



INTERNATIONAL COLLEGE

วิทยาลัยนานาชาติ

**PIM Student Manual
for Undergraduate Level**



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Knowing Us

“International College”

Philosophy of the Faculty

In International College of PIM, we believe in:

- Academic excellence as well as practical relevance
- Hard working as well as creativity and innovation
- Moral standard and trustworthiness
- Partnership and contribution to the community

Vision

We are aspired to build the International College as:

- a spring board to launch our youth to the world
- with character, intellect and professional skills
- where wisdoms of all cultures amalgamates

Mission

We provide higher education:

- With an international curriculum from Asian perspective
- Through international media of communication
- At international quality standard together with local relevance
- By an international faculty to an international student body
- In a network of international partners
- For nurturing leaders and professionals on the international stage

Logo and Colors of the 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 Business Entrepreneurship (International Program)

Master's Degree

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

Contact

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

Contact CCDS

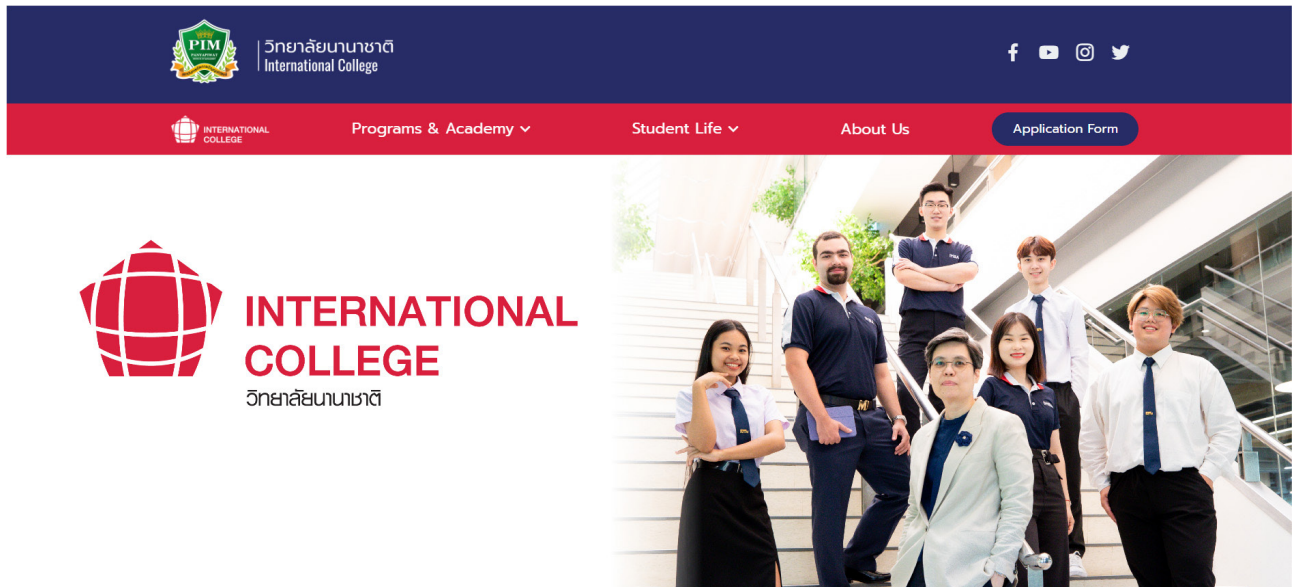
Counseling and Career Development Center



(CCDS) Tel. 0 2855 1122

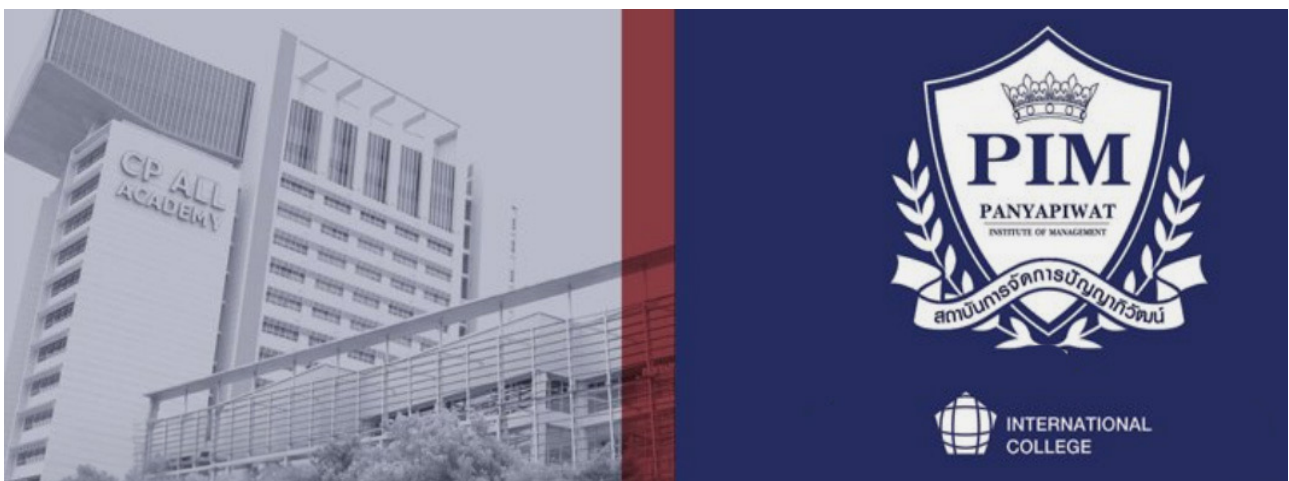
Website:

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



Facebook:

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



Bachelor of Business Administration Program in Modern Business Entrepreneurship (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

1. Integrate and apply knowledge in the classroom, workplace, and in everyday life.
2. Communicate proficiently in Thai and/or foreign languages as appropriate for any situations.
3. Show discipline, dedication, perseverance, honesty, and accountability.
4. Stay aware, choose, and employ digital technology wisely when creating works.
5. Present, sequence, and convey stories systematically, while also criticizing and influencing others, and has control over the situation.
6. Analyze, plan, make informed decisions, and come up with solutions creatively
7. Design an innovation that can drive thoughts and inspiration to produce work and pave the route for entrepreneurship.
8. Collaborate with people, create human relationships, courage to face challenges, be able to work in a variety of jobs, and adapt to other cultures.
9. Follow organizational, societal, and national regulations, display public spirit and adhere professional ethics.
10. Create a healthy work-life balance and appropriately manage health, finances, time, and personnel.
11. Seek knowledge and practice self-learning.

Specific Subject Category

1. Apply knowledge in management to manage and solve problems in modern business
2. Develop strategic plans for managing modern businesses.
3. Choose and use technology and tools for business management and problem-solving.
4. Evaluate business situations through critical analysis to make informed decisions.
5. Demonstrate appropriate behavior and communication in various contexts, adapting to different situations.
6. Select and use suitable data sources for the benefit of target audiences.
7. Exhibit entrepreneurial qualities with a focus on sustainable development for communities, society, and the nation.

Career Approaches

1. Business owners and entrepreneurs of modern businesses in Thailand and abroad
2. Managers in modern business organizations, both government and private sectors in Thailand and abroad.
3. Support roles in various departments within companies related to modern trade businesses in Thailand and abroad, such as marketing, sales, customer service, production, and inventory management

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 |
| 10xxxxx | PIM identity (1) | 3 | 10xxxxx | PIM identity (2) | 3 |
| 10xxxxx | PIM identity (3) | 3 | 10xxxxx | Science of life (1) | 3 |
| 10xxxxx | Science of life (2) | 3 | 10xxxxx | Science of life (3) | 3 |
| 5111101 | Digital Marketing and Consumer Behavior | 3 | 5111103 | Accounting and Finance for Modern Business | 3 |
| 5111102 | Foundations in Modern Business Management | 3 | 5111104 | Digital and Innovative Economy | 3 |
| | | Total | 15 | | |
| | | | | Total | 15 |

| Semester 1 | | |
|-------------|---|--------------|
| Course Code | Course Title | Credit |
| 5112151 | Work-based Learning in Modern Business Entrepreneurship 1 | 3 |
| | | Total |
| | | 3 |

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 |
| 10xxxxx | PIM identity (4) | 3 | 10xxxxx | Science of life (4) | 3 |
| 10xxxxx | Science of life (5) | 3 | 5111206 | Operations and Supply Chain Management | 3 |
| 5111205 | Managing Human Capital in Modern Business | 3 | 5112203 | Data Visualization for Modern Business | 3 |
| 5112201 | UX/UI Design / 3D Product Design | 3 | 5112204 | Legal Aspects of Modern Business and e-Commerce | 3 |
| 5112202 | Big Data Analytics for Customer Experience Management | 3 | 5112205 | Sales Operation Management and Visual Merchandising | 3 |
| | | Total | | | 15 |
| | | 15 | | | 15 |

| Semester 1 | | |
|-------------|---|--------------|
| Course Code | Course Title | Credit |
| 5112252 | Work-based Learning in Modern Business Entrepreneurship 2 | 3 |
| | | Total |
| | | 3 |

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 |
| 10xxxx | Science of life (6) | 3 | 511308 | Global Competitive Strategy and Business Negotiation | 3 |
| 5112306 | Ethics, Mindfulness and Leadership | 3 | 5112308 | Social Entrepreneurship towards Sustainable Innovation | 3 |
| 5111307 | Applied Business Research | 3 | 5112309 | Startup Garage | 3 |
| 5112307 | New Product Development for Startups | 3 | xxxxxxx | Free Elective Course (2) | 3 |
| xxxxxx | Free Elective Course (1) | 3 | 51133XX | Elective courses (1) | 3 |
| | | Total | | | 15 |
| | | | | | Total |
| | | | | | 15 |

| Semester 1 | | |
|-------------|---|--------------|
| Course Code | Course Title | Credit |
| 5112353 | Work-based Learning in Modern Business Entrepreneurship 3 | 3 |
| | | Total |
| | | 3 |

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 |
| 5112410 | Agile Project Management | 3 | 5112454 | Work-based Learning in Modern Business Entrepreneurship 4 | 6 |
| 5112411 | Seminar on Lifelong Learning for Sustainable Development | 3 | 51134XX | Elective courses (4) | 3 |
| 51134XX | Elective courses (2) | 3 | | | 3 |
| 51134XX | Elective courses (3) | 3 | | | |
| | | Total | 12 | | |
| | | | | Total | 9 |

Note: This may subject to change as appropriate

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=



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