



# INTERNATIONAL COLLEGE

วิทยาลัยนานาชาติ

Undergraduate Level



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# Knowing Us

## “International College”

### Vision

A truly international setting producing cutting-edge graduates and post graduates ready for future skill and global citizenship requirements

### Mission

- We are committed to educating and developing future “inno-preneurs”; enabler of co-creation between impactful innovations and sustainable entrepreneurships to stakeholders and society at large.
- We are likewise equally committed to enhancing our faculties, research and network collaborations necessary to nurture sustainable and life long learning environment

## Logo and Colors of the College



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COLLEGE**

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Red

In Chinese culture, red is an auspicious color. With its distinct characteristic, red is like bright lights and warmth amid the cold and represents prosperity. Bold and vivid, red helps boost creativity, energy, and personal productivity which, in turn, will lead to more prosperity. In the emblem of ASEAN, red, which is one of the main colors used, depicts courage and dynamism.

## The Offered Program/Majors

### Bachelor's Degree

1. Bachelor of Business Administration Program in Modern Trade Business Management (International Program)

### Master's Degree

1. Master of Business Administration Program in International Business (International Program)

### Contact

Location: International College  
CP All ACADEMY Building, FL.10

### Contact CCDS

Counseling and Career Development Center



(CCDS) Tel. 0 2855 1122

## Website:

<https://interprogram.pim.ac.th/>

The screenshot shows the website header with the PIM logo and Thai text 'วิทยาลัยนานาชาติ International College'. Navigation links include 'Faculty and Program', 'About Us', 'Contact Us', and 'Application Form'. The main content area features the 'INTERNATIONAL COLLEGE' logo, 'วิทยาลัยนานาชาติ', and logos for 'PANYAPIWAT iMTM', 'PANYAPIWAT iMBA', and 'IC-ISA'. A group photo of students in uniform is also visible.

## Facebook:

<https://www.facebook.com/pimimtm>

The screenshot shows the Facebook page for PIM International College. The cover photo features the PIM logo and Thai text 'สถาบันการจัดการปัญญาภิวัฒน์'. The profile picture is the 'PANYAPIWAT iMTM' logo. The page name is 'iMTM Students at PIM' with 872 likes and 963 followers. Navigation buttons for 'ส่งข้อความ', 'ถูกใจ', and 'ค้นหา' are visible.

## Bachelor of Business Administration Program in Modern Trade Business Management (International Program)

### Degree Name

Bachelor of Business Administration (Modern Trade Business Management)  
B.B.A. (Modern Trade Business Management)

**Note:** Office of the Ministry of Higher Education, Science, Research and Innovation (MHESI) has acknowledged the curriculum on February 13, 2019

# Learning Outcomes of Program

## Moral and Ethical Aspect

General Education Category	Specific Subject Category
1. To have self-disciplined and be punctual	1. To have self-disciplined and be punctual
2. To be honesty and trustworthy	2. To be honesty and trustworthy
3. To complete sense of oneself, social and profession responsibility	3. To complete sense of oneself, social and profession responsibility
4. To perform duties with virtue, morality and public consciousness	4. To perform duties with virtue, morality and considerate
5. To pay respect to rules and regulations	

## Knowledge Aspect

General Education Category	Specific Subject Category
1. To have and apply a broad knowledge in daily life	1. To understand and analyze the theories toward Modern Trade Business Management
2. To understand and analyze relevant principles, also apply as the basic knowledge of that subject	2. To apply knowledge in Modern Trade Business Management's activities
3. To understand and apply practically with specified principles & theories	3. To understand analyze and/or apply involving principles as economics, accounting, logistics, law principles, etc in Modern Trade Business Management

## Cognitive Skills

General Education Category	Specific Subject Category
1. To have creativity skill, integrate knowledge and experience to create innovation for that subject	1. To analyze with studied principles and apply in real situation
2. To analyze and have holistic thinking skills	2. To solve problem of Modern Trade Business Management with proper principle reference
3. To have a willingness to learn	3. To have a willingness to learn

## Interpersonal Skill and Responsibility Aspect

General Education Category	Specific Subject Category
1. To collaborate well with different situations and organization cultures	1. To work well with others in groups and team
2. To work well with others in team and have leadership skill	2. To be reliable for his/her own assignment
3. To be reliable for his/her own assignment	3. To have resilience skill among different situations and organization cultures
4. To create a good relationship with coworkers and others	4. To create a good relationship with coworkers and others

## Numeric Analysis, Communication and Information Technology Skills Aspect

General Education Category	Specific Subject Category
1. To gain basic knowledge of mathematics and statistics techniques in order to analyze data and present the findings	1. To have effective communication skills to explain principles and situations
2. To use Thai language skill effectively	2. To have Information Technology skills for gathering data and presenting the information
3. To gain at least one foreign language skill	3. To gain basic knowledge of mathematics and statistics techniques in order to analyze data and present the findings
4. To have Information Technology skills for researching gathering data and presenting the information	4. To communicate and present and be a listener



## Career Approaches

Upon graduation from the program, the graduates can work in the career of modern trade business management at the practitioner or supporting level of work lines concerning modern trade businesses. They can also be engaged in their own private businesses regarding modern trade related and so on.

## Admission Criteria

- High School or equivalent degree from an accredited educational institute.
- English proficiency for non-native speakers should be equivalent to IELTS score of 5.0 and above.
- Have the right attitudes and ready to join Work-based Education program.
- Pass the selection process. Students will be appointed for interview upon initial screening of the application.

## Details of Tuition Fees

1. The total tuition fee of 585,000 baht is paid for the entire program, and payment of tuition fees for the whole semester at the rate specified by the Institute according to the normal 7 semester study plan.

Semesters	Tuition fees for students enrolled in the regular semester
No. 1 - 6	84,000
No. 7	81,000

2. The tuition fees for the whole semester do not include the following expenses:
  - Books and learning documents in the course
  - Workshop equipment, raw materials and other related devices
  - Prerequisite course fees
  - Other fees beyond the tuition fees per semester

## Examples of enterprises that students engage in



## Study Plan and Internship

### First Academic Year

Semester 1			Semester 2		
Course Code	Course Title	Credit	Course Code	Course Title	Credit
EN xxxx	English Course	2	EN xxxx	English Course	2
EN xxxx	English Course	2	CN xxxx	Chinese Course	3
TH xxxx	Thai Course	3	SC xxxx	Science & Mathematics Course	3
HM xxxx	Humanities Course	3	MI 62101	Management Foundations & Digital Transformation	3
MI 62102	Accounting & Finance for Modern Trade	3	MI 62109	Foundations for Modern Trade Management	3
MI 62103	Economic Analysis for Modern Trade	3	MI 62110	Sales Management & Store Operation	3
MI 62104	Digital Marketing	3			
<b>Total</b>			<b>Total</b>		
<b>19</b>			<b>17</b>		

Semester 1		
Course Code	Course Title	Credit
MI 62190	Work-based Learning in Modern Trade Business Management 1	3
<b>Total</b>		<b>19</b>

Note: This may subject to change as appropriate

## Second Academic Year

Semester 1			Semester 2		
Course Code	Course Title	Credit	Course Code	Course Title	Credit
EN xxxx	English Course	2	EN xxxx	English Course	2
SO xxxx	Social Sciences Course	3	CN xxxx	Chinese Course	3
MI 62205	Operations & Supply Chain Management	3	MI 62214	Legal Aspects of Modern Trade & e-Commerce	3
MI 62211	Visual & Store Design	3	MI 62215	New Product Development & Category Management	3
MI 62212	Big Data Analytics for Consumer Behavior	3	MI 62216	Customer Experience Management	3
MI 62213	New Retail	3	MI 62217	Cross Border e-Commerce	3
		<b>Total</b>	<b>17</b>		
				<b>Total</b>	<b>17</b>

Semester 1		
Course Code	Course Title	Credit
MI 62291	Work-based Learning in Modern Trade Business Management 2	3
		<b>Total</b>
		<b>3</b>

Note: This may subject to change as appropriate

## Third Academic Year

Semester 1			Semester 2		
Course Code	Course Title	Credit	Course Code	Course Title	Credit
EN xxxx	English Course	2	MI 62318	Strategic Management for Modern Trade 1	3
MI 62306	Ethics, Mindfulness & Leadership	3	MI xxxxx	Elective courses (2)	3
MI 62307	Applied Business Research	3	MI xxxxx	Elective courses (3)	3
MI 62308	International Business Strategy & Cross Cultural Management	3			
MI xxxxx	Elective courses (1)	3			
		<b>Total</b>			<b>14</b>
					<b>Total</b>
					<b>9</b>

Semester 1		
Course Code	Course Title	Credit
MI 62392	Work-based Learning in Modern Trade Business Management 3	3
		<b>Total</b>
		<b>3</b>

Note: This may subject to change as appropriate

## Fourth Academic Year

Semester 1			Semester 2		
Course Code	Course Title	Credit	Course Code	Course Title	Credit
MI 62419	Strategic Management for Modern Trade 2	3	MI 62493	Work-based Learning in Modern Trade Business Management 4	6
MI xxxxx	Elective courses (4)	3	MI xxxxx	Free Elective Course (2)	3
MI xxxxx	Free Elective Course (1)	3			
<b>Total</b>		<b>9</b>	<b>Total</b>		<b>9</b>

**Note:** This may subject to change as appropriate Information Bachelor of Business Administration Program in Modern Trade Business Management (International Program), please visit [http://202.44.139.57/checo/UnivSummary2.aspx?id=25592501100036\\_2116\\_IP&b=0&u=25000&y=](http://202.44.139.57/checo/UnivSummary2.aspx?id=25592501100036_2116_IP&b=0&u=25000&y=)



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