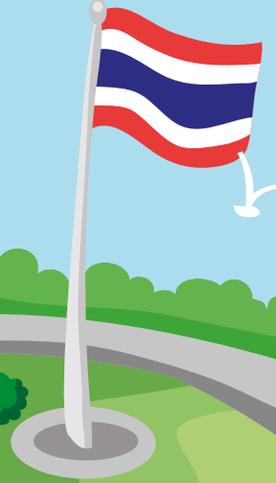




January 2013

KaleidoScope

University Newsletter



Ready for ASEAN

EDITOR'S Note

Coming on the heels of the 10th Anniversary issue, this quarter's **KaleidoScope** brings with it some more changes.

First, there will be a new section: ASEAN Affairs. Though it will have its regular run beginning with the April 2013 issue, we are featuring in this issue what MUIC is doing to get ready for the coming economic integration of the Association of Southeast Asian Nations member-countries.

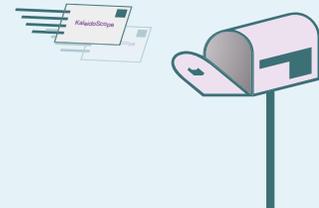
Second, readers can now communicate easier with **KaleidoScope** staff with our letters to the editor section. Entitled Inbox, readers may send comments, questions, and suggestions, to this email address: icpr@mahidol.ac.th

Third, we will feature selected student clubs beginning with this issue. Starting the ball rolling is the Cycling Club with its whirlwind of activities in the previous trimester. Fourth, we are introducing sidebar articles—stories that go hand-in-hand with the main articles and provide either human interest or something of value to the readers. For instance, in this issue, the Cycling Club offers tips on safer biking habits along Salaya's roads.

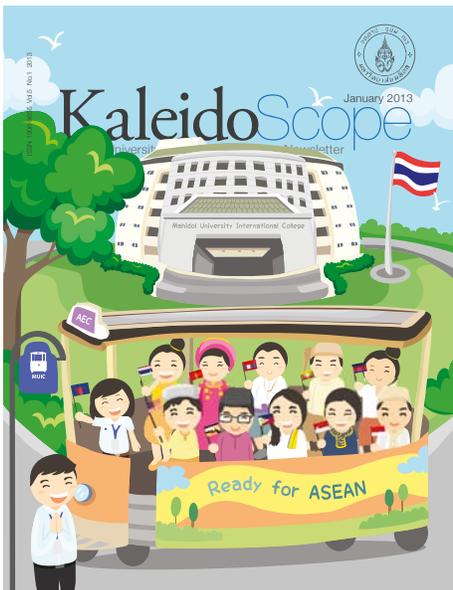
It is with these changes that **KaleidoScope** enters 2013, its 11th year of keeping the MUIC community better informed.

Got something to say? Tap those keyboard keys and share your thoughts with us. We welcome comments, questions, requests, and suggestions from our readers. Just send your emails to this address: icpr@mahidol.ac.th

KaleidoScope reserves the right to edit readers' mail for legal, ethical, brevity and clarity purposes.



Cover Photo



Having long enjoyed a well-deserved reputation for being one of the best international colleges in Thailand, MUIC is indeed ready to welcome more students from Southeast Asian countries. **KaleidoScope** invited Food Science and Technology major **Nuttha 'Nat' Janesiripanich** to do the cover design for this issue. If you ask us, she captured well our idea of MUIC's preparations for the ASEAN economic integration. According to Nat, she started drawing on the walls of her house at the age of two, turned to paper at five, finally trying her hand at using computer software in her drawings at age 17. She became fascinated first with Disney cartoons and the style of the Thai illustrator Khun Pang. She said her work is also heavily influenced by Japanese anime (she's taking Japanese as a minor). Among her recent projects were the ones she did for the MUIC Club Expo last trimester.



U.S. AMBASSADOR VISITS MUIC



Her Excellency Kristie Kenney, US Ambassador to Thailand, gave a talk at Mahidol University International College on October 30, 2012, a few days before the US election.

The Ambassador said that US-Thai relations will remain strong whatever the outcome of the election, adding that the two countries' friendship dates back to more than 100 years.

She said that the US economy, federal deficit, and immigration laws are the issues that figure prominently in the election. Some 300 students, faculty members and staff attended the event held

in the MUIC Auditorium. The talk is part of Amb. Kenney's courtesy call on Prof. Rajata Rajatanavin, President of Mahidol University.

On the eve of the elections, 20 MUIC students joined Election Watch 2012 which was organized by the US Embassy in Thailand at the Plaza Athénée on Wireless Road. Aside from viewing live coverage of the polls, the event which ran from 8:00 am to 11:30 am on November 7, 2012 included activities such as an election quiz corner, a mock election, and opportunities to discuss the event with members of the US mission.



PROMOTING LOCAL MUSEUMS

The Creative Academy for Cultural and Heritage Tourism (CCHT) organized the Local Museum Development Competition Project recently in order to preserve and to promote local museums as a part of cultural tourism in Nakhon Pathom.

Seven teams from five universities presented their projects during the final round held on November 16, 2012, at MUIC's Auditorium. The "Sixth Sense" team from Bangkok University won first prize.

MUIC 2nd PLACE IN LOY KRATHONG CONTEST

MUIC won 2nd prize in the parade contest in this year's university-wide celebration of Loy Krathong. With the theme, "River of Culture," the parade featured several of the College's executives, faculty, staff and students dressed in colorful traditional Thai dress as they made their way—bearing the College's *krathong*—from MUIC Building 1 to White Ducks Court and Canal, which served as the venue for the celebration. The Events Management class also organized a college-wide affair by holding an exhibit, a krathong-making contest, Thai musical performances, and a raffle draw, among others.

WAI KRU CEREMONY

The Office of Student Affairs organized this academic year's "Wai Kru Ceremony" on October 11, 2012 in the college auditorium.

Prof. Rajata Rajatanavin, Mahidol University President, and Prof. Maleeya Kruatrachue, MUIC Dean, jointly presided over the event. "Wai Kru" is a traditional Thai ceremony wherein students pay their respects to their teachers. About 300 students participated in this event. Certificates and scholarships for student achievers were also awarded during the ceremony.



NEW COLLEGE OFFICIALS

THE FOLLOWING MUIC EXECUTIVES WERE APPOINTED:



DR. ORNLATCHA SVARAK
Chairperson
Business Administration Division
Effective October 1, 2012



MR. NORACHAI NANTAKIJ
Chairperson, Fine and Applied Arts Division (FAA); also, Program Director, Communication Design Program, FAA
Effective October 1, 2012



MR. BRYAN OTT
Program Director, Entertainment Media Program, Fine and Applied Arts Division (FAA)
Effective October 1, 2012



DR. DISSATIT PRASERTSAKUL
Program Director, MBA Program
Effective November 1, 2012



ASSOC. PROF. SAOVANEE CHANCHAROENSIN
Chairperson, Science Division
Effective October 1, 2012



PR APPRENTICES

Fifteen students were selected from this school year's batch for the Journey to MUIC program. A project of the PR Unit, Journey to MUIC gives the students an opportunity to be trained in almost all aspects of the college's public relations activities.

These tasks include joining campaign road shows to international and Thai schools, desk duty at the reception area during entrance application periods, campus tour guides for visitors, information officers and others. They are even asked to contribute input to the college's marketing plan and have presented the plan to Dean Maleeya Kruatrachue.



MARKET RESEARCH ON HUAWEI

Marketing research reports conducted by a group of BBA students impressed the marketing manager of IT company Huawei.

Huawei earlier asked Ajarn Dissatat Prasertsakul to conduct a market research project on the company. Ajarn Dissatat then asked his students in his marketing research class to form several teams and act as business consultants. For three months, the students investigated Huawei's marketing problems, with each team designing a qualitative research project, collecting data from the company's customers and key stakeholders.

On December 11, 2012, the students presented their findings to the Huawei Marketing Manager, Mr. Surasit Sae Tang, who told Ajarn Dissatat that most of the reports had impressed him and found them relevant to his company's needs.



INTERNATIONAL HOUSING UPDATES

The International Housing Unit organized two activities recently to enhance the relationship between the housing staff and 79 student occupants during the 1st Term.

The first was a welcome party held on October 5, 2012 at Chaiyapruk Village, attended by 60 students. Nine days later, 19 students joined a field trip to the Damnoen Saduak Floating Market, where they rode boats and bought from vendors aboard boats and in stalls lining the canal. Afterwards, they proceeded to the Siam Cultural Park to view figures of famous Thais, and various images of the Buddha from the Sukhotai and Ayutthaya periods.



TRUST MARK CERTIFICATE

It's confirmed, MUIC now bears the Thailand Trust Mark, proof that the Thai government considers the educational services offered by the college as high quality and on par with international standards. The Department of International Trade Promotion of the Ministry of Commerce awarded to MUIC officials the Thailand Trust Mark Certificate on September 26, 2012, in a formal ceremony held at the Grand Ball Room, Grande Centre Point Hotel and Residence –Terminal 21.

ACHIEVEMENTS

DELEGATE TO THE UN

Mr. Panyarak Roque—a first class honors student, Social Science major, and an active member of the MUIC Debate Club—along with Mr. Akarawin Sungkanand of Thammasat University, was selected by the Ministry of Foreign Affairs to represent Thailand at the Youth Delegate Program in New York City from October 2 to 23, 2012, during the 67th Session of the United Nations General Assembly.

The two delegates were among over 70 candidates who participated in an intensive selection process which included writing two essays on current social issues, delivering a presentation and engaging in an impromptu speech competition.

During their three-week stay at the United Nations, Mr. Panrayak and Mr. Akarawin met daily with youth delegates from 20 other countries, focusing on social/hu-

manitarian issues and the need for sustainable development. The youth delegates also had an opportunity to meet with members of several UN agencies, including the Department of Economic and Social Affairs.

On October 8, 2012, Mr. Panyarak delivered a statement, crafted by both Thai delegates, to the 3rd Committee of the General Assembly which is responsible for social and humanitarian affairs. In his address Mr. Panyarak cited Thailand's preparation for 2015, which includes the deadline for the Millennium Development Goals and the launch of the ASEAN Economic Community. He also highlighted some of the youth initiatives taking place in terms of providing greater access to educational opportunities and addressing social inequality.

Apart from their participation at the UN, the two delegates also worked at the Permanent



Mission of Thailand to the United Nations, where they engaged in research, helped to organize special events and contributed to formulating reports on social and humanitarian issues. Mr. Panyarak expressed his gratitude for this United Nations experience which not only enabled him to gain a deeper understanding of its complex system but also provided an opportunity to develop relationships with both UN personnel and other young adults from around the world.

FUTURE LEADERS FORUM

At the Future Leaders Forum in October, 2012, held in Bangkok and organized in partnership with IMEX, Meeting Professionals International and the MCI Group supported by the Thailand Convention and Exhibition Bureau and the Thailand Incentive and Convention Association, Mr. Nuttapol Areechom, a Tourism and Hospitality major, was selected from over 70 candidates from 14 Thai universities as one of the five student delegates who will represent Thailand at the World Future Leaders Forum in Frankfurt, Germany, from May 21 to 23, 2013.



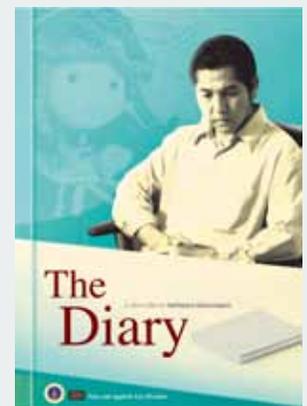
FAA MOVIE FETED IN US FILM FESTS

A short film directed by Mr. Bryan Ott, the Program Director of the Entertainment Media Program at the Fine and Applied Arts Division, won the "Best Short Film" award in the 2012 Philadelphia Asian-American Film Festival in the United States which ran from November 7 to 17, 2012. Earlier, the 22-minute film, one of 63 films from 20 countries was adjudged "Best Fantasy Short" at the 13th Annual Flickers Rhode Island International Horror Film Festival.

Mr. Ott's students at the FAA served as the production crew of the film, *The Glow*, which started as an MUIC-sponsored research project. He has since expanded the short film into a three-part movie entitled, *3ages*, which will be shown on Thailand's TrueVision TV network.

SENIOR'S SHORT FILM AT FLORIDA FESTIVAL

A senior Film Production major's short film was screened at the Jacksonville Film Festival in Florida, the United States, in November, 2012. *The Diary* is also Mr. Natthaphon Sakulvanaporn's final project for his Advanced Film Production class in the Fine and Applied Arts Division. The film is about a couple whose marriage has been crumbling ever since they lost their only daughter 15 years before. The husband gives his wife the draft of a novel he has written, which may be the only thing that can save their marriage.



UNIVERSITY SOCIAL RESPONSIBILITY (USR)

UNESCO PEACE AMBASSADORS

Two MUIC students, Ms. Sornsicha Nimnuan and Ms. Pichamon Anekvorakul, were among the 95 participants from 25 countries at the Fifth UNESCO Youth Peace Ambassadors (YPA) Conference, which was held in Kaeng Krachan, Petchaburi Province, on November 6-14, 2012.

The first day included a trip to the ancient capital city of Thailand, Ayutthaya, to allow the participants to get to know each other and learn about Thai history. Subsequently, the delegates were updated on the YPA National Network from previous conferences and participated in a series of workshops, one of which was conducted at Thammasat University Hospital, that addressed the issues of health care and peace building, which basically constituted the theme of the conference. In addition, all of the youth delegates were required to devise an action plan regarding peace building and present it to their fellow participants.



"LOVE THE EARTH"

The officers who had been recently appointed to lead the Energy and Environment Saving Committee made plans for projects for the next two years at the "MUIC Loves the Earth: Planning to be an Eco University 2013-2014" workshop held at Amphawa, Samut Sakhon Province on October 12-13, 2012.

Led by Ms. Sumalee Visetratana as Chairperson, and Ms. Somluck Lunsuchep as Vice-chairperson, with Dean Maleeya Kruatrachue as Advisor, the committee drafted plans for new projects that aim to minimize the use of petrol, power, water and paper at MUIC. With Mahidol University's thrust to become an "Eco University," the committee's work is cut out for them.

BREW & BEV CHARITY DRIVE

Brew & Bev, the on-campus internship site of the BBA Division, in cooperation with the Student Association and other student clubs, organized an outreach activity called "BB Charity" on November 30, 2012.

Members of the Brew & Bev Team 11 and the Student Association and club officers were able to collect donations of books, dolls, snacks, paper, clothes and cash days before the event. The proceeds were then turned over to authorities of Wat Suwanaram School in Nakhon Pathom Province, just 10 minutes' drive from the MUIC campus.



SUPPORT FOR HOUSEWIVES

Members of the Students in Free Enterprise (SIFE) Club—which has been recently renamed enactus, which signifies the entrepreneurial spirit, the need for action and us, that is, people who are committed to service, participated in a one-day trip to Ang Thong Province in order to assess one of its ongoing efforts, the Banara Project, which supports housewives in finding additional sources of income by producing handicraft products from various parts of banana trees.

The group, accompanied by Dr. Chairawee Anamthawat-Kierig, who serves as the club's advisor, met with members of the community, particularly the local housewives, in order to see how their products are made and to offer suggestions on how to improve the community's business model. The enactus members also enjoyed a luncheon at which they tasted a variety of local Thai food and desserts that were made from different parts of the banana. On their way back to MUIC the group stopped at one of the markets in Ayutthaya to shop for food and souvenirs.



EXHIBITIONS

FRENCH PERFUME EXHIBITION

MUIC recently organized an exhibition on perfumes, graced by representatives from the French Embassy and leading French companies in Thailand.

Dubbed as “Universe of Perfumes,” the exhibition took place at the Hall of Fame on the second floor of MUIC Building 1 on November 26, 2012. Prof. Maleeya Kruatrachue, MUIC Dean, lauded the organizers and the sponsors of the event in her welcoming remarks, saying that the exhibition highlighted the contributions of perfume to culture and its application to business. She expressed hope that there would be more and closer cooperation and collaboration between MUIC and the French government and business companies.



Mr. Jeremy Opriteco

Mr. Jeremy Opriteco, Counselor for Culture, Science and Development of the French Embassy, served as the guest of honor. Mr. Opriteco mentioned that cooperation in luxury management education at the Master’s level will be developed at a regional level.

A forum on the perfume market in Thailand soon followed, featuring Ms. Jittima Wattanasin, General Manager for Communication, and Mr. Guillaume Sauzin, Managing Director of Chanel Thailand; Mr. Jérôme Pointecouteau, General Manager of Mane Fils Thailand; and Mr. Frédéric Besson, Managing Director of Bel Perfumes Ltd.

The exhibition featured installations designed and produced by the MUIC Communication and Media Production Unit and the Fine and Applied Arts Division. The panels told of the history of perfumes, how they are made, leading industry figures, and the profiles of major brands.

There was also a students’ booth that allowed the audience to smell perfumes and vegetal raw materials such as jasmine, tonka beans, ylang-ylang, oak moss, sandalwood and others. Mist 1000, one of the sponsors, also set up a booth to sell their products at discounted prices.

Mr. Bruno Mahon, Head of the French Section, noted that this event would be beneficial for MUIC and could lead to internships and job opportunities for students. He would like to thank all those who made the exhibition successful. Major corporate sponsors included Chanel Thailand, Bel Perfumes & Mist, Mane Fils, Dior, Guerlain, Nina Ricci, L’Occitane, and Air France.



Mr. Guillaume Sauzin



Mr. Jérôme Pointecouteau (left) and Mr. Frédéric Besson





HM
THE KING'S 85th
BIRTHDAY

The MUIC community paid homage on December 3, 2012 to His Majesty the King's 85th birthday. An exhibition depicting His Majesty's life and contributions to Thailand was installed in the MUIC lobby two days before the King's birthday, December 5. Mrs. Sumalee Visetratana, MUIC Associate Dean for Administration, led executives, faculty, staff and students in singing the King's anthem and other hymns. She also read the official birthday greetings of the College and paid homage at the display featuring the King's portrait. As the ceremony concluded, participants, almost all dressed in yellow, viewed the exhibit.

ELEPHANT
ART

The art exhibition, "Displacement and Misplacement" by Ajarn Millie Young was unveiled on November 15, 2012, at the Mahidol Learning Center Gallery on MU's Salaya campus.

According to Ms. Young, a lecturer at the Fine and Applied Arts Division, the paintings are "a commentary on the displacement of the elephants, primarily from their present home at Panead Klong Chang in addition a wider commentary on the elephants' presence in human society, not just in their natural habitat." The exhibition ended on November 17.

Ms. Young also recounted to *KaleidoScope* her getting displaced by the massive flooding in Ayutthaya and other parts of Thailand last year and also the loss of several of her paintings at the time. "My time in Thailand, my experience with elephants and people involved with elephants, and my experience from the flood, taught me much about what is important in life. And one thing is paramount: you cannot work alone and be effective."



VISIT TO A BUDDHIST TEMPLE

Twenty-seven students from the ICML 160 Introduction to Thai Language and Culture course, accompanied by Asst. Prof. Anchalee Pongpun, Ajarn Arpaporn Iemubol, and MUIC PR and IRO staff members, took a trip to Thaiyawaat Temple in Nakhon Pathom on November 30, 2012. The purpose of the temple visit was to have the students experience the Buddhist merit-making ceremony. Each student had a chance to make an offering, either food, dessert or packaged items, to the monks. At the end of the ceremony, they each received blessings and a Buddha amulet as a token of appreciation from the abbot.



SUMMER CLASSES IN CHINA

During the summer holiday, from August 22 to September 16, 2012, 87 students from the Chinese minor program took intensive Chinese summer courses at Capital Normal University (CNU) in Beijing, the People's Republic of China. The students were accompanied by Ajarns Prateep Wongverayut, Nita Porncharoenroj and Zhang Bo.

The students also had a chance to visit prominent landmarks, such as the Great Wall of China, Tiananmen Square, the Forbidden Palace and others. They also took a four-day trip to the cities of Shanghai, Hangzhou and Suzhou, visiting places like Xi Hu Lake in Hangzhou and the Pearl Tower in Shanghai. In the same city, students were able to experience taking the Maglev ("magnetic levitation") train, which is considered the fastest in the world.

SPANISH DANCE AND DINNER

MUIC's Spanish Section recently organized a cultural event for the students taking a Spanish minor. The event consisted of two main activities: A Sevillanas dance lesson and an informal Spanish dinner at the 4 restaurants on Silom Soi 4 with lecturers Ms. María del Mar Calero Guerrero and Mr. Juan Carlos Olmos Alcoy.

The students and lecturers partook of some of the most representative dishes of the Spanish cuisine, including the famous paella. The restaurant managers kindly allowed the Spanish instructors and students full use of one of their spacious floors for practicing the dance steps of Sevillanas, a traditional Spanish dance from the south of Spain (Andalucia). The main purpose of this event was for the students to acquire first-hand experience of some of the more prominent features of Spanish culture.



KONNICHIWA JAPAN!

CONFERENCE ON EDUCATION

Ajarn Analiza Liezl P. Amurao, a lecturer in the Humanities and Languages Division, presented her research paper at the Fourth Annual Asian Conference on Education, held on October 24-28, 2012, in Osaka, Japan. Her paper is entitled, "A Non-Native Speaker's Language Acquisition and Learning in a Non-Native Speaking Context." Organized by the International Academic Forum, the conference's theme was "Learning and Teaching through Transformative Spaces."

STAFF VISIT KYUSHU UNIVERSITY

Part of MUIC's efforts to maintain its international standards is to collaborate with its 75 partner universities worldwide. One such activity is the staff exchange program MUIC has with Kyushu University in Japan.

Two staff members, Ms. Sudaporn Yoosawas, from the Preparation Center for Languages and Mathematics, and Ms. Sarinya Saihom, International Affairs Officer, attended this program so that they could be more acquainted with the best practices of Kyushu University's International Affairs Department, Student Affairs Department, Language Education for International Students & International Center, and Institute of Language and Cultures.

Ms. Sudaporn and Ms. Sarinya said they were able to compare work procedures between the two learning institutions. They added that the 11-day stay proved to be "an outstanding opportunity to exchange information about administrative, structure, documentation, project and new technologies."

JAPANESE LESSONS IN OSAKA

Another batch, under Ajarn Takayoshi Fujiwara, went to Osaka University, an MUIC partner university, to undergo a three-week summer course in Japanese in August of 2012. One of the 12 students, Mr. Jirawat Nuntajurapo, wrote that he found Japanese people to be "very friendly." He and his classmates also made field trips and found Osaka to be a "clean and beautiful city."



TRIP TO JAPAN FOUNDATION

Meanwhile, back in Bangkok, Ajarn Ori Green accompanied four of her students on a cultural trip to the Japan Foundation Bangkok on October 19, 2012.

They were welcomed by Mr. Go Yamamoto, Director of the Japan Student Services Orga-

nization, and his staff members who kindly answered various questions from the students about their possibility of studying in Japan. The students also visited the Japan Foundation Library where a variety of books and multimedia on Japanese language and culture are available.

The group and one of the Japanese language experts from the Japan Foundation later had lunch together at Ten-Sui Traditional Japanese Restaurant.



SUMMER STUDY PROGRAM IN FUKUOKA

Ten MUIC students attended the summer study program in Kyushu University in Fukuoka, Japan, from August 21 to September 12, 2012. Aside from attending intermediate level courses in oral and written Japanese, the students, who are taking up Japanese as their minor, made sure they did not miss out in joining cultural events and doing some sightseeing. Ms. Bushra Chalermthai, one of the students, told *KaleidoScope* that they attended the *Hanabi* festival (fireworks) wore colorful *Yukatas* and shopped in the popular shopping area known as Tenjin. They also visited the landmark Fukuoka Tower and joined the mock drills at the Fukuoka Disaster Prevention Center. "If there's a second chance, we would really love to visit Kyushu again," Ms. Bushra said.



SEMINARS & CONFERENCES

LANGUAGE AND LITERACY RESEARCH

Six lecturers from the Humanities and Languages Division (HLD) presented their papers during a special session of the “Tea, Coffee, Cookie, and Research 2012,” an event held jointly with the Planning, Research and Development Section.

Mr. Jonathan Green, Mr. Nicholas Ferriman, Mr. Thomas Krey, Mr. Takayoshi Fujiwara, Dr. Walter Persaud, and Mr. John Power each presented their respective research under the theme, “Recent Research in Language and Literacy” on October 26, 2012, in the Seminar Room.

ENGLISH TUTORING WORKSHOP

Eight students from different majors underwent a workshop on English teaching skills as part of their training as English student tutors. Held on September 20, 2012, at the Humanities and Languages Division, the workshop sessions conducted by four English lecturers provided the students with the knowledge needed for their tutoring tasks, including writing better sentences, correcting grammar and recognizing credible research sources. The lecturers included Ajarns Phillip Steins, Project Coordinator, Matthew Ferguson, Nicholas Ferriman, Cristina Schoonmaker and Analiza Perez-Amurao.

CAREER SEMINARS

The Social Science, Tourism Hospitality Management Divisions, and Science Divisions each held a career seminar in November 2012. The Social Science Forum, a group of students working under the aegis of the SS Division, organized “Firing Up the Fuel: Post-Graduate Careers and Prospects in NGO/GO” on November 23, 2012 in the Seminar Room.

The guest speakers included Dr. Marinee Suwanmoli from the Ministry of Foreign Affairs, Mr. Anthony Kingsley of Dream, Ms. Zada Osmonalieva, a UNESCO scholar; and representatives from Amnesty International - Thailand. Two of the speakers are also MUIC alumnae: Ms. Chonnikan Phochanakij from the International Organization for Migration (IOM) and Ms. Piyanute Kotsan, a community development consultant.

Several days later, the THM Division held its own career seminar with the theme, “Good Career, Good Life,” also in the Seminar Room on November 27, 2012. The speakers were Phra Arjarn Pornpol Pasanno from the Rama 9 Golden Jubilee Temple and Ms. Kornkamol Soomboonvong, Human Resources Director, Sofitel Bangkok Sukhumvit Hotel. Earlier, on November 14, the Science Division organized a seminar conducted by iCoach for those interested in pursuing careers in the sciences, IT, engineering, and information systems.

E-LEARNING FOR LANGUAGE TEACHERS

Twelve lecturers from the Foreign Language Program underwent a workshop on using e-learning tools as an aid in teaching foreign languages.

Dr. Christoph Merkelbach, a full-time Associate Professor for German Language and Teaching Methodology from National Taiwan University, conducted the workshop, which was held on October 5, 2012, in the Computer Lounge.



UN ON PALESTINE

On July 11, 2013, Ajarn Nicholas Ferriman was a guest speaker at a UN conference in Bangkok. He was invited to talk about solutions to the Israel-Palestine conflict. At his plenary session were Hasan Kleib, Director-General from Indonesia's



Foreign Ministry, Waldon Bello, a member of the Philippines' House of Representatives, and Abdelaziz Aboughosh, Ambassador of Palestine to Malaysia.

ENGLISH, THAI TRAINING COURSES

The Academic Services Section conducted two training workshops recently. The first was a course on English for Professionals in Finance/Economics (English Camp) Project for 35 participants from the Fiscal Policy Office of the Ministry of Finance. It was held on August 17-19, 2012 at Sampran Riverside Hotel in Nakhon Pathom.

The second was a training course on “Thai Language, Culture and Professional Ethics,” for 28 foreign national teachers on September 6-8, 2012, at the Salaya Pavilion Hotel and Training Center.

INTERNATIONAL AFFAIRS

FOREIGN TOURISM OFFICIALS LEARN THAI WAYS

MUIC recently hosted a training program on “Tourism Development, Community-Based Tourism, and Eco-Tourism in Thailand,” in partnership with the Thailand International Development Cooperation Agency of the Ministry of Foreign Affairs.

Sixteen delegates from predominantly Latin American countries spent 10 days, from September 7 to 16, 2012, learning about community-based ecotourism and visiting major tourist attractions in Bangkok, Ratchaburi, Kanchanaburi and Nonthaburi Provinces.

GRADUATE PROGRAM



SEMINAR ON ETHICS

The Graduate Program organized a seminar on “Ethics in Human Research” on November 2, 2012, at Sathorn City Tower Building, Sathorn Road.

The resource person was Assoc. Prof. Dr. Luechai Sringernyuang, Director of the Health Social Science International Program, Department of Society and Health, Faculty of Social Sciences & Humanities / MU-IRB Committee of Mahidol University. The event attracted 53 participants.

ELECTRONIC RESEARCH WORKSHOPS

The MUIC Library collaborated with the Graduate Program in training graduate students in using EBSCO E-Databases, EndNote and Turnitin programs on October 5, 19 and 26, 2012, at the Sathorn City Tower campus.

MUIC Librarian Supatra Boonprasert said the EBSCO E-Databases are used in searching for digital versions of research reports and theses while EndNote is used to store, manage and format references, research papers or theses. On the other hand, Turnitin helps graduate students avoid plagiarism in their research work. There were 27 participants in the E-Database seminar, 15 for EndNote and 17 for Turnitin.



STUDY ABROAD FAIR

The Office of International Affairs of MUIC organized the Study Abroad Fair 2012 in the Seminar Room on October 25, 2012. This gave students who are interested in studying abroad through the MUIC undergraduate and graduate Exchange Programs the chance to learn more about MUIC's scholarships or graduate programs at MUIC partner universities worldwide. Over 300 students attended the event, visiting the booths of 19 universities from the UK, one from Japan, three from Australia, as well as the Netherlands Education Support Office and several educational agencies.

HAPPY TOGETHER TRIP

Thirty-one students from MUIC's Graduate Program joined the regular trimester Happy Together Trip to the Amari Emerald Cove in Koh Chang, Trat Province, from September 28 to 30, 2012. The students were accompanied by eight lecturers and staff; the trip is meant to foster stronger ties between students, lecturers and staff of the Graduate Program.





Getting Ready . . .

the ASEAN Way

Given the far-reaching challenges of the prospective ASEAN Economic Community (AEC) 2015 and its expectations, it isn't altogether surprising that the member nations agreed to postpone the launching date from January 1, 2015 to December 31, 2015. Whatever the deadline, MUIC remains firmly committed to making its contribution in the formation of this new regional order.

KaleidoScope recently met with Dr. Charles Windish, Associate Dean for International Affairs, who offered his perspectives on MUIC's engagement with ASEAN. The following constitutes some of the highlights of our discussion.





MUIC'S CURRENT ENGAGEMENT IN ASEAN

Both Mahidol University (MU) and MUIC are actively involved with the ASEAN University Network (AUN). MUIC students attend AUN-sponsored conferences and have successfully participated in the Young Speakers Award. In addition, we have exchange students from Malaysia, Indonesia, Brunei, Vietnam and the Philippines. Students from all 10 ASEAN countries are enrolled at either MU or MUIC. Moreover, MUIC is involved in developing standards and accreditation systems for the AUN. MUIC's BBA program will be one of the first to receive AUN accreditation.

CHALLENGES AND OPPORTUNITIES

The pool of students in Southeast Asia is enormous; unfortunately, many will not meet the admission requirements for MUIC. Rather than focusing on the size of the recruitment pool, our strategy is to focus on students from quality programs at all levels, from high schools and full-time university students to more exchange agreements and participation in a variety of government programs.

By default, English is fast becoming the language of ASEAN. MUIC has a strong curriculum taught in English so our academic

MUIC is also one of five international programs in Thailand that has been participating in the ASEAN International Mobility for Students (AIMS) Program since its inception. We have worked with the Thai Ministry of Education to identify quality partners who send their students to MUIC and accept our students into their strong academic programs. This strategy ensures that we are collaborating with good universities in these countries.

programs are readily accessible and focus on some of ASEAN's strategic goals: business and economic development, a mobile and sustainable tourism sector as well as culture and social issues, all of which are reinforced through our business, tourism and hospitality management, and social science majors. Our biggest challenge will be to promote MUIC's outbound student exchange program. Our students currently tend to go to Europe, North America or Australia; we need to focus more on studying abroad in ASEAN countries.

PROMOTION AND RECRUITMENT

MUIC views promotion and recruitment in ASEAN as an opportunity for our college to engage in the changing structure of Southeast Asia. We are working with our university exchange partners, AUN and AIMS to identify quality schools and programs that will provide educational and collaborative research opportunities for MUIC and are looking at all member nations in deciding how we can build future partnerships.

This year MUIC's International Affairs staff members are expected to visit Malaysia, Singapore, Vietnam, the Philippines and Indonesia. The President of Mahidol University has already visited Myanmar, Laos and Cambodia and faculty members from both MU and MUIC have visited most of the ASEAN countries.

Sidebar: MUIC's Strong Points

How does MUIC fare against other universities in Southeast Asia? Dr. Windish enumerates the College's strengths:

1. MU Brand. Mahidol University is recognized as a leading university in Thailand. In Southeast Asia, MU already has a record of providing excellent education, training and research opportunities for medical students, scientists and health practitioners.
2. Strong Liberal Arts Focus. MUIC also offers small classes and good faculty and student interaction. Students are able to choose and enroll in a broad range of classes easily.
3. English Language. All classes are offered in English, with numerous classes available in 19 different majors each term.
4. Flexible Schedule. This matches the new proposed schedule for ASEAN universities.
5. Comprehensive International Education Experience. MUIC offers a good admissions process for all levels of admission, good housing counseling, and great student activities and clubs.





THM INTERNS FLOCK TO SINGAPORE

According to the Tourism and Hospitality Management (THM) Division, internships in Southeast Asian countries are becoming popular. In his article in the October 2012 issue of the *THM Quarterly Review*, Dr. Pisut Yuwanond, Program Manager of Internships, said internships within Southeast Asia have two advantages: proximity to Thailand and lower expenses.

In previous terms, THM students underwent training in Singapore, Malaysia and Myanmar. For the 1st Term, Singapore was the sole Southeast Asian destination for the division's 13 interns. They had their OJT at the Fullerton Hotel, Hotel Royal@Queens, Park Royal Hotel, TTG Asia Media Pte. Ltd. (an events management company) and Bishamon Japanese Restaurant.

Ajarn Pisut added that with the current shortage of tourism and hotel personnel in Singapore, companies offer generous packages to their interns, paying salaries of up to SG\$500 per month, free accommodation, free meals, health insurance and two-way air tickets.



Sidebar: Living in the Lion City

Ms. Pajaree Kampumee, a Tourism and Hospitality Management senior, recently underwent training in the events and exhibition department with TTG Asia Media Pte Ltd., a Singapore-based company engaged in tourism and MICE industries. During the five-month internship, she claimed to have learned a lot. Last October she was part of the team that ran an event in Bangkok. In January, she went to Laos for the ASEAN Tourism Forum.



Asked what lessons she learned from her internship, Ms. Pajaree said, "There will always be problems when organizing onsite events. The key is not to panic; every problem can be solved. I believe that the best way to learn is to actually do it, make mistakes and learn from them. I learned to live independently. Singapore is an expensive city to live in, so I had to be careful with my spending. I also had to cope with the so-called Singaporean style – people walking fast, working fast and speaking fast. It is such a contrast with the Thai style."



ASEAN YOUTH CULTURAL FORUM

Three students from MUIC participated in the ASEAN Youth Cultural Forum, an annual activity organized by the ASEAN University Network. Hosted by the Universiti Brunei Darussalam on October 6-11, 2012 under the theme, "Unity Through Diversity," the event focused on sharing and exchanging cultural knowledge. The students were Mr. Karin Kunjara Na Ayudhya (Social Science), Ms. Nattawadee Thanamahamongkhol (Food Science and Technology), and Ms. Sakotkarn Thanadsornsarn. (Marketing)



ECONOMIX IN JAKARTA

Ms. Phonthip Chairisisonkit, a Social Science major, participated in the 10th ECONOMIX, “Facing the New Stage of the Global Economy: the Asian Century,” which was held at the University of Indonesia from November 11 to 15, 2012.

Accompanied by Ms. Ruchi Agarwal, a Social Science Division lecturer, Ms. Phonthip joined other undergraduate students from ASEAN countries in an orientation session and a seminar on current ASEAN issues and future development, including trade, development agreements and the benefits of collaboration. Ms. Phontip also participated in a conference in which they conducted research on the ASEAN member-countries. The delegates also participated in a cultural night during which they wore traditional



national costumes and delivered a performance. They also visited the Indonesian ASEAN Secretariat as well as a museum in Jakarta.



VIETNAM CONFERENCE

Dr. Marja-Leena Heikkila-Horn, Dr. Eugene Jones and Ajarn Pattaka Sa-ngimnet of the Social Science Division, presented their respective papers at the 4th International Conference on Vietnamese Studies, from November 25 to 28, 2012, in Hanoi, Vietnam.

The conference, whose theme was, “Vietnam on the Road to Integration and Sustainable Development,” was organized by the Vietnam Academy of Social Sciences and Vietnam National University. Ajarn Pattaka was interviewed on Voice of Vietnam Radio while Dr. Jones was interviewed by both the Vietnamese Army newspaper and a government television station.

INTERNATIONAL SCHOOL EXECES MEET IN MALAYSIA

Prof. Maleeya Kruatrachue, MUIC Dean, and Dr. Charles Windish, Associate Dean for International Affairs, attended the 43rd Annual EARCOS Leadership Conference on November 1-4 in Kuala Lumpur, Malaysia.

The conference attracts participants from the region who are leaders in international education at the primary and secondary levels. The topic for this year was, “The ‘Why’ of Schools in 2030,” and most of the sessions focused on innovations in education and their challenges. In addition to attending conference sessions about technology, strategic planning and assessment, Dean Maleeya and Dr. Windish were able to meet high school administrators from the Asian region and discuss possible strategies for undergraduate recruitment for students who want to come to MUIC.





STUDENTS FROM ACROSS the S.E.A.

“ I think the opportunity of studying in another university in Southeast Asia would not only give us more knowledge and new lessons, it will also help us appreciate and love other people’s culture which will definitely be an aid in understanding and accepting our own differences. ”



Inna Erika Medina (Philippines)
Exchange Student from the University of the Philippines (BA Communication and Media Studies)
Currently enrolled in the Communication Design Program, FAA Division



“ The one important thing that I learned at MUIC is the value of friendship. They [the seniors] try their best to take care of everyone in the *nong* (junior) group, with the idea that by doing so the *nong* would want to be good *pi* (seniors) the following year. The idea is really nice; it works quite well. All freshmen could have more friends and adjust more easily to college life this way. ”



Tran Minh Dung (Vietnam)
Full-time student enrolled in the International Business Program, BBA Division

KHMER ROUGE TRIAL UPDATE

The Social Science Division held the 16th lecture in its Research Notes on Southeast Asian Affairs series on October 24, 2012. Ms. Mary Kristerie Baleva, Head of the Asian International Justice Initiative Program for Cambodia, spoke on the top-

ic, “Khmer Rouge Tribunal Updates: Monitoring Case 002.” Ms. Baleva discussed the different challenges confronting the international tribunal in handling the cases of the three surviving senior leaders of the Khmer Rouge.



Reporting

LIVE

Mahidol
Internatio

Profile

She delivers the daily news over at ASEAN TV, bringing viewers the latest update and views around the region. But she's not just your average talking head—she has recently gone on her third tour of several Southeast Asian countries, talked to both the locals and the movers and shakers, and reported on the day's burning issues.

Ms. Phatsurang Dechabuddharungsi, while a student in MUIC, said she did not have a notion back then that one day she would be on national TV discussing the events of the day. Instead, she said, all she had was an abiding passion for the social sciences.

When she turned 18, Phatsurang, or “Candy” to her friends, realized she would like to focus her studies on two subject matters that are close to her heart: Social studies and English. And she knew where she should enroll: MUIC. She obtained her Social Science degree, with a concentration in Southeast Asian Studies, in 2007. She might have been headed, with a degree as hers, for a career in academe or in the foreign service but two things happened at MUIC that led Candy to her current career path.

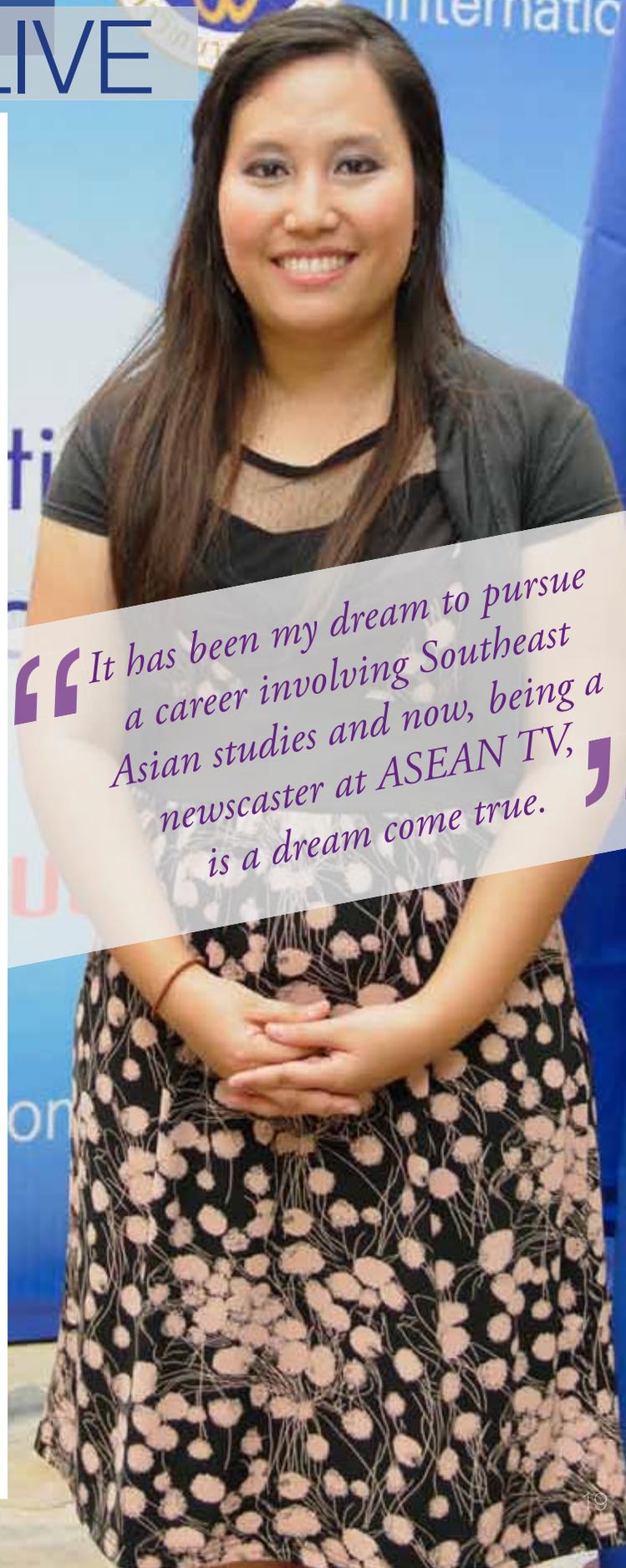
First was a near-disaster: It was during the final exams for her class in English Communication. The stress of the finals period had been too much for her; she broke down and cried while delivering a speech in class. “[After the incident] I thought I would fail in everything,” she said. Instead of losing heart, Ms. Phatsurang used the incident to toughen herself up later on. “I have to make my ‘today’ better than ‘yesterday.’”

The second was redemption: She was chosen to play the lead in the Greek tragedy, *Antigone*, in her freshman year. “That stage play taught me how to perform in a big way and made me realize how much I love communicating to the audience,” she said.

These two incidents, plus support from almost all the faculty members of the Social Science Division, paved the way for her to get the journalistic job that she now enjoys doing.

“I know I’m good at presenting the news, at publicly persuading people. I always performed well in advanced communication classes at MUIC. It has been my dream to pursue a career involving Southeast Asian studies and now, being a newscaster at ASEAN TV, is a dream come true.”

“It has been my dream to pursue a career involving Southeast Asian studies and now, being a newscaster at ASEAN TV, is a dream come true.”



STUDENT BODY CHALKS UP ACTIVITIES



Club Expo

The new MUIC Student Association began to assume its responsibilities for the 2012-13 academic year by sponsoring two traditional activities: the **Club Expo**, which promoted its satellite of clubs and recruited new members on October 3, on the ground floor of Building 1 and the **MUIC Welcoming Unity Camp** on October 6-7, at Baan Phu Waan, Nakhon Pathom, during which new students were acclimated to the expectations of university life.



Club Expo



MUIC Welcoming Unity Camp



MUIC Welcoming Unity Camp

In line with its mission to contribute to the greater welfare of the civic community, the Student Association conducted a **Blood Donation Drive** in the Seminar Room on October 17, 2012. Over 200 MUIC students, faculty and staff members donated their blood which was subsequently given to Siriraj Hospital.



Blood Donation Drive

On the weekend of November 17-18, 2012, the Student Association organized an **Environmental Camp** which was conducted by the Association for the Development of Environmental Quality at the Roum Tawan Center in Kanchanaburi.



Environmental Camp

Dr. Chotechuang Panasoponkul, Associate Dean for Student Affairs, and five Student Affairs staff members led a contingent of 37 students, all of whom participated in a series of discussion and workshop activities that focused primarily on energy conservation. The participants engaged in activities that highlighted the efficient use of electricity, water and electrical appliances in addition to the importance of recycling materials.

During the weekend the group also went on two field trips, one to the Srinakarin Dam and the other to the Salakpra Wildlife Sanctuary.



Environmental Camp



Blood Donation Drive

IN FOCUS: CYCLING CLUB

The Cycling Club has kept itself busy during the 1st Term this school year. It has participated in at least four major events, enabling its members the opportunity to test their riding skills with their peers from outside MUIC and at the same time support worthwhile causes.

QUEEN'S CUP

The highlight of this term's activities was the Queen's Cup Hua Hin Cycling Classic, a prestigious nationwide race staged every year in Hua Hin, Prachuab Khirikan Province in honor of the Royal Family. Twelve riders joined this race on December 1, 2012. According to club advisor Ajarn Laird Allan, all the cyclists made it to the finish line on the set time in each of the categories (70-kilometer, 100-km, and 130-km), earning each of them a medal. Ajarn Laird noted, "Mountains were tough for us flat land Salaya riders. Still, we finished and felt a great sense of accomplishment. Everyone learned a lot about riding, teamwork, and overcoming limits."



Tips for Biking Safely in Salaya

Whether you're a seasoned rider or a casual commuter around Salaya, there are several tips that the Cycling Club suggests you have to remember to stay safe while on the road.

1. Ride with the traffic, not against it.
2. Don't stick too close to the sides – There are plenty of parked cars next to the sidewalks, and you wouldn't want one opening a door right in front of you.
3. Be predictable – Don't swerve around all over the road as oncoming drivers may crash into you. Also, signal before you turn or stop.
4. Be visible – Wear bright-colored clothing. If you enjoy riding at dawn or late evening, invest in a good set of headlight and taillight.

By keeping these four simple tips in mind, you can enjoy rolling through the streets of Salaya safely.

KANCHANABURI RUN

Earlier, from August 21 to 24, 10 of the most experienced cyclists stepped up to the challenge of enduring a total of 233 kilometers over three days in the hills of Kanchanaburi, starting from Sai Yok Noi Waterfalls, to Mae Nam Kwae Noi Valley, Ampur Thong Pah Poom, Ampur Sai Yok, the MU campus in Kanchanaburi, and finally, Ampur Muang Kanchanaburi.

BANGKOK CAR-FREE DAY

Aside from supporting advocates of eliminating polio, the Cycling Club also signaled its commitment to environment protection by joining the Bangkok Car-Free Day on August 23, 2012. Seventeen club members joined some 450 other cyclists from the Putthamonthon area in riding to the Royal Plaza on Ratchadamnoen Road, which served as the rally point for over 10,000 cyclists who joined the event. The bicycle riders traveled 20 kilometers, until they reached the terminal point at Lumpini Park on Rama 4 Road.

END POLIO RACE

On November 11, the club chalked up another noteworthy performance in the "End Polio Race" held in Ratchaburi Province. Four of the club members joined the 70-km category, five in the 50-km, and one in the 20-km race. The cyclists found the race challenging due to a number of hilly parts in the course and moderate head winds. Still, 10 of the Cycling Club members succeeded in reaching the race's time limits, earning them a trophy each.





INTERNATIONAL FOOD TASTING DAY

The Multi-Cultural Club organized an International Food Tasting Day on November 21, 2012, from 4:00 pm to 6:00 pm at the ground floor of MUIC Building 1.

Twenty-eight students, along with several on exchange program, joined in the activities, which included food preparation and cooking demonstrations. Dishes from countries like Bhutan, Japan, Singapore, India, US, and Thailand were featured.

DISCOVERY SCUBA DIVING

The Diving Club held an introductory course on diving called "Discovery Scuba Diving" on October 21, 2012, at the Mahidol University Swimming Pool. Meant to go over the basic of scuba diving and at the same time allow the senior members and lecturers to share knowledge from previous experiences, the activity attracted 28 students.



THAI MUSIC CLUB DOES WAI KRU

The Thai Music Club organized a Wai Kru Ceremony on October 18, 2012, at Reueon Thai ('traditional Thai house') at the back of the Institute for Innovative Learning. Thirty-two students—both members and followers of Thai music—participated in the ceremony of paying respects to teachers. Afterwards, club members and their instructor gave a musical performance.

TRIP TO KANCHANABURI

The Photo and Multi-Cultural Clubs made a trip to Kanchanaburi Province on November 17-18, 2012. Twenty-two members from the former and 18 from the latter visited the River Kwai Bridge, War Museum, Naresuan Film Studio, Kra-sae Cave and Death Railway, and the Saiyoknoi Waterfalls.

DEBATE CLUB IN EU-TH, BIPEDS-ABP

Two teams of the Debate Club reached the semi-finals while a third made it to the quarterfinals during the 8th European Union-Thailand (EU-TH) National Inter-Varsity Debate held on October 12-16, 2012 at Khon Kaen University, in Khon Kaen Province.

In addition, several MUIC debaters were recognized thus: Mr. Zaw Htun Lat was ranked 4th Best Speaker of the tournament; Mr. Rishab Krishna Shrestha is

ranked 7th best speaker; while Ms. Nunnapas Unakul was selected as a judge in the final round with the rank of 9th Best Adjudicator.

The following week, October 22-29, several members of the club joined the BIPEDS-Asian British Parliament (ABP) held in BINUS University International in Jakarta, Indonesia. Among the Thai delegates, Mr. Rishab Krishna Shrestha garnered the highest score for a speaker.



KARATE-DO CLUB



Mr. Shinaworn Hemwarangkul was declared the champion for the Male Individual Kumite under 75 kg, earning him a national gold medal in the All Thailand Karate-Do Championship 2012, sponsored by the Thailand Karate Federation and held at the Fashion Island Mall on November 16, 2012. Five members of the Karate-Do Club competed in the event.

A month earlier, October 14, three newly-trained members of the club won medals at the King Mongkut Institute of Technology for the National Goju-kai Karate Championship 2012. They are Ms. Jita-

rat Nasahachart, bronze medal for Female Kumite (under 48 kg), Mr. Sahapap Phothipukruksa, bronze medal for Male Kumite (over 75 kg) and Mr. Shinaworn Hemwarangkul, bronze medal for Male Kumite (under 75 kg). Sensei Polakit Mankongkit, a former national karate coach and athlete, accompanied the athletes.

Their success was attributed to their disciplined work, in addition to the contributions of the club's Sensei, the senior members who provided rigorous training and the club advisor, Ajarn Chayanant Hongfa for his full support.

MUIC-AUN FRIENDLY GAMES

MUIC made a clean sweep of the sports events in the Friendly Games 2012 between MUIC and Asian University held on November 10, 2012 in the MU Salaya campus.



The basketball team won 64-27 while the volleyball team won 2 sets out of 3. Meanwhile, MUIC won all badminton matches in the male single, female single and mix doubles categories. The College's soccer players also dominated the match with a score of 4-2. The action-packed day was capped with a dinner, dance performances from both schools, and an exchange of gifts.

BADMINTON COMPETITION

Members of the Sports Club conducted an MUIC Badminton Competition at the MU Badminton Courts on November 14-15 and 19-22, 2012, in order to determine the most skilled players who will be eligible to participate in future competitions.

Of the 40 club members who competed, Decha Techapinit, Kamolchanok Jentrakulroj, Nednaparng Ohnaree, Kwanchat Luangrungrat and Maneepun Cholchalaratarn won first place in the Men's and Women's Singles and Doubles as well as Mixed Doubles.





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