

Media-Degree from MUIC and Kantana

MUIC welcomed 141 new full-time students for the third trimester at an orientation session on April 7 and 8 in the college auditorium. After an extensive introduction to MUIC's academic requirements and social activities, participants registered for courses in accordance with their declared majors.



The selection of majors was not surprising, reflecting a familiar and traditional pattern of choice: Business Administration (80), Travel Industry Management (25), Biological Science (13), Social Science (10), Computer Science (10), Food Science and Technology (2) and Environment (1).

New Degrees

This pattern, however, may very likely change in September with

the onset of the 2005-06 academic year, when MUIC will introduce three new majors.

MUIC and Kantana, one of the largest entertainment companies in Thailand, have combined their resources and expertise in establishing a new Bachelor Degree in Entertainment Media which will consist of three majors in Television, Film and Animation, each focusing on creative design and production. In addition, the major



Entertaining: Thailand's first international entertainment degree to educate young professionals in media.

Patterns of Collaboration

Collaboration seems to be the order of the day, given the two recent developments that are changing the academic and social landscapes at MUIC - both on and off campus.

MUIC's partnership with Kantana, one of Thailand's major entertainment industries, is creating new academic and professional opportunities for our students with the introduction of the Entertainment Media Degree.

Another effort, quite different, collaborative is being played out between MUIC and the MU College of Music (reported on page 6) through a series of concerts.

Both of these developments not only provide a wider profile for our college but also signal MUIC's on-going commitment to the liberal arts dimension of a university education.

In television will offer three concentrations, namely, News and Documentaries, Drama and Entertainment.

This collaborative effort between the public and private sectors is the first of its kind in Thailand and clearly differentiates this Degree in Entertainment Media from all other existing communication programs in the country.

The newly-established Entertainment Media Program will operate under the aegis of MUIC's Humanities and Language Division with Panadda Thanasatit, Executive Director, Kantana Group, serving as the Program Director. According to

continued on page 3

MUIC Website to Serve New Requirements

Given the growing number of overseas students registering at MUIC in recent years, MUIC's website has undergone some changes. To provide potential international students and those already studying at MUIC with essential, up-to-date information, a new Internet presence went online on May 1.

dents already studying at MUIC, and, finally, to provide all that in a clearly structured website with only a few clicks. Therefore, the website has been divided into three sections, distinguished by different colour tones. A two level sitemap for precise navigation is readily available on the left side of the screen.

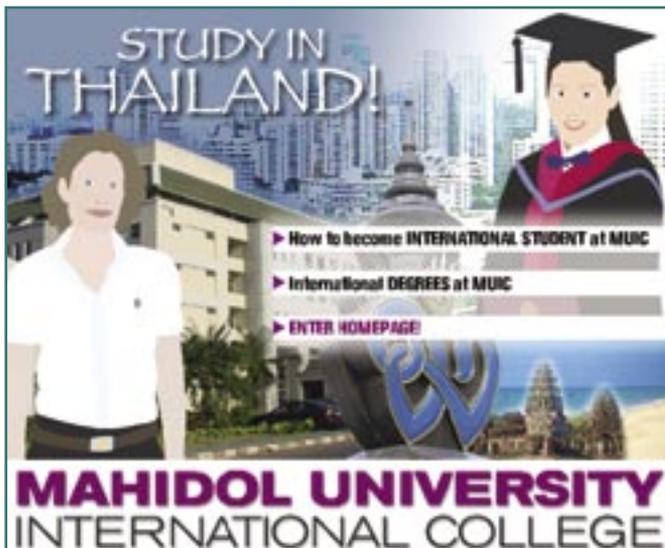
DEGREES OVERVIEW:
All degrees at a glance including hyperlinks.

FORM DOWNLOADS:
All forms in one place as PDF files ready to print.

IN-FRAME SITEMAP:
Precise navigation and browsing of entire site.

PHOTO RECORDS:
Slideshows of events and activities at MUIC.

www.muic.mahidol.ac.th



In creating the website, the college has decided to focus on three areas: to make sure that interested students from other countries find all the information they need for studying in Thailand, to provide the latest information on courses, schedules, and college-life to stu-

and activities. Going through all the details about studying in a foreign country may be time-consuming and expensive for international students. Therefore, these pages are loaded with all possible information, an extensive FAQ-list, and application forms for downloading.

and local students looking for available programs. Hence, the new "Degrees" section provides a glance at all degrees on just one page with hyperlinks to the detailed variety of courses offered at MUIC.

The first section represents MUIC as an institution with all the essential "About Us" information, sorted according to importance. Although information on all courses and programs offered is essential to students enrolled at MUIC, it may confuse international or local students looking for available programs. Hence, the new "Degrees" section provides a glance at all degrees on just one page with hyperlinks to the detailed variety of courses offered at MUIC.

The last section is for students who have already decided to study at MUIC. Here they will find information regarding admission, requirements for enrollment, student life

editorial

The MUIC newsletter is written and produced by the faculty and staff of Mahidol University International College (MUIC).

Publisher and Distributor:
Public Relations Department,
Nutthaboon Pornrattanacharoen,
MUIC

Editor:
Mr. Alexander Korff

Graphic Designer:
Mr. Alexander S. Heitkamp

Photographer:
Mr. Korrachai Lekpetch

www.muic.mahidol.ac.th

MUIC Newsletter Office:
PR, 1st Floor, Building 1,
999 Buddhamonthon 4 Road,
Salaya, Nakhonpathom 73170,
Thailand
Phone: +66 (0) 2441 5090
ext. 1413, 1418, 1326
Fax: +66 (0) 24410629
Email: icpr@mahidol.ac.th



MUIC visiting
Kantana Movie
Town

Ms. Panadda, "the purpose of this program is to develop a new generation of students, that is, young professionals with excellent English and technical skills who can make a major contribution to the entertainment industry in the region."

Candidates for the Entertainment Media Degree will be accepted once a year, for the September entry, and only as full-time students. Moreover, they must fulfill all MUIC academic requirements, with an emphasis on creativity skills.

The curriculum for each of the three majors consists of a general

education tract (48-credit hours), core courses (32-credit hours), required and elective courses (92-credit hours), which include a 12-credit final project, and free elective courses (8-credit hours) for a total of 180 credits.

In addition to the academic courses, each major offers extensive hands-on experience at Kantana's two major studios, one in Salaya and the other in Bangkok. All aspects of the production process will be explored, from research, criticism and script development to cinematography, lighting, set design and special effects.

With Kantana's 50 years of experience and MUIC's reputation in promoting academic excellence, this innovative and collaborative enterprise should meet the increasing demand from local, regional and international entertainment industries for highly qualified professionals.



MUIC students practicing on Kantana's
state of the art equipment

Coordinators



Sarunya



Noppakao

SARUNYA NOITHAI, Coordinator of the Film Production Major, received her Master's in Organizational Management from the University of Phoenix, Arizona, and has been a director, screenwriter and producer, including work at UCLA, Los Angeles.

RUNGTHIP CHOTNAPALAI, Coordinator of the Television Production Major, received her MA in Media Studies from the New School for Social Research, New York, and a doctorate in sociology from Osaka University, Japan. Her areas of expertise include global changes in the mass media and cultural studies, with an emphasis on youth.

NOPPAKAO KHEBCHAREON, Coordinator of the Animation Production Major, has had extensive experience with both Sony Pictures and Warner Brothers Entertainment. She has also worked as a storyboard artist for the Rockefeller Foundation and has participated in the production of several animated films.



New Program Director

PANADDA THANASATIT, newly-designated Director of MUIC's Entertainment Media Program, received her Master's Degree in Marketing Communications from Roosevelt University, USA. She served as Chairperson of the Communication Study Program for Bachelor and Master Degrees, Head of the Department of Mass Communication as well as Assis-

tant Professor, Faculty of Communication Arts, Chulalongkorn University.

Ajarn Panadda cited two factors for Kantana's decision to approach MUIC for this partnership. "We are very much aware of MUIC's reputation in producing successful graduates. And its location is ideal, with easy access to our cutting-edge facilities in both Salaya and Bangkok."

> english language

MUIC participates at TESOL Conference

Faculty members of the English Studies program are engaged in a variety of professional development activities including working on advanced degrees, conducting research as well as developing and teaching new courses. They also take advantage of more formal opportunities such as their participation in regional conferences.

During the first trimester Ajarn **DOUGLAS RHEIN** and **JOHN MC-NULTY** attended the 12th Annual TESOL Conference in Seoul, Korea, where they gave a presentation on MUIC's English Communication class in public speaking, a matter of particular interest to ELT professionals. "Many of the participants expressed their admiration for the variety of classes we offer at MUIC and the support that we receive in developing our curriculum," commented John McNulty.

More recently MUIC and the English Studies Program were well

represented at the 25th Thailand TESOL International Conference which was held in Bangkok. While a number of faculty members attended the conference, four were invited to give presentations.

Ajarn **JONATHAN GREEN'S** presentation explored the rationale behind co-teaching strategies in general education, particularly interdisciplinary teaching, after which he engaged participants in applying those strategies and co-teaching modes to the English classroom.

Ajarn **NICHOLAS FERRIMAN**, on the other hand, conducted an interactive workshop entitled "Exploiting Reading Texts in the ESP Classroom," during which he shared reading-skill activities with teachers from a variety of programs, countries and educational backgrounds.

The other two presentations featured the issue of assessment. **DR. CHARLES WINDISH**, Director of the English Studies Program, helped participants develop personal professional developments plans as one possible criterion for assessing teacher performance.

He then discussed administrative concerns with professional development, namely, a definition of the term, allocation of resources and an assessment of professional development outcomes.

Ajarn **CRISTINA SCHOONMAKER**, Administrative Coordinator of the English Studies Program, concentrated on curriculum assessment by presenting models with their situational applications and offering suggestions for existing programs and educational systems. She also fielded questions on curriculum assessment during an extensive question-and-answer session and suggested possible issues on curriculum assessment for future conferences.

Ajarn **MARK RODDELL** commented on MUIC's support for this kind of conference participation. "The importance of attending events such as the annual Thailand TESOL cannot be overstated. Besides being exposed to the current research and cutting-edge pedagogical practices, participants have countless opportunities to consult informally with experts in the field."



From left: Dr. Charles Windish, and Ajarns Nicholas Ferriman, Jonathan Green, Cristina Schoonmaker

> computer science

New Program Director and New Minor



MUIC currently offers 19 minors - in Social Science, Business, English and Modern Languages. Another minor will soon be added to that list.

DR. UDOM SILPARCHA, who was recently appointed Acting Director of the Computer Science Program, has informed **kaleidoscope** that a minor in Computer Science will be available for all MUIC students in September, the first trimester of the 2005-06 academic year.

Students who wish to take this minor are expected to have some measure of expertise in mathematics and statistics. The Computer Science Minor consists of 6 required courses and 3 out of 12 elective courses, for a total of 9 courses.

Anyone interested in this minor can contact Dr. Udom or any faculty member in the Computer Science Program whose offices are located on the second floor of MUIC Building 1.

research news

> science

Research Projects in Progress

DR. WAYNE PHILLIPS and his research team are engaged in checking the Dive-PAM in turbid conditions at Koh Sak, Cholburi. Dr. Phillips (pictured underwater) is studying the photosynthetic performance of hard corals under natural conditions. By pushing one button on the Dive-PAM (the object at the bottom of the picture) he is able to obtain significant information concerning the health of the coral.

MUIC continues to support on-going research in assessing the health of one of Thailand's most important yet delicate ecosystems. If any of our readers want more information, would like to participate in this research or go on one of the research trips for a day at the beach, you can contact Dr. Phillips at 02-441-0649 ext. 1412 or via email at icwnphil@mahidol.ac.th.



> business administration

Analysing the Browser War

DR. YINGYOT CHIRAVUTTHI, Head of the International Business Major, Business Administration Division, has recently completed an article entitled "Firms' Strategies and Network Externalities: Empirical Evidence from the Browser War", in which he analyzed adaptive decisions on Internet browser software with a focus on firms' strategies, market consequences and the existence of network externalities.

In early 1995, Microsoft employed a variety of strategies to diminish the popularity of Netscape's Navigator and Communicator, precipitating the celebrated Browser War. Microsoft's Internet Explorer ultimately won that war four years later but this led to an antitrust lawsuit. Data from the WWW User Survey (1997-98) suggest that network externalities existed in Navigator and Communicator although they were gradually diminishing over time. The success of the Internet Explorer was driven not so much by the product itself or by network externalities but rather by Microsoft's free and bundling strategies.

In early 1995, Microsoft employed a variety of strategies to diminish the popularity of Netscape's Navigator and Communicator, precipitating the celebrated Browser War. Microsoft's Internet Explorer ultimately won that war four years later but this led to an antitrust lawsuit. Data from the WWW User Survey (1997-98) suggest that network externalities existed in Navigator and Communicator although they were gradually diminishing over time. The success of the Internet Explorer was driven not so much by the product itself or by network externalities but rather by Microsoft's free and bundling strategies.



Collaboration on Salaya Campus

While Mahidol University is celebrated for its special contribution to the sciences and medicine, the Salaya campus offers a diversity of academic disciplines, ranging from engineering and social science to religious studies and the arts.

One such program is the College of Music, Thailand's first music conservatory. It offers pre-college, undergraduate and post-graduate degrees in various branches of music including, not so surprisingly, music therapy.

Formally established in 1993, the College of Music initially operated out of the Institute of Population and Social Research building. However, when construction of its present facilities began in 2000, the College of Music occupied the upper floors of MUIC's Building 1 for two years. That arrangement seemed to be a logical one, given MUIC's tradition of promoting the liberal arts. It was also a fortuitous one inasmuch as it forged links between the two programs. In fact, these past few months have ushered in a demonstrable spirit of cooperation and collaboration.



Eclectic mix of western and Thai classical music

Students from the College of Music joined members of the MUIC Music Club in presenting a charity concert this past January to raise funds for victims of the tsunami.



Aerial view of the College of Music

Another performance took place the following month to celebrate Valentine's Day and the soft opening of MUIC's newly-established Princess Café.

In March the university celebrated the 36th anniversary of the Mahidol name, bestowed by His Majesty the King in honor of his father HRH Prince Mahidol of Songkhla, known as the father of modern medicine and public health in Thailand. The Mahidol Chamber Orchestra gave a special performance in the MUIC auditorium to mark the occasion. Entitled "In Memory of the Royal Father," the concert was a stirring and eclectic mix of western and Thai classical music.

More recently the College of Music presented a more traditional musical treat with its concert, "Amazing Ponglang," on May 4 under MUIC's Building 1. The performance featured traditional Thai music played

on Northeastern musical instruments. Finally, another cooperative effort by the College of Music and the MUIC Music Club is presently being organized, culminating in a musical performance in June.

Hopefully, these collaborative efforts will continue, not only with the College of Music but also with other programs on the Salaya campus. "In spite of our semi-autonomous status as an international program, MUIC remains an integral part of Mahidol University," commented Acting Director Chariya Brockelman. "As such we have an obligation to contribute to the academic and social life of this campus."



Traditional dance performance to Northeastern musical instruments at MUIC

The Photography Club's classic farewell: the excursion's very last picture to mark "stop action!"



Pictures for an Exhibition

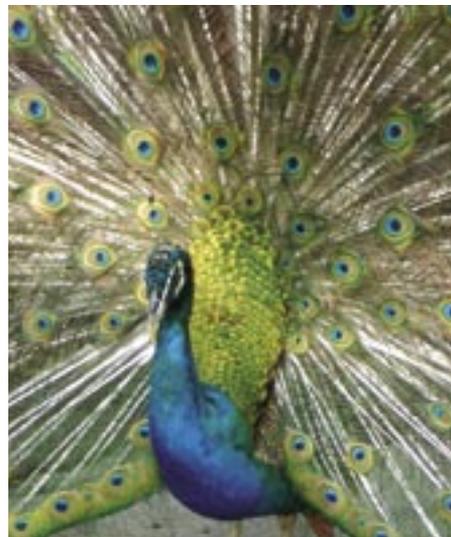
Forty-seven members of the Photography and Multimedia Club, accompanied by Ajarn Nutthaboon Pornrattanacharoen, club advisor, and Mr. Korrachoi, enjoyed a weekend in Khao Yai from April 22 to 24. The outing, however, was decidedly educational.

When the group arrived at The Jungle House Resort, club members began practicing basic and more advanced photographic techniques for both daylight and night shooting.

On the first evening the group tested their skills under moonlight, after which they were treated to a presentation by Ms. Philippa Mitchell from the Wild Elephant Research and Rescue Center and Dr. Puttipong Khawnual, a wildlife researcher, in anticipation of their outing

the following day in the Khao Yai National Reserve. That adventure through the reserve constituted the highlight of the weekend. Accompanied by two professional guides, the group learned about the flora and fauna of the region, capturing the lush surroundings and wildlife on camera. After an exhausting day,

the group returned to the resort for a review and critique of all the pictures taken. Each club member then selected his or her best photos which will be displayed at a special exhibition from May 22 to 31 under MUIC Building 1. A smaller exhibition will also be held at the Princess Café during the same week.



EU National Debate

Having struggled through the recent world and environmental debating competitions, the MUIC Debate Club has reestablished its winning ways once again at the first European Union National Debate Tournament at Thammasart University on March 19-21, 2005.

Four major universities competed: Chulalongkorn (4 teams),

Thammasart (4 teams), Assumption/ABAC (6 teams) and MUIC (3 teams). Team 1 consisted of Sagar Jhalani, Sureerat Sachanakul and Ann Li Lai. Trapal Singh Narula, Apirat Kongchanagul and Dithaya Punyaratabandhu represented team 2 while new club members Aswin Ghogar, Hussain Rasheed and Phra Chainarong Sangsranoi comprised team 3. All 3 MUIC teams reached the quarter finals. Teams 1 and 2

battled their way to the grand finals, debating the motion, "This house believes that the European Union should have a permanent seat on the UN Security Council." Team 2 emerged the victors in that contest. In addition, Ms. Dithaya was selected best speaker of the grand finals while Ms. Sureerat was designated best speaker of the tournament. Congratulations are in order to all of the participants.

Academic Calendar

THIRD TRIMESTER (25. APRIL - 23 JULY 2005)

Closing of Student Registration System:	Fri., 27 May 2005
Withdraw:	20 - 24 June 2005
Last Day of Class:	Sat., 9 July 2005
Final Examination Dates:	11 - 23 July 2005
Recess:	24 - 31 July 2005

Announcement

Leadership teams must submit their list of candidates (president, vice president, secretary, treasurer) for the upcoming Student Association election by May 13. The elections will be held on May 25 and 26, 2005.

Featured in Cosmopolitan

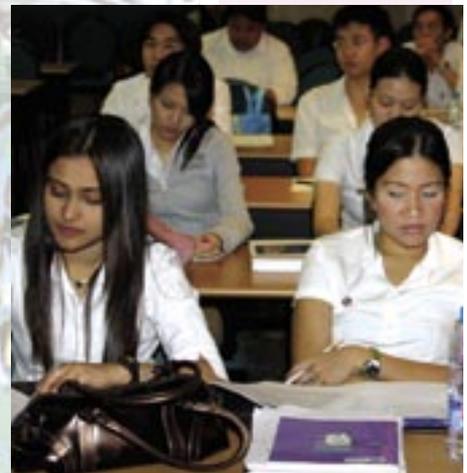
In conjunction with MUIC's annual Job Fair this past February, Ajarn Gregory Vrhovnik and Michael Naglis conducted a special job-skills workshop, focusing on resumes, interview skills and company research. Executives from Cosmopolitan (Thailand) also participated. Ms. Chaeranee Chittasevi, Editor in Chief, and Khru Kate (a lo-

cal TV personality) discussed how students can tailor their job search to effectively target the best companies.

The workshop was reported in the March issue of Cosmopolitan with full page coverage.

The workshop was attended by over 150 MUIC students who received COSMO gifts. Ms. Patcharanun Harnprasopwat, a marketing major, was selected to do an internship at Cosmopolitan during the third trimester.

Ajarn Gregory Vrhovnik and Ms. Chaeranee Chittasevi, Editor in Chief



Recognition of Excellence

Each year Mahidol University recognizes outstanding performances of staff members from each faculty. This year was no exception. Forty-one staff members were nominated for special awards, including Ajarn Udomrat Tivasab, Chief Coordinator of Academic Services, who represented MUIC. After careful deliberation, only five of the 41 candidates were selected to re-

ceive an award. Not surprisingly, Ajarn Udomrat was among the finalists. The award presentation, presided over by President Pornchai Matangkasombut, was held on March 2 (Mahidol Day).

"I am proud and honored to receive this award," commented Ajarn Udomrat. "Being the first staff member from MUIC to receive this award encourages me to work that much harder at my job."

The administration, faculty, staff and students of MUIC congratulate Ajarn Udomrat on this achievement.

