



PANYAPIWAT

INSTITUTE OF MANAGEMENT

UNIVERSITY OF NETWORKING





By establishing a CORPORATE UNIVERSITY, Corporations turn their workplaces, employees and organizational resources into classrooms and educators.

As students spend less time on campus, they can engage in real-life work experience. The quality of undergraduate education will be ensured if all parties involved work together.”

Korsak Chairasmisak

Chairman of Executive Committee,
CP ALL PUBLIC COMPANY LIMITED





We are part of the Charoen Pokphand Group. (C.P. Group)

C.P. Group: Begun as a small seed store in Bangkok nearly a century ago, today C.P. Group is one of the world's largest conglomerates with business units and affiliates in 21 countries.

C.P. has evolved and expanded nationwide, operating the following core businesses in Thailand:



Agro industry and Integrated Food Production



Retail and Distribution



Telecommunications



Good Management Excellent Services The Best Convenience Store

CP ALL: A flagship company of the C.P. marketing and distribution business, CP All Public Company Limited (CP All Plc.) is the exclusive operator of the 7-Eleven convenience stores in Thailand.

Since its establishment in 1988, the company has continued to expand its business into other retail sectors including Digital Services, Logistics & Distribution, Payment Services, Supplies & Retail Equipment, and Support Services.

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PIM GLOBAL NETWORK INCLUDES OVER 800 PARTNERS WORLDWIDE



592
Corporations



200+
C.P. Group



196
Educational Institutions



43
Embassies



A NEW PARADIGM OF BUSINESS EDUCATION IN A CORPORATE UNIVERSITY UNDER CP ALL

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. "We firmly believe that all parts of society must work together to create a balance among economic, environmental and social factors of our country and the world for a sustainable future," says Soopakij Chearavanont, Chairman of C.P. Group. Thus, to strengthen corporate values and sustainability for society, Work-based Education was pioneered by PIM, leveraging the expertise of CP All Plc. with the commitment to produce academically skilled and job-ready graduates, developing human resources whose knowledge and skills are better aligned with market needs, including partners in various businesses.

PIM maintains well-established quality assurance mechanisms and has gained good standing in the accreditation review by the Office of the Higher Education Commission (OHEC). In addition to institutional strength and effective leadership, PIM's outstanding work-based learning programs are also highlighted in the OHEC review.

CP All has founded three educational institutions with the aim of cultivating the next generation of learners and workers who are global citizens and work-ready.



1. Panyapiwat Institute of Management (PIM)
Established in 2007



2. Panyapiwat Institute of Management Demonstration School (Satit PIM) Established in 2017



3. Panyapiwat Technological College (PAT) Established in 2004

WHERE IS PIM?



44 km
from the Suvarnabhumi International Airport



16 km
from the Don Muang International Airport



25 km
from Bangkok City Center



4 km
from the Government Complex



2 Hospitals
are located within 1 km and 4 km of PIM



5 mins
walk to shopping center (Central Chaengwattana)



3 km
to Impact Arena, known for hosting international concerts, games, and exhibitions



3 km
to Hypermarkets (Big C, Tesco Lotus) and a cash and carry store (Makro)



3 km
to A Community Mall (The Avenue) and a movie multiplex (Major Cineplex)



Wide ranges of accommodation are available within 10-15 minutes walking distance

WHY CHOOSE PIM?

- Panyapiwat Institute of Management (PIM) is a higher educational institution founded with the funding from CP All Plc.
- Accreditation: We are fully accredited by the Ministry of Education and our courses are approved by the Office of Higher Education Commission (OHEC)
- Our university has been offering fully accredited bachelor and master degree programs since 2007 and doctoral degree programs since 2012.

ADVANTAGES OF A CORPORATE UNIVERSITY

We are the link that connects business and knowledge.

- Established by a private company, PIM is designed to create a capable workforce whose knowledge and skills are better aligned with market needs.
- Courses co-developed and taught by seasoned professionals
- Exclusive access to a wide network of partners
- Hands-on experience in real-work settings



DEGREE PROGRAMS

- iMTM
- iMBA

PANYAPIWAT
iMTM

B.B.A. in Modern Trade Business Management

Modern Trade is any form of trade that uses technology to efficiently manage and operate store infrastructure in order to serve customer needs with a variety of products and services.

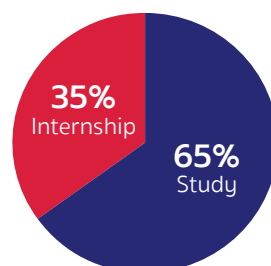
Currently, there is an increasing number of Modern Trade Stores for offline and online sales. The expansion of distribution channels perfectly fulfills changes in customer lifestyle, family size, residence location and consumption.

Offline: Hypermarket, Supermarket, Department Store, Community Mall, Convenience Store, Minimart, Discount Store, Outlet, Cash and Carry, Shopping Centre, Category Killer, Cosmetics Store, Specialty Store, Brand Shop, Drugstore and Duty Free Shop.

Online: Internet Shopping, TV Shopping, Door-to-door Delivery, Catalogue Order and Shopping Applications.

iMTM is a three and a half year program specializing in Modern Trade Business Management that focuses on cooperative learning which enables students of various capabilities to work together in small groups through strategic teachings, preparing students to apply outcomes upon graduation.

Cooperative Learning





CURRICULUM STRUCTURE

Core courses: **84 credits**

General Education courses: **30 credits**

Free Elective Courses: **6 credits**

Total: **120 credits**

iMTM prepares students to acquire knowledge of real work experiences by formulating a life-lasting solid foundation that corresponds appropriately to the phases of their academic journey through four different levels. Each level provides the building blocks to set a strong foundation for a prospective career path, acquainting students with the field that they are interested in, for the demands of today's workforce.

STUDY PLAN

	Semester 1 August - December	Semester 2 January - May	Summer June - July
Y 1	Coursework 1/6	Coursework 2/6	Internship 1
Y 2	Coursework 3/6	Coursework 4/6	Internship 2
Y 3	Coursework 5/6	Coursework 6/6	Internship 3
Y 4	Internship 4	-	-

iMTM Career Development Roadmap (CDR)

While some students arrive with a specific career goal in mind, many students' goals evolve over time as they explore their academic interests, extracurricular activities and the many opportunities supported at PIM. The Career Development Roadmap in iMTM program is designed to optimize discovering one's path to develop and achieve a fulfilling future career.

Internship Plan



ADVISOR MEETING SESSIONS (AMS)

1. Dream Career & Self-Reflection
2. Academic Counselling
3. Internship Planning

Service Mindset Building

1st AMS
2nd AMS

Follow up

Business Interest Identifying & Matching

1st AMS
2nd AMS

Follow up

Work Readiness & Integration

1st AMS
2nd AMS



Final AMS

iMTM CDR

1st Year

2nd Year

3rd Year

Final Year



Workshop: Attitude for Success & Ready for 7-Eleven
Internship: Service function



Workshop: Business related
Internship: Business functions

Workshop: Entrepreneurial mindset
Internship: Business Model Designing



Internship: Strategic function in Modern Trade Businesses



**7 Benefits
of Studying
iMTM at PIM**

**MODERN TRADE
EXPERT**

CP ALL has over 25 years of experience in successfully operating one of the leading convenience store brand names in the world, under the “7-Eleven” trademark. CP ALL’s effective management techniques have made Thailand the 2nd largest operator of 7-Eleven stores in the world, with over 11,000 stores nationwide, making CP ALL the leader of Modern Trade in Thailand.

**NETWORK WITH
BIGGEST RETAILER**

As a Corporate University under C.P. Group, Thailand’s largest private company and one of the world’s largest conglomerates, PIM contributes to students’ academic and professional success through its extensive network.

**VIGOROUS CAREER
DEVELOPMENT**

The Career Development Roadmap of the iMTM program is designed to optimize discovering one’s path to develop and achieve a fulfilling future career. The excellent internship planning by an Academic Counselor, creates a strong foundation for the students.

**OVERSEAS
IMMERSION**

Over 200 university partnerships give substantial opportunities for knowledge sharing, internship and exchange programs.

**FOUR INTERNSHIPS
(10 MONTHS)**

Students acquire skills and real working experience from interning with C.P.’s extensive network of partnerships and leading business organizations in the country, giving students a competitive advantage upon graduation from this 3.5 year program.

**INTERNATIONAL
ENVIRONMENT**

Students at PIM become part of a truly international and multicultural community, with classmates from all over the world.

**POSSIBLE FAST TRACK
TO iMBA**

While some institutions may require a minimum of 1-2 years of professional work experience before entering a master’s degree program, the iMTM program offers a Fast Track to the iMBA program at PIM. The practical application and real-world exposure that iMTM students gain during their internship placement is sufficient preparation for master’s level studies.

Requirements

High school certificate or an equivalent from an accredited educational institute

English proficiency
IELTS 5.0 and above

Application Fees:

THB 1,000

Tuition Fees:

THB 585,000

(3.5 years)

Documents Required

Completed Application Form (1 Copy)

Transcript of High School Degree (2 Copies)

Certificate of High School Degree (2 Copies)

Citizen Card for Thai applicants and Passport for foreigners (2 Copies)

Certificate of Residence for Thai applicants (2 Copies)

1.5 inch formal photograph (3 Copies)

STUDENTS' VOICES

Here's what our students from International College would like to share about their experiences at PIM.



I am a scholarship student from Cambodia and my goal is to study in the business field. PIM has a great reputation among the Cambodians for its Work-based Education system and I personally believe that PIM is the best choice for me to learn how to operate a business and create my own network to support my future plan. Thai people are very kind and friendly and they inspire me to do my own business. Opening a fusion restaurant which has Thai, Italian and Cambodian food would be ideal."



Chanmonyrathn Hour



If you want to be successful, you need to get the right skills, have the right experience and be surrounded by the right people. PIM has allowed me to engage with all the factors that would lead me to be successful in my future. I have learned and earned a lot of knowledge and experience in business. Work-based Education has given me a great opportunity for internships throughout my study, even though I feel tired but I believe when I graduate, I will be more than ready to work in the real business world."



Simiju Elizabeth Mukhwana



I'm Thai-Japanese and I worked in Japan for some time before I finally decided to pursue my bachelor's degree back in Thailand. Work-based Education meets my need and I believe that it'd be the most suitable model to gain working experience in business where I can fulfill my future plan to grow my own business. I really like to study here for various reasons such as the warm atmosphere, friends, and teachers. My favorite subject is 'Marketing'. It has come to my realization that Marketing Strategy is not only for business but to communicate with people as well. I'm already 28 years old so this three and a half year program will help me get a bachelor's degree in no time and land a job in either a Western or Japanese company."



Kampanart Kongneaoodee



When I heard about Work-based Education, it satisfied the desire that I always had to study and earn my working experiences at the same time. I believe in the course design and all the great support from the institute, teachers, and friends that are here to help me be successful in my future. Traveling from my hometown to invest my future with PIM has made me very happy to study here and I think I've made the right choice."



Tabassum Bintay Khan



PANYAPIWAT
iMBA

M.B.A. in International Business

Discover our new Full-Time iMBA program, a Masters of Business Administration in International Business, uniquely designed to impart knowledge from the perspective of an Asian executive, providing practical knowledge in a global business philosophy. Through the iMBA specialized courses in China-ASEAN, Oriental Wisdom in Management, and the Entrepreneurial Study environment, students learn the key aspects of ASEAN regional business applications during a 1.5-2 year program, doing either a Thesis or an Independent Study Module. The support of CP ALL's business and education network creates a deep learning experience with hands-on practice in business labs, on-site classrooms on company visits and a corporate mentor system.

Highlights of the Program include

Digital Marketing and Consumer Behavior

Financial Management and Valuation

Creativity & Innovation with Disruptive Technology

Big Data Analytics for Business Decisions

China and ASEAN Business Immersion

PROGRAM STRUCTURE
TOTAL 42 CREDITS

Thesis:

Pre-course:	Non-credit
Foundation Course:	12 Credits
Core Course:	6 Credits
China-ASEAN Module:	12 Credits
Thesis:	12 Credits

Non-Thesis:

Pre-course:	Non-credit
Foundation Course:	14 Credits
Core Course:	14 Credits
China-ASEAN Module:	8 Credits
Independent Study (IS):	6 Credits

PRE-COURSE

- Accounting & Financial Statement Analysis
- Business Statistics
- Effective Business Communication

FOUNDATION COURSE

- Economics Analysis for Business
- Applied Business Research
- Leadership & Management
- Financial Management and Valuation
- Digital Marketing and Consumer Behavior
- Big Data Analytics for Business Decisions
- Operations Management and Global Logistics

CORE COURSE

- Oriental Wisdom in Management
- Creativity & Innovation with Disruptive Technology
- International Business Strategy
- Legal Aspects of International Business
- International Entrepreneurship
- International Business Practicum

CHINA-ASEAN MODULE

- Current topics in China and ASEAN
- Business Networking in China and ASEAN
- China and ASEAN Business Practices
- China and ASEAN Business Immersion

Thesis

- Thesis 1
- Thesis 2

Independent Study (IS)

- Independent Study 1
- Independent Study 2

Admission Time-Line

Application Period

October-June

Course Work Duration

12 Months

Classes for iMBA Start

August

Independent Study (IS) or Thesis

6-12 Months

9 Benefits of studying iMBA



China-ASEAN Module

Focus on the current topics of business in the context of China-ASEAN.



Overseas Immersion

A field trip to China, fast becoming the world's major economy, provides an opportunity to learn about the country, to network with our partners, to experience the culture and enjoy the beautiful environment.



Corporate Mentor

A senior manager will be assigned as a mentor to provide advice on the student's project and on their career options.



One Subject One Company Visit

See real business in practice, relevant to the course content for every subject in the entire course of studies.



Global University Partnership

Over 200 university partnerships give substantial opportunities for knowledge sharing, internship and exchange programs.



Start-up Module

As part of the elective course "International Entrepreneurship" iMBA supports students in business development with the following platforms:

- New product launch lab
- Process improvement lab
- New business launch lab



Networking Opportunities

Students will be able to accelerate and sustain success by expanding business connections through classes and events.



Across Thailand With the C.P. Group

2 days 1 night domestic trip to understand emerging trend of new businesses in Thailand and learn the Business Model of C.P. Group.



Business Practicum

Learning how to create and design a business plan to apply academic concepts to actual business situations.

PANYAPIWAT
iMBA

OPPORTUNITIES



NETWORK

In order to perform on the global stage and build a rich network supporting both personal and professional goals, iMBA students are empowered with the most extensive network of partnerships, ranging from suppliers and financial institutions to private companies and educational institutions. This cross-sector collaboration is the cornerstone of PIM. Students partake in a range of conferences, workshops, seminars, and business networking events, meeting with other business leaders, academics, and industrial practitioners throughout the program.

COMPANY VISIT

Experiencing business education beyond theoretical concepts is essential to developing practical perspectives to the working world. The iMBA program accommodates students with a company visit for every subject in the entire degree, providing hands-on learning opportunities through exposure to diverse working methods, interaction with unfamiliar industries and organizational structures from different business sectors. Besides the first-hand insights into progressive industry best practices, company visits also provide one-of-a-kind networking opportunities for iMBA students, which may lead to fruitful employment or business expansion prospects.

EXCHANGE PROGRAM

With its vision to bring more diversity to the Institute, PIM's Global University Partnership with over 200 institutions offers an advantage for aspiring exchange students and those looking for internship placements. Not only can students grow personally by learning about a new culture and language in the chosen country, but also greatly benefit from the future growth opportunities derived from a practical and challenging overseas environment. In fact, gaining intercultural experience first-hand is one of the best assets of foreign exchange programs, which helps in building a better person who is able to handle unfamiliar scenarios with a broader mind.

Requirements

Bachelor Degree in any field from an accredited university

Application Fees:
THB 1,000

English Proficiency:
IELTS score of 5.5 or an equivalent

Tuition Fees:
THB 450,000 (2 years)

A minimum of 2 years' work experience is recommended but not required

Documents Required

- Completed Application Form
(1 Copy)
- Transcript of Bachelors Degree
(2 Copies)
- Certificate of Bachelors Degree
(2 Copies)
- Citizen Card for Thai applicants and Passport for foreigners
(2 Copies)
- Certificate of Residence for Thai applicants
(2 Copies)
- 1.5 inch formal photograph
(3 Copies)

STUDENTS' VOICES

Here's what our students from International College would like to share about their experiences at PIM.



I didn't really grow up until I graduated from PIM and gained the knowledge and survival skills while in pursuit of happiness. Currently, I am an Overseas Commercial Representative of a listed company, 3trees Paint Co.,Ltd. The multi-cultural learning experience in PIM helps me to communicate and reach agreements with clients from different countries through understanding their business habits and thinking habits."



Chengjie Song



I stood firm with my decision to study iMBA at PIM because it offers China-ASEAN module that focuses on current business topics and I absorbed corporate company experiences from guest speakers and lecturers. Moreover, a fieldtrip to China has sprouted a vision and opened doors for me to bridge the gap between China and Thailand."



Pitipon Pluemworasawat



I'm currently working with Makro Cambodia, as a PR and Corporate Affairs Manager. PIM has certainly given me the opportunity to build a refined new version of myself, academically, professionally and in my personal life through the knowledge and valuable experiences I've learned."



Ly Bunheng



I chose to study at PIM because I'm a firm believer in Work-based Education system. One Subject, One Company Visit is the best learning design to show us how businesses operate in the real world. Now, I have a better understanding and aim to own a food catering business back in my home country and perhaps take the ownership of a 7-Eleven franchise store."



Aliza Putri Savira



PIM is a corporate university that differs from others, since it teaches us real life experiences from real corporate mentors, so that students can have a better understanding of how the real business world operates. Being an iMBA student here at PIM has led me to have a great opportunity to learn from 'One Subject, One Company visit' that other universities may not provide."



Hannay Nwe Zaw



Studying at PIM is a great opportunity to build a network. The company visit helps me to have an idea regarding the Asian corporate world. I have earned a lot of experiences and met many nice friends and created such wonderful relationships here that made me really happy to study at PIM."



Isabella Kiranga



iMBA is an amazing program that provides me with real world business concepts and an eye-opening experience, being associated with a Thai conglomerate like C.P. Group."



Chetana Chey



PIM gave me a platform to improve my soft skills and have confidence in myself. The networking process and the assurance of self-development are very remarkable in PIM."



Sumaiya Binte Khan



The other universities may just give you the education, but here they have the system of implementation. That's why I chose PIM. I'm also very happy with the weekend classes because it has given me a great opportunity to explore the beauty of Thailand."



Bibek Shrestha

PIM Short Courses are tailor-made training opportunities offered by PIM for public and private organizations, business professionals, entrepreneurs, academicians and students. In compliance with Work-based Education and the Fourth Industrial Revolution, or Industry 4.0, PIM short courses are an excellent way to fill in the gaps in your knowledge of today's fast paced world, giving you and your organization the knowledge and confidence to implement good practices in your workplace, updating your skill set in a short time, in the most optimized manner.

Designed to meet participants' needs, the Short Courses can cover a wide range of topics or can delve into a particular area of interest. Each course contains Lectures, Seminars, Workshops and Presentations. They offer a unique opportunity for participants to tap into the vast C.P. network of business partners and associated professionals through Company Visits and Business Networking Events. (upon request)



NON-DEGREE PROGRAMS

Short Courses

THERE ARE 5 PROGRAMS

The RetailPreneur Exclusive Workshop

The Advanced RetailPreneur Exclusive Workshop

International Short Course

China-ASEAN Module of iMBA

PIM Short Course

Course Period: Starting from 3 to 14 days

What is included:

- Lectures and workshops
- Company visit
- Accommodation (2-4 star accommodation with twin sharing)
- Meals (Breakfast, Lunch, Dinner and Snack Breaks)
- All transportation in Thailand
- Business Networking Event
- 1-Day Excursion
- Any entrance fees during the trip
- Certificate of attendance at the end of the course

What is not included:

- Air ticket to and from Thailand
- Personal expenses (Shopping, etc.)
- Any personal medical expenses during the trip
- Visa application fee (We support visa applications by providing an invitation letter)
- Vat 7%

Remarks:

1. Business Networking exclusively available in The RetailPreneur and The Advanced RetailPreneur.
2. Subject to change without prior notice.
3. 1-Day Excursion and any entrance fees during the trip are excluded for the RetailPreneur / the Advanced RetailPreneur / the International RetailPreneur & the International Advanced RetailPreneur.



1. The RetailPreneur Exclusive Workshop

A training program of special talks/lectures offered by PIM to a group of executives and entrepreneurs from the same country (a maximum of 15 participants per group) to learn various aspects of business operations and gain more in-depth understanding of Retail and International Modern Trade Business Management in order to administer their business efficiently and successfully.

Course Highlights:

- Retail Management
- Logistics and Supply Chain Management in Modern Trade
- High Performance Business Strategy: Inspiring success through effective HR management
- Customer Behavior in China & ASEAN
- Business and Investment Opportunity in Thailand
- Retail is Detail: Merchandising Management
- E-Commerce

2. The Advanced RetailPreneur Exclusive Workshop

The program is developed for high-potential executives and entrepreneurs who have identified the desire to take their leadership and management skills to the next level. The program covers various aspects of business principles and an in-depth understanding of specific management topics such as Supply Chain Management and Franchise Business.

2.1 Logistics and Supply Chain Management

Course Highlights:

- Role and Importance of Logistics and Supply Chain Management
- Inventory & Warehouse Management
- IT for Logistics & Supply Chain Management
- Order & Purchasing Management
- Logistics & Supply Chain Strategies
- Transportation Management

2.2 A Professional Franchise Business Expansion

Course Highlights:

- Principles and Possibility of Franchise Business
- Business Sustainability with Franchise Strategy
- Financial Model for Franchise Business
- Brand Building for Franchise Business and Flagship Store
- Creating Standards for your Franchise Business
- Standard Monitoring System for Franchise Business
- Franchise Selling & Support System
- Franchise Operation Manual / Case Study

3. International Short Course

PIM is proud to announce the expansion of the RetailPreneur/Advanced RetailPreneur exclusive workshops to a broader international stage. PIM foresees extensive new opportunities in Cambodia, Laos, Myanmar and Vietnam (CLMV) while continuing to open doors for international executives and entrepreneurs wanting to do business in the region. The programs will encourage the expansion of business networks by building relationships across the CLMV.

To date, PIM has successfully conducted over 14 workshops, with more than 200 business professionals and entrepreneurs. PIM is now ready to bring its proven RetailPreneur programs to the next level in the CLMV.

4. China-ASEAN Module of iMBA

Here's your chance to get some tips for success:

- Doing Business in China & ASEAN
- Exploring a successful business
- Insights from Experts
- Real Business Cases
- Face to Face Contacts

Course Highlights:

- Challenges & Opportunities of the New Economy
- Understanding Local Market & Stakeholders
- Step by Step Guide for Setting Up Business

Learn three subjects through interactive lectures over 12 days

Plus 3 China & ASEAN company visits (Thailand based) and a 4-day trip in China

Subject 1 Current Topic in China & ASEAN

Subject 2 Business Practice in China & ASEAN

Subject 3 Networking in China & ASEAN

Standard MBA Course for Credit Transfer

Tailor Made In-House Training

Credits for 3 subjects can be transferred to iMBA

5. PIM Short Course (Customized Short Courses)

The PIM Short Course Program on Thai Business and Cultural Exposure is specially developed for international students who are looking to expand their knowledge of cross-cultural management and international business, with an emphasis on Thailand.

Core sessions are delivered in collaboration with recognized scholars, industry experts, and teaching specialists covering current issues in international business, particularly within the Thai business context. The program also includes special courses on basic Thai language skills, culinary arts, and traditional dance.

Participation in this short course will anchor students' understanding of Thai business and culture while building interpersonal skills that are essential in today's dynamic and increasingly Asia-focused global economy.

Course Highlights

- Modern Trade Business Management
- China-ASEAN Module
- Thai Business Operation & Networks
- Traditional Thai Culture & Hospitality

PANYAPIWAT INSTITUTE OF MANAGEMENT

WHERE CLASSROOM
LEARNING MEETS REAL
WORLD EDUCATION.



With certified quality assurance system, Panyapiwat Institute of Management (PIM) has been rated "Very Good" by the Office of the Higher Education Commission (OHEC) with "Corporate University" and "Work-based Education" identified as the main areas of strength.

Panyapiwat Institute of Management

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 [interprogrampim](https://www.facebook.com/interprogrampim)  [@pim.line](https://www.line.me/@pim.line)  [@PIMcampus](https://twitter.com/PIMcampus)

Based on the DJT Model (Deutsch-Japan-Thailand), PIM's approach to Work-based Education is to equip students with practical knowledge and real world skills.

While studying at PIM, students have many opportunities to put themselves to the test, gain hands-on experience working in different roles and sectors, connect with professionals as well as build up expertise in their chosen career field.

This combination of theory, practical application and real-world exposure gives our students the edge they need to compete and succeed in post-school life and career.