

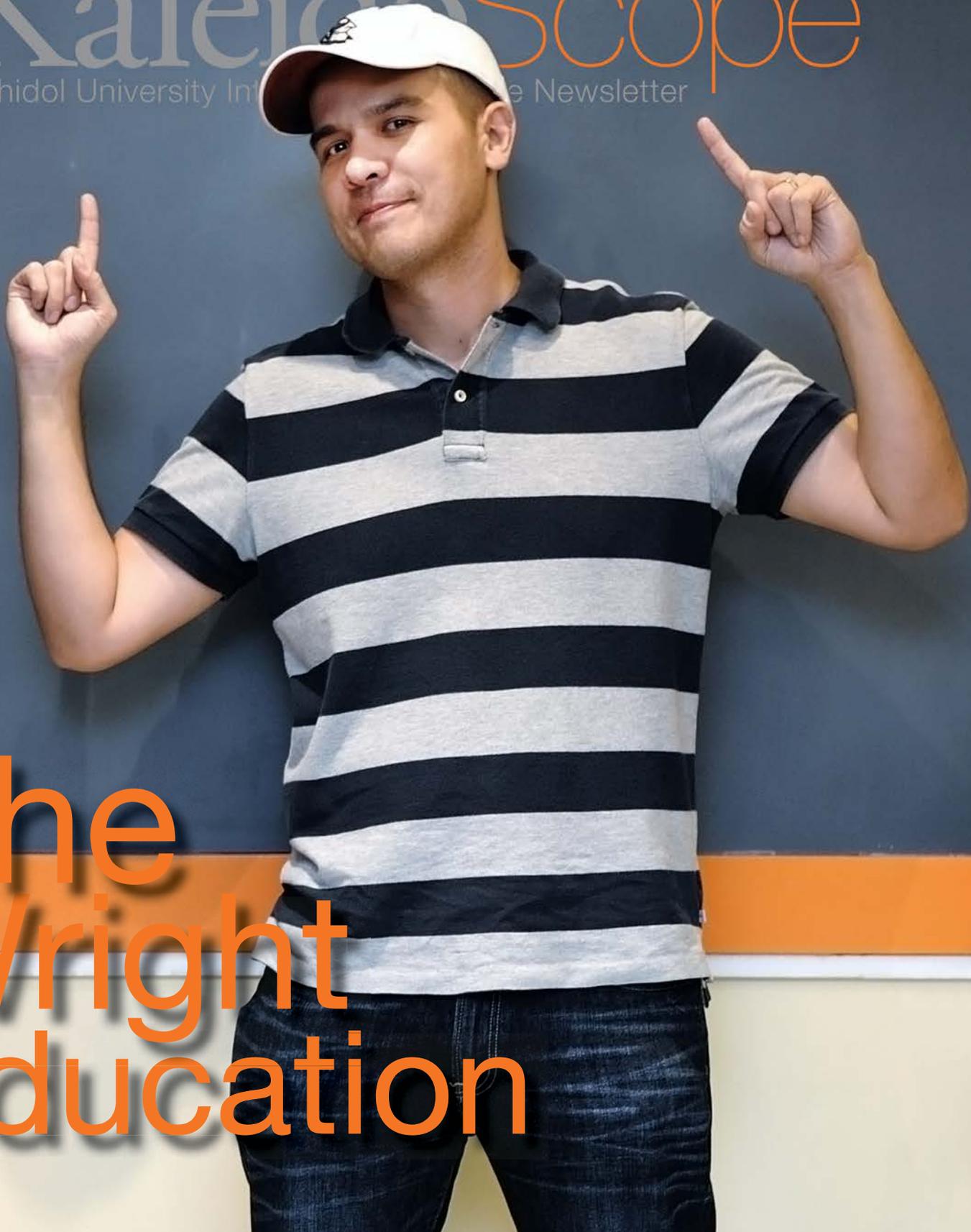
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May 2012

# Kaleidoscope

Mahidol University International Newsletter



# The Wright Education

# Editor's Note

## Alumni and Society

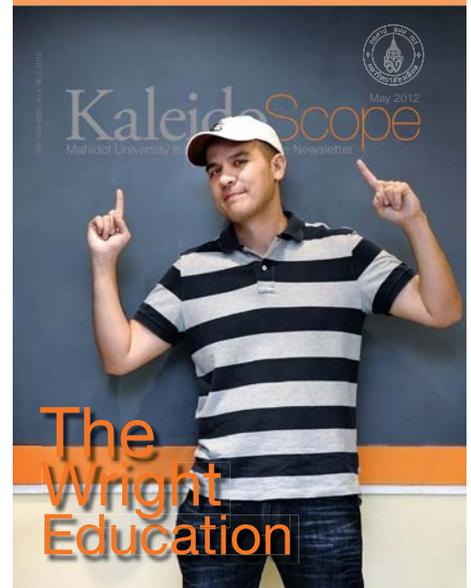
As MUIC enters its 26<sup>th</sup> year, everyone would agree that the college has indeed come a long way from its modest beginnings. More than the new buildings and modern facilities on both the Salaya and Sathorn campuses, however, MUIC's progress can be best measured by its products—the alumni.

In this issue, we present to you five professionals who graduated from MUIC. Their current jobs cover a wide variety of careers—in government service, academe, multinational companies, the hospitality industry and animation production. Their stories, however, remain the same—evidence of how MUIC has successfully harnessed their innate intelligence and budding ambitions and academically equipped them to become productive citizens of society.

On our cover we feature Mr. Chris Wright—educator, entrepreneur, entertainer and writer. *KaleidoScope* spent an hour with him in his learning center at Central World, reminiscing about the good old days and tracing his roots back to MUIC.

This issue also introduces a new section on university social responsibility. We compile here all the activities undertaken by MUIC's executives, faculty, staff and students who reach out and share what they can with local communities, taking heed of what HRH Prince Mahidol of Songkla said, "True success is not in the learning but in its application to the benefit of humankind."

## Cover Photo



The energetic Chris Wright takes time off from his busy schedule to share with *KaleidoScope* readers the important life and career lessons he learned at his alma mater. Students, pay attention! Photo by Mr. Sakon Lumpongphan.

MU  
in  
Top 400  
University Ranking



Mahidol University made it to the Top 400 Time University World Rankings 2011-2012. Though MU rank is in the 351-400 bracket, it is the only university in Thailand to be included in the list this year. The Times Higher Education (THE) World University Rankings were developed together with data provider Thomson Reuters, "with expert input from more than 50 leading figures in the sector from 15 countries across every continent." In its website, THE claims that it has "created the gold standard in international university performance comparisons."



## MUIC 26<sup>th</sup> celebrates year

Mahidol University International College (MUIC) observed its 26<sup>th</sup> anniversary on March 27, 2012 at the Salaya campus. The day-long activities included an offering at the *Chao Por Khuntoong* shrine and religious rites in the morning. The MUIC Achievement Awards 2012 was held in the afternoon. The college honored outstanding faculty members and staff in the fields of research, teaching, and dedicated service to MUIC.

## Creative Tourism Academy Launched

The inauguration ceremony of the Creative Academy for Cultural and Heritage Tourism (CCHT) had former Prime Minister Abhisit Vejjajiva as its guest speaker when it was held on March 23, 2012, in the MUIC Auditorium.

Speaking on the topic of “The Creative Academy Policy and Thai Tourism,” the Democrat Party leader said that Thailand should make sure creative tourism is sustainable. Creative tourism is defined as a type of tourism that involves the “active

participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences.”

He added that it is important to generate tourism revenues, ensuring that natural resources are not destroyed or exploited. The former prime minister also emphasized the coming integration of ASEAN member-countries and the challenges it would bring to the Thai tourism industry.



The second session was a forum on the topic of “Creative Tourism, Creative Business” with three panelists: Ms. Ploy Chariyaves, travel columnist; Ms. Patra Sahawat, the owner of Plearnwan and Mansion 7 concept malls; and Mr. Jesadaporn Pholdee, MC of Navigator TV travel program.



Ms. Ploy Chariyaves

*Impressive creative tourism destinations in Thailand and overseas*



Mr. Jesadaporn Pholdee

*Teaching tourists on responsible practices*



Ms. Patra Sahawat

*Valuable lessons learned from her success in the industry*



## Online Literary Journal Launched

The Humanities and Languages Division launched its online literary journal, Hitherto (<http://hitherto.muic.mahidol.ac.th/>), on April 26, 2012, in the Seminar Room.

Prof. Maleeya Kruatrachue, MUIC Dean, presided over the digital ribbon cutting to enable the online journal to go live and be accessible to the public. Ms. Anette Pollner, a published novelist, short story writer, and essayist, was the guest speaker. Some of the MUIC-based writers whose works were featured in the maiden issue were on hand to read excerpts from their literary pieces.

## Computer Lounge Now Open



MUIC launched its Computer Lounge on March 1, 2012, in a ribbon-cutting ceremony presided over by Prof. Maleeya Kruatrachue, College Dean. The

2.5-million Baht Computer Lounge has 32 desktop PCs and 16 laptops and has a Wi-Fi hotspot. It can also be configured into a small conference room that can seat 16 people, according to the Education Technology Section. Located in Room 1516, the Computer Lounge is open Monday to Saturday, from 8:00 am to 7:00 pm.



## Library Gets Makeover

The renovated MUIC Library was inaugurated on April 24, 2012. Aside from its MUIC corporate color-themed interior design, the library now offers two separate AV rooms, more individual carrels in the reading area, and four study group rooms with better acoustics. Internet stations were also retained. The Language Lab now has 10 individual stations equipped with PCs and language learning materials. Ms. Supatra Boonprasert, Acting Chief Librarian, said the library currently has 16,500 books, 86 various periodicals, 1,100 audio-visual and multimedia materials, and subscribes to three databases.

## SEA Studies Conference

MUIC successfully hosted the 5th Thai-Malaysian International Conference on Southeast Asian Studies from February 16 to 17, 2012 at the Salaya campus.

Some 40 papers were presented in the conference, which had the theme, “Re-Making Historical Memory in Southeast Asia.” MUIC and the Universiti Kebangsaan Malaysia (UKM) have been undertaking this joint project for several years now.

Prof. Dr. Charnvit Kasetsiri from the Institute of Southeast Asian Studies in Singapore, and Assoc. Prof. Dr. Er Ah Choy and Prof. Dr. Amirah Buang, both from UKM, delivered the keynote speeches.

In her message, Prof. Maleeya Kruatrachue, MUIC Dean, said, “The objectives of the seminar are to provide opportunities for lecturers, academicians and students to explore and discuss the significance of memory studies in Southeast Asia through the various fields of the social sciences.”



## ASEAN in Today's World 2012

MUIC participated in the ASEAN in Today's World (ASTW) Program jointly hosted by Kyushu University, Japan, and Ateneo de Manila University in the Philippines, held from February 24 to March 9, 2012. The latter's campus in Quezon City served as the venue.

Prof. Maleeya Kruatrachue, Dean of MUIC; and Ms. Boonyarat Suwanchinda, Director of the International Relations Division of Mahidol University (MU),



attended the opening ceremony presided over by Dr. Termsak Chalermphanupap, Director of Political Security and Cooperation of the ASEAN Secretariat. Three MUIC lecturers from the Social Science and Humanities and Foreign Language Divisions taught ASEAN, Japanese, and Korean students in the program. Ajarn Dale Rorex taught Current Affairs of ASEAN and East Asia. Asst. Prof. Anchalee Pongpun and Ajarn Arpaporn Iemubol handled the Basic Thai Language & Culture courses. Ms. Diane Sumathasorn, a 2nd year student from Social Science, received a scholarship from Kyushu University and support from MUIC for her round-trip plane ticket to participate in this event.

## Journalist Shares Thoughts

Australian broadcast journalist Monty Sangar talked about having a career in mass media in the MUIC Auditorium on March 14, 2012, sponsored by the Preparatory Center for English and Mathematics (PC). Mr. Sangar, who is a senior producer for the Southeast Asian Bureau of the Australian Broadcasting Corp., told the audience which was mostly composed of PC students, that a journalist must be



passionate about his career, inquisitive, resourceful, persistent and accurate. He highlighted the last issue, adding that accuracy should have more precedence than immediacy.

## Job Fair 2012

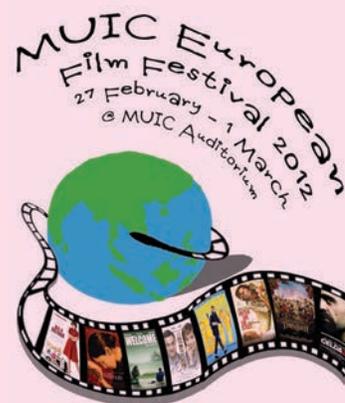
The Student Affairs Office and the Student Association hosted the annual MUIC Job Fair on February 28, 2012, on the ground floor of Building 1. Booths were set up in order to accommodate 46 firms, including multinational companies, representing the financial sector, the hotel industry, manufacturing, information technology and energy. Their presence attracted both MUIC and Mahidol University students and provided a range of career choices.



## Songkran

The College held its Songkran ceremony on April 12, 2012, a day before the start of the five-day Thai New Year weekend. Executives, faculty and staff members and students lined up to pour water on a small statue of the Buddha and also on the hands of Prof. Maleeya Kruatrachue, MUIC Dean, Prof. Chariya Brockelman, former MUIC Dean, Assoc. Prof. Chavalit Wongse-ek, Associate Dean for Planning, Research and Development, and Asst. Prof. Anchalee Pongpun of the Foreign Languages Program. The program, organized by the PR Department, also included a lunch buffet of Thai dishes.

## European Film Fest



The Humanities and Languages Division again hosted this year's European Film Festival 2012 from February 27 to March 1, 2012 in the MUIC Auditorium. The annual event was made possible with the support of the French Embassy, the Embassy of the Federal Republic of Germany, and the Spanish Embassy. Films like *Celda 211*, *Welcome, Mia Sarah*, *Made in Dageham*, among others, were screened during the four-day festival free of charge.



# FAA Activities

It has been a busy Trimester 2 for the Fine and Applied Arts Division (FAA) as it organized—and participated in—several events that covered the areas of animation production, communication design, costume contest, and creativity.

## Art Festival



Assisted by his FAA students, Ajarn Aaron Schmidt conducted a stop-motion animation workshop at the SEA-SAC Art Festival hosted by Ruamrudee International School. Some 120 fine and performing arts students from various countries in Southeast Asia attended the art festival held on February 10-12, 2012, with the theme, “Waves of Change.”

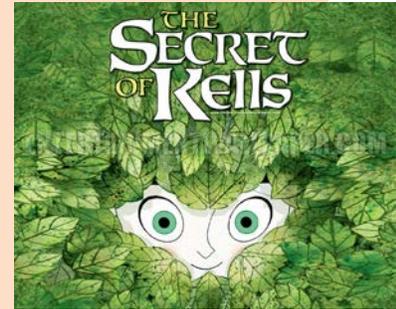
## Design Forum

On February 23, 2012, the FAA invited Mr. Santhan Phutakan (senior art director), Mr. Wutthichai Cheewasutho (photographer), and Mr. Rangsi Thuwirat (principle/creative director)—the men behind MAD-Arai-D Creative House—to give a talk on corporate identity, branding, advertising and other areas of communication design at the FAA Studio.



## Animation Talk

On April 19, 2012, animation director Tod Polson spoke on “The Noble Approach,”



which explains the techniques of Maurice Noble, a design and layout artist who worked for Disney and Warner Brothers for many years. Polson was color script artist for the Oscar-nominated “The Secret of Kells,” animation art director for “Howl” starring James Franco, and owns an animation studio in Chiang Mai.

## Costume Day



The Fine and Applied Arts Division (FAA) held a Costume Day on February 14, 2011, on the ground floor of Building 1, attracting an audience of some 200 students, alumni, faculty and staff. A dozen more joined in the costume contest. Ms. Yanisa Ladakom, a third year Animation student, won the Best Costume award for her “Gakupo” character outfit and make-up.

## UNESCO Video

Two FAA seniors have recently completed editing the UNESCO Asia-Pacific Awards for Cultural Heritage Conservation video. Mr. Varot Wanithanont, a film production major, and Ms. Wannitar Sirikul, who is taking up animation production, were selected to undertake the video project.



## Corporate Design



Assistant Prof. Surapong Lertsithichai, FAA Division Chairman, and Ajarn Dynaya Bhutiphuntu, Communication Design Program Director, shared the results of their research on MU corporate identity design and corresponding guidelines in a workshop on Mahidol University’s corporate identity on March 29 and 30. Participants included secretaries, PR personnel, AV technicians and webmasters from all the faculties, colleges, and institutions of MU.

## INTERNATIONAL RELATIONS

# APAIE<sup>in</sup> Bangkok



Mahidol University hosted the 7th annual Asia Pacific Association for International Education (APAIE) on April 4-6, 2012.

This year's APAIE International Education Conference and Exhibition was held at the Faculty of Medicine on MU's Bangkok Noi campus, with the theme, "University Social Responsibility for the Benefit of Mankind." Speakers included M.R. Disnadda Diskul, Secretary of the Mae Fah Luan Foundation under the Royal Patronage and Dr. Gwang-Jo Kim, Director of UNESCO Bangkok.

## Study Abroad Fair



The International Network Development Office and the Student Affairs Office jointly held a Study Abroad Fair 2012 on February 29, 2012, on the ground floor of Building 1. Fifteen universities, five government agencies, 19 educational agencies and MUIC's International Relations Office and the Malaysia-Indonesia-Thailand Students Mobility Program participated in the fair. On the other hand, the number of international delegates coming for protocol visits to MUIC has been increasing every year, said the International Network Development Office. From a total of 17 delegates in 2008, the number more than tripled in 2010 with 65 visits. This increased to 70 visitors in 2011.

## International Housing

The International Housing Unit brought 23 students residing at Chaiyapruk Village and Green Park Home Village on a boat trip on March 4, 2012. They visited the National Museum of Barges and Wat Arun in Bangkok, and Koh Kret in Nonthaburi Province. Meanwhile, Buddhist religious rites called *Tham-Boon-Lieng-Phra* were performed at MUIC's international houses at Chaiyapruk Village and Green Park Home Village on March 12 and 19, respectively, in order to drive away evil spirits and bring good luck to the two residential units.



## Milestones

### New Faculty



Dr. Benjamin P.W. Ellway joined the Business Administration Division (BBA) on March 1, 2012. He obtained his doctorate and master's degree from the Judge Business School of the University of Cambridge.



Dr. Robert Bruno Gozzoli will teach in the Tourism and Hotel Management Division (THM) effective May 1, 2012. He holds a Ph.D. in Ancient History and Archeology from the University of Birmingham and a Master's in Egyptology from the same university.

## Resignation

Dr. Atthapong Sakunsriprasert tendered his resignation, effective March 1, 2012. He arrived at MUIC in April of 2007 as a Lecturer in the Business Administration (BBA) Division. During his relatively short tenure at MUIC, Dr. Atthapong served in a number of administrative positions. He was Director of the MUIC Graduate Center's MBA Program and subsequently served as Chairman of the BBA Division. In 2011 he was appointed Associate Dean for Planning, Research and Development. Fortunately for MUIC, he continues to teach at the division on a part-time status.



# Wright Lessons from MUIC



He's virtually a brand name when it comes to English teaching in Thailand. He is an English teacher, with his own learning center (at Central World, no less), an edutainment TV show with a big following, a series of stand-up comedy gigs and several books to his credit.

Yet once upon a time, Ajarn Chris Wright was a student at Mahidol University International College (MUIC). With a British father and a Thai mother, he grew up having a foothold in both Western and Thai cultures. He spent his primary school days at Bangkok Pattana School, which he described as very British, and was exposed to everything American during his high school days at Ruam Rudee International School. He spent a year working in the UK before heading back to Thailand and entering Mahidol University's International Students Degree Program (ISDP), which later became MUIC.

According to Chris, it was at ISDP that he became fully exposed to Thai culture and at the same time enjoyed the benefits of the school's international program. He said MUIC is one of the international colleges in Thailand that "offers high quality international education."

He entered ISDP during its transition into a full-fledged college. Chris said that even back then, MUIC was already recognized as among the first colleges to offer a strong international program. He was impressed with the lineup of Western ajarns whose classes he had attended. Even 11 years after obtaining his degree in Travel Industry Management, he can still fondly recall some of his teachers, including Ajarns Alexander Korff, Barry Clements, and Charles Freeland, among others.



Though he is the first to admit that, academically, he was not an outstanding student, Chris claims to have absorbed much knowledge and gained a lot of insight while at MUIC. "I'm not the grade-conscious kind of guy. What I value more is the knowledge I would learn from each class, from each teacher, from each experience," he said.

classmates were hesitant to speak with him because it meant they had to use English. "That's how I learned more about (Thai) culture," he said, remembering his interactions with Thai classmates in and out of classrooms.

He credits MUIC as one of the sources of his ideas in the fields of English as a Second Language (ESL), cross-cultural understanding and also effective teaching. In short, MUIC served as one of the "testing laboratories" for the English lessons Chris would "deliver" to his numerous followers.

*"Squeeze out all you can from college. Don't just sit around. Ask questions. Learn inside and outside of the classroom."*

The lessons he learned about Thai culture through his dealings with his classmates at MUIC became the inspiration for his series of books on cross-cultural communication.

Chris remembers spending his first year in MUIC getting more exposed to Thai culture. "There were field trips and Thai ceremonies," he said. Though he felt isolated at first, he soon realized that his Thai

Teaching, Chris said, was the last thing on his mind but he certainly picked up a lot of good ideas from the professors he admired. He now uses most of the teaching methodologies he learned from his teachers. And he added his own ideas into the mix. Chris said he believes in the potent combination of education and entertainment to teach effectively.

He has also a knack for making people laugh. Chris said he discovered this talent while he was still a student at MUIC. According to him, it all started with his spoof of one of their ajarns (who had a reputation for being strict) in a stand-up comedy spot he was asked to do during a school event. The audience, he said, lapped it up.

"For my TV show, I had to understand and appreciate Thai humor in order to click with a Thai audience. I wouldn't have been able to do this if not for my years at MUIC, which has a strong blend of Western and Thai cultures."

As a distinguished alumnus, Chris has this advice for MUIC students: "Squeeze out all you can from college. Don't just sit around. Ask questions. Learn inside and outside of the classroom."





# New Generation of MUIC Alumni

One of the college's priorities, as articulated by Dean Maleeya Kruatrachue, is to address the needs and concerns of MUIC "stakeholders," namely, parents, high schools from which are students are recruited, the local community, our partner university around the world and our alumni, including the firms at which they work.

This feature article highlights five MUIC alumni who are engaged in business, scientific research, the hospitality industry, animation production and government, in addition to the preceding interview with alumnus Christopher Wright and his focus on education. These six alumni represent only a fraction of the career choices that have been made by MUIC alumni over the past 25 years.

MUIC currently has almost 5,000 alumni who are engaged in a variety of professions, including business, finance, marketing, entrepreneurial enterprises, manufacturing, computer engineering, information technology, the hospitality industry, aviation, government, non-governmental organizations, the United Nations, education, medicine, scientific research, the entertainment industry, television and film production, theatre and journalism. The scope of these career choices is a validation of the college's strong liberal arts tradition.



### Kittaneth (Top) Thavornsakcha- roen

*Director of Events  
Management, Re-  
naissance Bangkok  
Ratchaprasong Hotel*  
AB Hospitality Man-  
agement, 2006

For Mr. Kittaneth Thavornsakcha-roen, being one of the senior managers of the Renaissance Hotel Ratchaprasong Bangkok has been the result of careful planning dating back to his childhood.

“You can say I was born into the hotel industry. My parents work in this field. I grew up aiming for a job in a hotel. It is why I took up the hospitality program in college, why I joined activities related to hotel management. I planned my college classes from day one so that I could be on the right track.”

And his efforts have paid off. At such a relatively young age, he is now the Director of Events Management of a five-star hotel in the central business district of Bangkok.

“Events management is mainly taking care of both external (guests) and internal (every hotel departments) facets of the hotel. Our goal is not just to meet guests’ expectation but to go beyond their expectations,” he told KaleidoScope.

And he credits MUIC for its contribution to his success. Mr. Kittaneth said he chose to apply for admission to MUIC because he knows it has the “best international hospitality program in Thailand,” aside from the fact that it has strong partnerships with several well-known colleges around the world.

At MUIC, he said he had many excellent mentors, but cited Ajarn Natetra Dhevabanchachai as the one who inspired him very much during his college days. It was also Ajarn Natetra who recommended him to his first employer, the JW Marriott Hotel Bangkok.

He added that his English skills improved during his stay at MUIC, a major feat as he is in constant communication not just with the hotel management but also with regional teams.

Aside from getting better with his presentational skills, Mr. Kittaneth said that he also benefitted a lot in his in-house internship

at the Salaya Pavillion Hotel, where he was assigned to different departments. “Now I work in Events Management where I coordinate with all departments in the hotel. I know exactly what can be done and what can’t be done, and what would be the best way to do a particular task. The internship helped me greatly.”

*KaleidoScope: Your advice to current MUIC students?*

*Mr. Kittaneth:* Set a goal for yourself and ensure every step you take will lead you in that direction. Be focused. Stay on the right track.



### Chirakan (Jib) Pornsopit

*Second Secretary,  
Public Sector Devel-  
opment Group,  
Office of the Perma-  
nent Secretary, Minis-  
try of Foreign Affairs*  
AB Social Science  
(International Stud-  
ies), 2006

If you notice the topnotch services provided by Thai embassies and consulate offices, you can thank Ms. Chirakan, whose job is “to try to create and improve Thailand’s Ministry of Foreign Affairs (MFA) into a better working place in every possible way.”

Ms. Chirakan holds the rank of Second Secretary in the Public Sector Development Group under the Office of the Permanent Secretary of Thailand’s Ministry of Foreign Affairs. This is her fourth year of working at the ministry. “The objective is to monitor the administrative performance of all MFA offices, both inbound and outbound, and to give suggestions on how to run the office smoothly,” she said.

An MUIC alumna who holds a bachelor’s degree in Social Science (International Studies), she had her eyes set for a career in either the government or an NGO. She said studying Social Science “helped me see things in a new perspective.”

For her internship, she spent three months at the University of Central Arkansas in the US. “It was a great opportunity to learn the differences in culture, ways of thinking and lifestyles of people who came from many different countries.”

Ms. Chirakan said the valuable lessons she learned in college

help her in her doing her job. These included the importance of teamwork and sharing of information. "When I am given an assignment, certain information needs to be shared with colleagues so that each one of us can perform our jobs effectively. We focus on working as a team. We also have regular meetings to brainstorm and share our ideas on how to reach our goals."

*Kaleidoscope:* Can you give a good reason why senior high school students should consider enrolling at MUIC?

*Ms. Chirakan:* MUIC is where academic excellence meets global learning.



**Punnatorn (Sandy) Chiewhutpong**  
Product Manager,  
Luxury Product Division,  
L'Oreal Thailand  
Bachelor of Business  
Administration  
(Marketing), 2009

**M**s. Punnatorn was promoted to product manager in just three years of working at the multinational company L'Oreal.

Among the highlights of her current job is her involvement with the successful launching of many L'Oreal products, along with her employer's corporate social responsibility (CSR) campaigns.

In these events, Ms. Punnatorn said she values the contribution of college students, especially through business case competitions where students from various universities present their respective business plans. In her latest campaign, a CSR project called, "You Can Change the World with Kiehl's," she chose three teams from her alma mater. They were able to raise 400,000 Baht in donations.

This event also brought Ms. Punnatorn full circle to her roots at MUIC, where she studied Marketing. One of her fondest memories was the late nights spent finishing their group reports. "A lot of the activities [at MUIC] were both educational and recreational, [which I realized are important to a successful career]," she said.

She also credits two of her former mentors for her success, Ajarns Kandapa Thanasuta and Atthapong Sakunsriprasert.

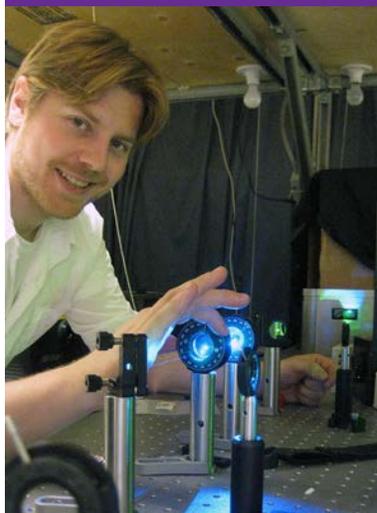
"They gave me so much advice and the courage to pursue a career in Marketing."

She really wanted to work in marketing from the start. She enrolled in MUIC, familiar as she was with what the college can offer since her older sister is also an alumna. Her big break came in 2009 when she and her team won in a business competition. The company? L'Oreal. This served as her ticket to an internship to the cosmetics company and later on a full-time job in its marketing division.

Her advice to current MUIC students taking up Business Administration: "Join business case competitions. These contests will enable you to have a better view of the lessons you study in the university. It is a testing ground before you enter the real [business] world."

*KaleidoScope:* What is the most important lesson you learned from MUIC?

*Ms. Punnatorn:* Failure is not the end of everything. It is just a stepping stone to a more successful future. So never stop trying.



**Michael Krause**  
Student / Teaching Assistant, Ph.D.  
Chemistry, McGill  
University, Canada  
BS Chemistry, 2009

**A**s soon as he finished his bachelor's degree at MUIC in 2009, Mr. Krause was admitted to McGill University's Master's Program on a scholarship. He is currently studying

for his doctorate in Chemistry, with a specialization in non-linear spectroscopy. He described his current studies thus: "We optically analyze nanocrystals using a femto second laser and other spectroscopic tools. I also do some nanocrystal synthesis." This may sound like esoteric scientific jargon, but Mr. Krause assured KaleidoScope that his field of studies has a far-reaching impact on the telecommunications industry, among others.

Along the way, he picked up the T. Sterry Hunt award in Chemistry for excellence in undergraduate research and was also awarded the Sigma Xi Grants-in-Aid of Research. He is also a McGill International Doctoral Awardee.

Asked why he enrolled at MUIC when many universities in his home country, Germany, offers excellent science programs, Mr. Krause said he liked the idea of studying and living in Thailand. MUIC, he said, offers a good science program, and studying in Thailand has taught him many lessons beyond the undergraduate program in which he was enrolled.

At MUIC, he was active in the Debate Club. “I learned a great deal about logic, argumentation and public speaking. Being the president of the debate club also improved my organizational and administrative skills,” he said.

Under his term as club president, his team won the EU-Thailand Debate Championship twice and was chosen Best Speaker.

Inside the classroom, Mr. Krause said he “took great chemistry and physics classes, taught by great professors.” The most significant achievement he had at MUIC, he said, was working as research assistant to Dr. Pakorn Bovonsombat, now the chairman of the Science Division. He was listed as co-author in a research article published in ISI-accredited international journals. These, he said, had “a definite impact on his being able to enter graduate school.”

*KaleidoScope: What advice can you give to current MUIC students?*

**Mr. Krause:** One should get involved. The more experience (be it in research, administration, or business), the better. Start [getting these experiences] as early as you can and take them seriously. Do something which improves you as a student, a person and a future member of the workforce.



**Jariya (Gift)  
Ruangjun**  
*Production Coordinator, Anya Productions  
AB Entertainment  
Media Production  
(Animation Production), 2010*

Pixar’s popular animated film, “Nemo” sparked in Ms. Jariya an interest in creating animation; her decision to enroll in MUIC’s then-new program, Entertainment Media Production (majoring in Animation Production), proved to be the correct career direction to take.

“MUIC’s degree program in animation production, along with its credibility as an international college, persuaded me to enroll there,” she said.

Ms. Jariya did not only learn everything she needed about animation production inside the classroom. The Fine and Applied Arts Division also brought its students abroad to see for themselves how the animation production industry in the US works—and meet its movers and shakers.

“My classmates and I went to Los Angeles where we got to meet famous producers and directors,” Ms. Jariya said. “We also toured the studios of Warner Bros. and 20th Century Fox, among others.”

What she learned at MUIC guided her career direction towards being an animation coordinator. Her stint as the PR officer of the Student Association also enhanced her people skills, as she had to coordinate with diverse groups of students.

Her teachers also played a major part in further preparing her for her career, and actually getting started. She credited Ajarn David Smith, who taught Production Management classes, for training her in the business side of production.

She later joined Ajarn David at Anya Productions. The first project she got involved in was entitled “Flying with Byrd,” an English-dubbed animation. Although she was in effect an assistant manager in the production, she also had to do a variety of tasks, from scouting for voice actors and recording studios, conducting auditions, managing the budget and work schedule, to coordinating with the assistant director.

It was hard work but Ms. Jariya considered this as part of her continuing training in the career of her choice, which had its roots nurtured at MUIC. “I want to be a full-fledged producer one day and have my own production house,” she said.

*KaleidoScope: In what way did MUIC prepare you for a career in the animation industry?*

**Ms. Jariya:** MUIC doesn’t only help you develop into an artist but also teaches you how to manage the business side of things—and be professional about it.

# University Social Responsibility

## Local Villages, ASEAN Community

Eighty student volunteers from the Student Association, the Volunteer, Diving and Arts Clubs, in addition to the Freshman Class Committee, visited the Baan Klong Yong School on the banks of Mahasawas Canal in Salaya on March 3, 2012 to assist in post-flood renovation activities. They painted the school's gate, walls and metal lockers as well as cleaning the area in and around the school library.

Two weeks later, on March 17, a contingent of 130 student volunteers from the Student Association, the Volunteer, Multicultural, Cheer and Dance, Art and Diving Clubs, the Freshman Committee as well as a number of MUIC alumni returned to the school to conduct the ASEAN Walk Rally. Ten booths were set up, representing each of the ASEAN countries, which featured each nation's capital, language, culture, currency and national costumes. In addition, members of the Art Club engaged the students in painting one wall of the school that featured ASEAN countries.



This one-day activity, anticipating the future launch of the ASEAN Economic Community in 2015, not only introduced ASEAN to the school children but also generated a deeper appreciation of this regional enterprise among the MUIC volunteers.



School in Nakorn Ratchasima Province during the trimester break in February. The 47 student volunteers, accompanied by Ajarn Zhang Bo, Advisor to the Volunteer Club, and Mr. Katiphot Kanoknorrasade, Student Affairs Officer, engaged in a number of academic and service activities.

One of the projects entailed a major renovation of the school library. The volunteers also donated books and school supplies, in addition to delivering tables, chairs and two television sets for the library, compliments of the MUIC Library.

Another major project was the installation of a large sink with 10 taps that was placed adjacent to the student canteen. This feature is meant to encourage the children to wash their hands and brush their teeth before and after meals, respectively.

While these two projects were in progress, other volunteers assisted teachers in the classroom with instruction in English, science and art. They also organized "Health Day" to promote personal hygiene and overall well being. Environment Day focused on an awareness and appreciation of nature, including a field trip to the nearby Uncle Choke's Garden, while Sports Day provided an opportunity for the children to engage in physical activities, with equipment that was donated by the volunteers. Finally, the volunteers reserved one day to work in the sugar cane fields, the main occupation for the villagers. It was an opportunity to meet with the parents and other members of the community.

## Making a Difference

Members of the Volunteer Club, along with representatives from the Art and Multicultural Clubs, participated in a 10-day visitation to the Baan Klong Bai Pad

## 2012 Blood Drive

The MUIC Student Association, in collaboration with the Office of Student Affairs, sponsored MUIC's annual Blood Drive in the Seminar Room on February 23, 2012. Over 200 students, faculty and staff donated blood which was subsequently delivered to Siriraj Hospital.



## English *for* Police Cadets

Representatives from the MUIC Student Association, freshman class committee and alumni, conducted a three-hour basic English class for 300 police trainees at the Central Police Training Center at Salaya on January 7, 2011.

The English class, focusing on vocabulary lessons relevant to their police training course, is part of collaboration efforts between MUIC and the training center in preparation for the ASEAN integration in 2015.



## SIFE Initiatives

Members of the Students in Free Enterprise (SIFE) Club met with community leaders from the greater Salaya area on March 11, 2012, in order to determine what additional measures need to be taken in terms of restoring communities after the devastating 2011 floods.

The community leaders, who have already received compensation funds from the government, asked SIFE members to assist in rebuilding houses and help secure equipment for the community computer center. The MUIC Audio-Visual Section subsequently pledged to donate five computers.

SIFE members and the Salaya community leaders extended outreach efforts to Hua Hin in Prachuap Khiri Khan Province on April 7-8, 2012. They were accompanied by 10 MUIC students engaged in directed research who wanted to interview locals for their research projects.



The volunteers met with Hua Hin administrators to explore possibilities for future community projects, after which they cleaned up the beach. On the second day, they visited the Royal Initiative Project, which offers models of organic farming, new agricultural techniques and alternative energy, in order to adapt and implement these new initiatives in their own outreach efforts.

## Bike *for* a Cause

Seventeen cyclists from MUIC joined more than 1,500 other cyclists at the Bangkok Metropolitan Administration (BMA) Office on March 11, 2012, to raise funds to buy bicycles for underprivileged students living upcountry.



The MUIC contingent – Faculty Advisor Laird Allan, MUIC Cycling Club President William Meehan, and 15 other members – wore MUIC team uniforms as they joined the other cyclists in the route that started from the BMA Office, over Phra Pin Klao Bridge and along the Borommaratchachonnane Elevated Highway then back to the starting point.

The charity event, organized by Mr. Krit Bangluang from jakrayan.com and sponsored by telecom company DTAC, raised over 600,000 Baht.

# The Debate Club Consolidates Its Reputation



Over the years the MUIC Debate Club has established itself as the premier debating enterprise in Thailand, validated by a series of championship victories. Moreover, for the first time it achieved placement in the top 50 teams at the last World Debating Championships, which was held in Manila in the beginning of the year. Its profile has been further enhanced with the selection of Chainarong Sangsranoi, an MUIC alumnus and former President of the Debate Club, as Chair of the Thailand National Debate Council.

According to Sasikarn Daphne Blendel Hingert, current President of the Debate Club, the club's leadership engaged in a number of activities since there were no national or regional debating tournaments during the second trimester.

## Adjudicators

Ten members of the Debate Club served as adjudicators at the 6<sup>th</sup> Thailand High School Debating Championship which was held at Assumption College Bangrak from February 10 to 14, 2012. The Debate Club members also recruited 20 MUIC students who volunteered as runners and part of the tabulation team.

Forty-five debaters from MUIC, Thammasat, Chaulalongkorn and Assumption Universities, in addition to eight high schools, participated in the competition. The 15 teams constituted a mix of university and high school students from different institutions.

## Debate Workshop

The Debate Club organized a Cross-Training Workshop for beginner and intermediate debaters on both the high school and university levels on March 4, 2012, at MUIC. Sasikarn Daphne Blendel Hingert, Zae Htun Lat, Rishab Shrestha and Sawang Wilmore Hingert served as trainers, in addition to Nils Haneklaus, a foreign-national student from Stuttgart University who is currently engaged in an internship program in Thailand.

The competition was supervised by 15 adjudicators and 10 subsidized judges. Chainarong Sangsranoi served as Chief Adjudicator and Mr. Victor Baguilat, a celebrated debater and adjudicator from De La Salle University in the Philippines, was the designated Deputy Chief Adjudicator. Mr. Nils Haneklaus of Stuttgart University was one of the adjudicators.

The anticipated number of participants was set at 30; however, 61 high school and university students arrived on the day of the workshop, representing Panyarat High School, Triam Udom Suksa, Patumwan Demonstration School, Sarasas Edktra Panyarat High School and Anglo Singapore International School as well as Chulalongkorn, Thammasat and Assumption Universities.

The two top teams in the finals represented debaters from MUIC, Thammasat and Chulalongkorn Universities, as well as the Pathumwan Demonstration and Anglo Singapore International Schools.

## Mahidol AP Mixer

As a follow-up to the Cross-Training Workshop in March, the Debate Club conducted the Mahidol Asian Parliamentary (AP) Mixer, a debating competition which was held at MUIC on the weekend of April 21-22, 2012.



## Business Case Competitions



Over the years, MUIC students have participated in both national and regional business case competitions, some quite successfully while others didn't fare as well. In order to

maintain and improve the capabilities of case competition teams and club members, the Young Professionals Club conducted an intensive training session on April 20, 2012.

The Club is also organizing an internal business case competition with lecturers from the Business Administration Division included in the judges' panel. The team with the highest ranking will be trained in order to participate in the upcoming Thammasat University International Business Case Competition.

## Learning and Doing

The Photography and Multimedia Club conducted two classes for beginner and advanced members. The basic photo class, with 30 participants, was held on March 5, 2012.



One month later, on April 5, 25 members participated in an advanced photo class, a progression of the basic photo session, during which they explored more sophisticated photographic tactics and techniques in a lighting studio.

In order to put these new skills into practice, club members embarked on a one-day field trip in the Salaya area on April 8, 2012. They visited the Thai-Zong Village which is known for manufacturing Thai cloth with looms, toured the Jesada Technik Museum, which features old forms of transportation, and explored the Salaya Film Archive and its historic display of how films are made. They finished the day with a trip along the Mahasawas Canal, photographing the damage from the 2011 floodings.

## East Meets West

The Multicultural Club organized its annual Multicultural Day, with the theme "East Meets West," on April 19, 2012, on the ground floor of Building 1. The proceedings began with a report by the club's president, Thanaporn Monga, after which Professor Maleeya Kruatrachue, Dean of MUIC, delivered an address.



A variety of ethnic food was available, including a papaya salad-making demonstration, in addition to a series of musical performances:

a violin duo of classical music, the MUIC Choir Club singing "Hotorukoi," a rendition of "Ra-Nad" and "Kim" with Thai musical instruments, a mixed cultural offering by the "Fab 5" and a mini concert by the MUIC Music Club.

Participants also enjoyed a mixed Bollywood Indian dance, a Latin dance by the Social Dance Club and Thai folk, American and Korean dances which were performed by members of the Cheer and Dance Club.

## Decoupage Workshop

Students, staff and faculty members participated in a decoupage workshop, which was sponsored by the Art Club, on March 1, 2012, on the ground floor of Building 1. Participants learned how to use pieces of colored tissue papers to decorate baskets, notebooks, handbags and other accessories.



# FirstAid Training

The Science Society Club organized a two-day training program on April 20-21, 2012, in order to provide MUIC students with the opportunity to learn about responding to life-threatening emergencies and primary care skills.

A series of workshop sessions were conducted by Mr. Steve Spruce, a skilled instructor from Emergency First Response, an international organization with more than 43 years of experience. Participants were instructed in such issues as scene assessment, Cardio-pulmonary Resuscitation (CPR), chest compressions with rescue breathing, injury assessment, coping with bleeding wounds, bandaging, splinting for dislocations and

fractures and spinal injury management. After having completed their first aid training, they received certificates that are internationally recognized.



# Meditation and Alms Giving

The Inner Peace Club invited a Buddhist monk from Wat Phra Dhammakaya to conduct a special session on meditation at MUIC on April 4, 2012. Participants were introduced to the basic techniques of meditation and how to incorporate this spiritual exercise into their daily lives.

One week later, on April 12, in anticipation of the Songkran holiday, the club organized an Alms Offering Ceremony on the ground floor of Building 1. One monk from Wat Phra Dhammakaya and nine others from Wat Puranawad chanted their prayers, after which MUIC students, staff and faculty members offered gifts. Both occasions were coordinated and facilitated by the Inner Peace Club's secretary, Pongtorn Visansirikul.

# Inter Cup

The MUIC Soccer Club was crowned the champions of

the 1st Annual Inter Cup, held from March 1 to 8, 2012. The MUIC team faced competitors from Thammasat University (TU), Bangkok University International College (BUIC), and host Assumption University (ABAC).

MUIC played its first game against BUIC, sealing a victory with a score line of 3 to 1. Its second match against TU resulted in another win of 5 to 1. On the last day of the tournament, MUIC battled the ABAC team, which resulted in a 2-2 draw. That winning record paved the way for MUIC Soccer Club's triumph.



# Asian University Friendly Games

MUIC met with Asian University in Pattaya on March 24, 2012, in order to participate in the tradition of friendly sports competitions. The participants engaged in a number of sports events, including badminton, table tennis, volleyball, futsal, football, basketball as well as American dance performances.

Both sides had their share of wins and losses. However, in spite of the competition, winning was not the main objective. The games were primarily an opportunity for participants to enjoy themselves and strengthen ties between the two institutes.



## MU Faculties *Sports Games*

More than 140 MUIC athletes participated in the 2nd Annual Mahidol University Faculties Sports Games which were held on February 8-14, 2012. Altogether, 22 Mahidol University faculties and colleges competed in the games.

MUIC achieved 3rd place in the competition, winning nine gold medals, six silver and nine bronze.



## *Cricket* Tournament

MUIC's Cricket Team placed third in the first inter-university tournament held on February 1-10, 2012.

Team Captain Aman Kumar told Kaleidoscope that their performance in the tournament, organized by the Cricket Council of Thailand, was significant considering that the team, coached by Dr. Walter Persaud from the Humanities and Languages Division, was formed only late last year and had only five practice sessions before going against rival teams. ABAC was the winner while Siam University came in second.



## Karate-Do Club *Camp*

The Karate-Do Club conducted its first ever Annual Camp in Cha-am, Petchburi Province, from February 17 to 19, 2012. Nine members and five MUIC alumni participated in the weekend training sessions, under the instruction of Sensei Polakit Mankongkit.

According to Pasakorn Jiaratuwanont, President of the Karate-Do Club, this new initiative not only offers intensive training for beginner and advanced members to strengthen and sharpen their Karate skills but also provides an opportunity for an exchange of ideas and experiences in their commitment to the art. Moreover, the camp provides an opportunity for MUIC alumni to maintain their skills, particularly since they have found it difficult to participate in the club's bi-weekly practice sessions. Finally, the camp provides training for club members who participate in the quarterly belt-grading examinations for Karate that are organized by the Thailand Karate-Do Goju-kai Association. Five members participated in the examinations on February 25, 2012.





## The 5<sup>th</sup> Media Knights International Conference

**E**ducational Media Literacy:  
**Knowing Deep  
Choosing Better  
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27-29 August 2012

At Learning Center Building, Mahidol University, Salaya Campus

Register at

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