your Career?

PIM provides us with lots of skills in many areas. I may not be able to understand things in great details, but I understand enough to know what's out there.

What was student life like?

It was memorable as it is. I only wish to jump on more opportunities that available. There will be a lot of opportunities available, so make sure you can make the most it.



Pong is a Cambodian iMTM Alumni.

He is currently working as a Sales Executive & Technical Advisor, representing Toyox Trading Thailand in Cambodia.

How was your experience with your first job compared to your internships?

It was awesome, I have more experience and get to make more decisions. But with great power comes great responsibility.

What were your favourite memories during your times at PIM?

The best memories during my times at PIM are the people I have met along the way. From the good and the bad people, the seniors and juniors, the professors and co-workers. It helps to gain a bigger perspective in life and to be able to hear stories from other people from different backgrounds and walks of life.

NATTAPON AUNHABUNDIT

Mommam is a iMTM Alumni from Thailand.
She is currently working as a Thailand Pavillion Ambassador.

iMTM Batch 2

MO

MMA

What were your favourite memories during your times at PIM?

I have a lot of good memories. PIM sent me to Sweden, which I actually love. I think it was at the ILDP (international leadership development program), and I had a great time. The nicest part is that they took me to some interesting places.

What advice do you have for our freshman juniors?

There are various advantages to being a student, so you should try to engage in all activities offered to the student. Some activities, such as camp or conferences, are only available to bachelor's degree students. Simply get out and explore. Because there are so many group projects, make sure you balance your time. Make an effort to organize your time with your friends as well. Lastly, balance in your life.

Throughout the various internships you have done, what is the most valuable lesson you have learned?

It makes no difference how well-known the company is or how much money they pay us. It's all about having nice coworkers and leaders. Then you'll either get a favorable recommendation for your master's degree or they'll take you down an unexpected road. It's great for me that I know my leaders and that they prioritize me once I finish my internship. It doesn't matter about the company but people. Colleague is very important especially if we have a good leader. Same as Jack Ma said "If you are in your 20s, you should meet a good leader".

What skills or knowledge did you learn throughout the program that you found most useful in your career?

I enjoy public speaking and believe I can apply my skills to a variety of presentations and the way you talk. However, I believe that business knowledge is the most useful. It could be anything relating to business, such as accounting or marketing. I wasn't initially interested in the business side of things, but after three years of study, I realized that this was also my path. It promotes creativity, and I find business to be rather beautiful. Business is important because it has the ability to solve problems.

How was your experience with your first job compared to your internships?

My first job is a continuing of my internship, therefore the tasks are essentially the same. You can't make an excuse because you're no longer a student. So you make an effort to be professional. The good news is that my colleague is willing to give me the opportunity. So I attempt to learn, and since you're a recent graduate, they didn't expect you to be so professional. So it's not all that different from being an intern. As a result, you must give your full attention to your internship, and whether you are a first-year, second-year, or third-year student, you will gain a wealth of experience in the future. So just give it your all.

What do you know now that you wish you knew during your time at PIM?

There was a moment when I was able to enroll in the SSEAPY program, which was quite beneficial to me. I was chosen at the time, and I had to spend two weeks in the camp without knowing whether I would go or not. My lecturers advised me not to do so because it would delay my graduation, which I also did not wish. Because of Covid-19, such a program no longer exists. I would try it if I could go back in time. It is easy to join in such activities while you are a student. My advice to you is to go out and explore.

AM

What is your best impression during your study here at iMBA?

My impression when I was studying at iMBA was the learning atmosphere that emphasized everyone's participation. The learning style would focus on applying the knowledge gained from the study to make a workshop as a group with a teacher who guide us that made class room not boring and could be applied to work.

What have you learnt from iMBA (you can name the courses or activities) that help you to develop your career?

I have learned a lot from living together with class members from many countries and from Cross Cultural Communication course that help me understand cross-cultural communication such as sharing meaningful communication symbols with others from different religious, social, ethic and educational backgrounds.

These could help me to adapt to my work because my workplace also produces and sells export products so it's easier for me to understand my customers and also in everyday life, we have the opportunity to meet people of different nationalities therefore it easier to understand each other.

What is your favorite course?

My favorite course during iMBA class was field trips that are activities at the end of each subject. It was a very good activity because the college has coordination with various departments both government and private companies that allow students to see various works in the real place and listening to the lectures from the speakers who have expertise and made students understand theory easier and could be implement in real business.

Any challenge during your stay here in Thailand?

The challenge in Thailand today is probably the advancement of technology that we have to keep up. Especially at the industrial level where I am part of the organization, I have to think about improvements and innovations that should be created because if we stand still, It's like we're going backwards and our competitiveness will decrease and we won't be able to compete with our competitors.

Any recommendations for your junior in iMBA program?

I would like to invite anyone who is interested in PIM's iMBA course to decide to come and study, you won't be disappointed. And as for juniors who are currently studying, make the most of the time spent studying each of the courses offered by the iMBA that can be applied in both your personal life and your work.

Thusdaporn Puengjitton (Nine)

iMBA Alumni Batch 1 | Assistant General Manager at CPRAM Company Limited

What is your best impression during your study here at iMBA?

The orientation day. The first time I met my classmates and professors. The picture is quite clear in my mind and cannot imagine it was several years ago. It was a great chance to socialize and I met my best friends on the orientation day.

What is your favorite course?

The economic and financial courses and all company visits activities. These courses helped me form a sense of financial management. Especially, the company visit, it is quite exciting to join. We visited beverage companies, banks, hospitals, family businesses, instant noodle companies, and so many other companies in different industries.

Any recommendations for your junior in the iMBA program?

a) Think about your career plan and make sure you know what you are going to study. If you know the whole picture of your study plan at the beginning, you may have good time management.

b) Be confident. The staff, professors, and classmates I met are very nice, please be confident to chat with them, I believe all of them are happy to help if you have any questions. I was too shy to express my idea at the very beginning of this program, I'm worried about my English is not good enough to communicate, especially when I had to do the presentation. But we are an international program, we are studying in a multi-cultural environment and most of us are not native speakers. Everyone is not perfect. If you have anything want you to share, please just do it.

c) Follow the advisor's steps to complete your IS/thesis. I would like to thank my advisor, Dr. Sunny, I took a long time to finish my paper but he was always there when I need help.

What have you learned from iMBA (you can name the courses or activities) that help you to develop your career?

I learned how to design the Business Plan and use the correct tools to analyze the advantage, disadvantages, chances/opportunities, and threats if you want to start a new business. I also had learnt a lot from the business plan class that guided us on how to do a real business. My Team is like a small company, we sold the 'Taiwan Roll', which was a nice try and each of us played an important role. We had an accountant, spokesman, salesman, and marketing staff.

Any challenge during your stay here in Thailand?

Basically no challenges, I am so lucky to meet nice friends in Thailand. The staff, like P'fon, helps a lot no matter in study or life.

Xing Li, iMBA Batch 4

UNESCAP
Learning center-Chinese teacher





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