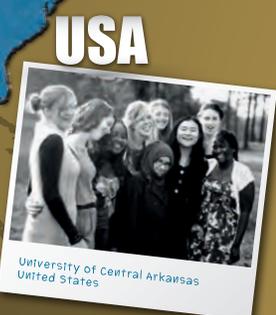




# KaleidoScope

Mahidol University International College Newsletter

April 2014



# OUTBOUND GOING UP!



The Thailand Philharmonic Orchestra performs at the inauguration ceremony for the Prince Mahidol Hall (Mahidol Sittthakam) on April 17, 2014.

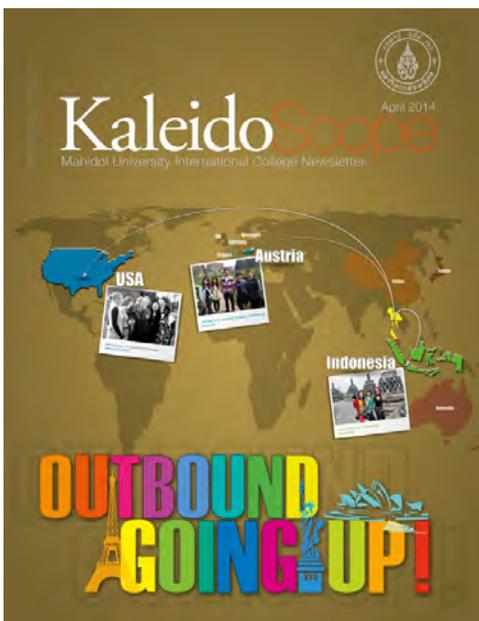


## EDITOR'S Note

It may be the 3rd trimester, but it certainly is not wanting for college activities. Aside from the inauguration of the new campus landmark, the Prince Mahidol Hall, the MUIC community also had some notable achievements. First is the ASEAN University Network's (AUN) accreditation of the Business Administration Division's (BBA) academic programs. The BBA also convened for the first time its Advisory Board, composed of Thailand's business leaders and MUIC's own prominent alumni. A couple of MUIC's students also participated in international events in Asia and Europe. Meanwhile, the number of students going abroad under the exchange program is increasing. And for our Profile section, we also feature an alumnus who carries on the family business by tapping the global market.

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](mailto:icpr@mahidol.ac.th)

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### Cover Photo

MUIC's Exchange Program is successful in bringing in international students to the College. Its outbound program is also showing a brisk increase in the number of students applying for seats in MUIC's partner universities abroad. In this issue, we interview three students who went on exchange in universities in the US, Europe and Asia.



# NEW CAMPUS LANDMARK

There is a new landmark on the Salaya campus of Mahidol University.

Bearing the name of HM the King's father, Prince Mahidol Hall sits on a 9-hectare plot inside the university's Salaya campus, right beside Gate 1. Rising to a height of 52 meters, the auditorium is inspired by both Thai motifs and Mahidol University's history: Seen from above, the auditorium is in the form of a *khan pai* flower (*Afgekia sericea* Craib) which was adopted by Mahidol University as part of its emblem. Prince Mahidol Hall's Thai name is *Mahidol Sitthakarn* ("building symbolizing the success of Mahidol University").

Based on the winning architectural design by Architects 49 Co. Ltd., the auditorium can also serve as a convention hall, a conference venue, and an opera hall, owing to state-of-the-art acoustics and a lighting system provided by British, French and German firms.

HRH Princess Maha Chakri Sirindhorn laid the foundation stone of the 1.146-billion Baht building on June 26, 2009, and bestowed on it the Thai name of Mahidol Sitthakarn. With construction finished late last year, Prince Mahidol Hall had a soft launching on January 11, 2014, with a performance by the Thailand Philharmonic Orchestra. HRH Princess Maha Chakri Sirindhorn presided over the inauguration of Prince Mahidol Hall on April 17, 2014.

## MUIC'S 28<sup>th</sup> YEAR

MUIC celebrated its 28<sup>th</sup> anniversary on March 26, 2013, with religious rituals and a recognition ceremony. Executives, lecturers and staff made offerings before the Chao Por Khuntoong shrine early in the morning. This was followed by a Buddhist religious ceremony where gifts were offered to monks. In the afternoon, the College gave awards to members of the community for their outstanding contributions in the field of academics, research and sports. Long-serving staff members were also given awards.



## STUDY ABROAD AND JOB FAIRS

The Office of Student Affairs and the Office of International Affairs recently held a Job Fair and a Study Abroad Fair. On January 29, 2014, 43 major private companies set up booths on the ground floor of MUIC Building 1 to receive applications from senior MUIC students. The following day, 46 foreign universities and educational agencies joined the Study Abroad Fair. As with the previous day's fair, an average of 300 students visited the booths to get more information about studying abroad.

## ORIENTATION FOR EXCHANGE STUDENTS

Mahidol University International College organized an orientation for 51 exchange students from the US, Canada, France, Germany, the Netherlands, Japan and other countries who have enrolled for the 3rd trimester of Academic Year 2013-2014, on January 16-17, 2013, in the Seminar Room.



## INDUSTRY LEADERS AS ADVISERS

The Business Administration's Advisory Board gathered together 24 business leaders and outstanding Mahidol University International College (MUIC) alumni in its first annual meeting on March 31, 2014 at the Bangkok Club, Sathorn City Tower.

Prof. Maleeya Kruatrachue, MUIC Dean, said in her opening remarks that "to remain competitive and sustainable, our Business Administration programs must proactively remain at the forefront [and conscious] of what [the various] industries want as well as to meet internationally recognized quality standards...[We must] ensure that our programs are driving innovation, engagement and impact with



students, employers and the communities we serve."

The advisory board, according to the BBA, was established to create a network of business leaders who will provide advice and guidance to the Division as it continues to grow and develop.

This includes representing the interests and needs of external constituencies which the BBA serves; providing guidance on various issues that will improve the quality of the Division; serving as a "sounding board" on planning issues, new initiatives and special projects; and supporting opportunities for students to interact with business through internships, mentoring, recruitment and other learning experiences.

## AUN ACCREDITATION

MUIC's BBA Programs have been recently accredited by the MASEAN University Network Quality Assurance (AUN-QA).

In a certificate issued by the AUN and signed by its Executive Director, Associate Prof. Nantana Gajasen, the regional accreditation organization stated that MUIC's bachelor degree programs offered by the BBA Division have passed the AUN Actual Quality Assessment at the program level. These degree programs include Finance, Information Systems, International Business, Marketing, Business Economics, and Tourism and Hospitality Management.



Dr. Malinvisa Sakdiyakorn, BBA Vice Chairperson, said "the AUN accreditation is a stepping stone for the BBA programs in moving forward towards our future vision of being a leader in providing a quality and diverse business education."

The Office of Planning and Development, which had assisted the BBA Division in the accreditation process, said that international accreditation is now a major requirement whenever a university seeks formal ties with its counterparts abroad. This is especially significant with the upcoming economic integration of ASEAN countries next year.

## YOUNG TOUR GUIDES

Some 476 elementary and high school students from 33 schools in Thailand joined the "Little Tour Guide" event held on March 13, 2014.

Organized by the Creative Academy for Cultural and Heritage Tourism (CCHT), the project's objectives were to train young people as tour guides for their

community and to teach them about their local culture and history. The project is also meant to help promote tourist destinations in the country.

First-prize winners were Rajinibon School (elementary school level) and Phanatpittayakarn School (high school level). They received trophies, certificates and cash prizes. More than 120 teams participated in the competition by sending video clips of their entries. Five teams from the elementary level and another five teams from the high school level made it to the final round.



## ENGLISH SPRING PROGRAM

The Preparation Center (PC) for Languages-Mathematics and Academic Services and Special Project Unit of Mahidol University International Col-

lege, in conjunction with Chiba University, Japan, organized the English Spring Program in Thailand on March 2-16, 2014.

There were 26 students with three professors and administrative staff from Chiba University, Fukuoka Women's University and Okayama University who participated.

This two-week program combined intensive classes in English Speaking, Introduction to Thailand and Culture, Thai Language for Survival, Thai Economics, Thai Politics with Thai Dance and Thai Boxing, along with field trips to places of interest in Bangkok and Chonburi.



The objective of this program is to immerse students both in academic areas and culture of the host country. This kind of short-term program provides Japanese and Thai students with opportunities to gain international experiences and make new friends.

There were also field trips to Wat Prakaew (where the Emerald Buddha is enshrined), the Grand Palace, Wat Po (where the Reclining Buddha is enshrined), Wat Arun ("Temple of the Dawn"), Sak Island, the Sea Turtle Conservation Center of the Royal Thai Navy and Percula Farm.



## SEMINAR FOR HIGH SCHOOL EXECUTIVES

MUIC gathered together 72 counselors, principals and directors of 32 schools in Bangkok and nearby provinces in a seminar on March 4, 2014.

Prof. Dr. Maleeya Kruatrachue welcomed the participants while representatives from the Science, Business Administration, Social Science, International Hospitality Management, and Fine and Applied Arts divisions each delivered a talk about the educational and academic services that they offer.

Ajarn Nutthaboon Pornrattanacharoen, Asst. Dean for Marketing and Public Communications, delivered a lecture on the topic, "International Education in the 21st Century." After the lunch break, the participants were brought to Mahasawasdee Canal for a tour.



## MARKETING MUIC IN SG

Ajarn Nutthaboon Pornrattanacharoen, Asst. Dean, Marketing and Public Communications, was invited to speak at the 2nd Annual International Higher Education Faculty Marketing Innovation Forum on February 18-19, 2014, in Singapore. Joining 12 other speakers from leading universities in Asia, Oceania and Europe, he spoke on the topic, "Developing and Implementing Strategic Marketing Plans to Increase Enrollment."

## LECTURE ON TOURISM IN ASIA

The Office of International Affairs and the International Hospitality Management Division organized a special lecture entitled, "Professional Development for Asian Era of Tourism" by Prof. Kaye Chon, Dean of the School of Hotel and Tourism Management, Hong Kong Polytechnic University, on March 5, 2014. A number of students from the International Hospitality Management program attended the lecture.



## HONG KONG CONFERENCE

Dr. Walter Persaud, a Humanities and Languages Division lecturer, presented his paper entitled, "Of Holidays, Adventures and Language Teaching" at the 2014 International Conference on Linguistics, Culture and Arts, held on February 15-16, 2014, in Hong Kong.



LECTURER PUBLISHES

## 2<sup>nd</sup> BOOK

Mr. Dale Konstanz, a lecturer in the Fine and Applied Arts Division, recently published his second book entitled, Rearview Portraits, a compilation of black and white portraits of Bangkok taxi drivers reflected in their rearview mirrors.

The book has 60 pages with a total of 38 photographs. Like his first book, Thai Taxi Talismans, which focused on taxi drivers' lucky charms, Rearview Portraits was also funded by an MUIC seed grant. It is now available at the Bangkok Art and Culture Center, small independent bookshops, libraries and resource centers in Thailand and abroad.

## MUIC MOURNS THE DEATH OF A COLLEAGUE

Mr. Akaratch Chanbangmuang, a staff member of the Office of Student Affairs, died of a cerebral hemorrhage after a prolonged illness on February 3, 2014. He was 32 years old.

Apart from his responsibilities as a

Student Affairs Officer, Mr. Akaratch served as Secretary of the MUIC Welfare Committee which promotes a meaningful work environment for MUIC staff members. However, the defining feature of his seven-year tenure at MUIC was his accessibility and spirit of generosity.

Mr. Akaratch worked tirelessly in helping others during the massive flooding of 2011, participated regularly in the Volunteer Club's annual camp, offered his assistance and creativity in organizing activities for the Loy Krathong festivals and led a choir team to second place in the Mahidol University 2010 choral competition, all of which represent but a few of his contributions.

MUIC mourns its loss. Mr. Akaratch is very much missed.

## ACHIEVEMENTS

### SEA YOUTH SHIP

Mr. Pavares Wiwatwongthorn, a 4th year Marketing major, joined 27 other Thai students in the Ship for Southeast Asian Youth Programme 2013 (SSEAYP) from October to December, 2013. They



joined some 300 other students from Japan and ASEAN member countries. A youth program run by the Japanese government in cooperation with ASEAN countries, aims to promote cultural awareness and deepen ties among the young participants.

While aboard the Japanese ship MV Nippon Maru, the participants engaged in discussions on relevant topics, enjoyed cultural shows and listened to lectures by distinguished guest speakers.

They also visited the cities of Tokyo and Nara in Japan; Ho Chi Minh City, Vietnam; Bangkok, Thailand; Vientiane, Laos; Singapore; and Manila, Philippines. In each country they visited, they paid courtesy calls to government officials, interacted with the local residents and also went on homestay with selected families for several days.

### ASIA-EUROPE MEETING

Ms. Fitrah Jaewoh, a 4th year student, participated in the Advisory Committee Meeting of the Asia-Europe Foundation's (ASEF) Higher Education Program (AHEP) held at the Mykolas Reomeris University in Vilnius, Lithuania on November 28-29, 2013.

Ms. Jaewoh said she was invited to the AHEP meeting in order to present her and other student representatives' ideas and recommendations which had been generated during the 3rd Asia-Europe Meeting (ASEM) Rectors' Conference in the Netherlands in 2012 which she had attended.

Areas covered by her recommendations included work skills acquisition, diversity and cultural awareness, student entrepreneurship and others.

"I felt very privileged to be invited to this exclusive meeting. I was inspired by the organizers' attempts to improve academic quality on both continents and

to encourage productive cooperation between academic institutions in Europe and Asia," she said.



# GRADUATE CENTER

## OPEN HOUSE

Almost a hundred visitors attended the Open House organized by the MUIC Graduate Center on February 8, 2014, at the Bangkok Club, located on the 28th floor of Sathorn City Tower, Sathorn Road, Bangkok.

Open House activities included a lecture forum featuring Aj. Natetra Dhevabanchachai, General Manager of MUIC's Salaya Pavilion Hotel, and Dr. Malinvisa Sakdiyakorn, Vice Chairperson of the Business Administration Division. Aj. Natetra spoke on the topic, "Meeting the Challenge of the Contemporary Hospitality

Industry." On the other hand, Dr. Malinvisa discussed, "The New Gens: Challenges and Prospects for 21st Century Businesses."

There was also a video presentation and a tour of the Graduate Center's facilities on the 12th floor of Sathorn City Tower.



## NEW HEAD OF GRADUATE SERVICES

Mr. Kawin Pla-on, former Head of MUIC's Faculty Support Services, has been appointed Head of Graduate Program Services at the MUIC Graduate Center in Bangkok, effective March 1, 2014. In addition, Mr. Kawin recently received the Mahidol University Outstanding Staff Award for 2013.



## Our Graduate Says...



### Ms. Thanyaporn "Aei" Chinthammit

24 years old

Systems Analyst and Developer

Thai Flour Industry Co.,Ltd

Msc (Honours) Business Management from the University of Birmingham

Hospitality Management (Post-Graduate Diploma Degree), Les

Roches International School of Hotel Management, Switzerland

MBA Business Modeling and Development, MUIC (2013)

“ I decided to enroll in MUIC mainly due to the MBA courses offered as they focus on business modeling and analysis. [It would help me apply] the knowledge and experiences [I have gained in the past] in the workplace. The second reason is definitely the campus accessibility, whether by BTS or by walking. I can be on time for my classes after work despite the heavy rush hour traffic.

“There can be hundreds and thousands of theories and case studies learned during academic years but one needs to see through the problems and match the right model and solution. Learning from lecturers and friends can also mean a lot more than textbooks and theories. We come from different backgrounds and face different tough situations at work. [We can definitely] learn from each other.

“With my main responsibility at work dealing mostly with projects—each with different deadlines—I learned from my MBA studies how to prioritize them. I learned how to efficiently evaluate problems and their real causes and rank them according to importance in order to manage my time. I was able to apply several models we had studied in MBA.

“By enrolling in this program, you can update yourself with new business ideas and concepts. You might learn new ways to make your working life easier and be more productive.”

# USR

## FOR SAVING THE ENVIRONMENT

The Saving Energy Committee continued performing its tasks of encouraging members of the MUIC community to practice habits that are environment-friendly.

The committee recently turned over to Mahidol University 187 kg. of empty bottles as part of the university's "Bottles for Eggs Exchange Program." The program is part of MU's Green Campus Project. Mrs. Sumalee Visetratana, Associate Dean for Administration, and Chairperson of the Saving Energy Committee, Mahidol University International College (MUIC), officially turned over the empty bottles to Dr. Lertyot Treeratanapiboon, Deputy Dean for Administration and Human Resources, and Head of the Energy Management Committee, Mahidol University on March 25, 2014. In return, MUIC received 248 eggs.

Earlier, on January 27, Dr. Suwin Apichartpattanasiri, a faculty member of the Faculty of Engineering, Mahidol University, turned over 60 kg of used carton packages (approximately 6,000 pieces) to the Saving Energy Committee.

"All used carton packages were collected by the housekeeping staff of the Faculty in order to be donated and be



recycled as roofing materials. We will continue collecting them and hopefully we can donate more next time," Dr. Suwin said.

This was the second time that the Faculty of Engineering joined the Saving Energy Committee in its efforts to collect used carton packages as MUIC is the university's center for donating such items. These will be recycled into composite roofing materials for the Princess Pa Foundation.

Meanwhile, Mr. Sitta Kutsang, Chief of the Operation and Environment Section, was invited, along with four other guests from various faculties of Mahidol University, to be a guest speaker at the forum on "Knowledge Exchange for Going Green University" on February 13, 2014. In his speech, he recalled what inspired him to propose the creation of what would later be known as the Saving Energy Committee to the MUIC administration. He said he became inspired after attending in 2009 the "Ruamtawan Camp" in Kanchanaburi, handled by Asst. Prof. Jirapol Sinthunawa, who was at the time a lecturer of the Faculty of Environment and Resource Studies (now President of the Association for the Development of Environmental Quality).

## SCHOLARSHIPS FOR PUPILS

Prof. Maleeya Kruatrachue, MUIC Dean, awarded scholarships to nine primary students from five schools near Mahidol University, during a ceremony held on February 19, 2014, in the Seminar Room. College executives, lecturers and staff members also attended the event.

The students qualified for the scholarships due to their excellent academic performance in their respective schools, namely, Watpuranawat School, Watthaiyawat School, Ban Phat Mon School, Watbotakua School, and Ban Bang Pradaeng School.

# FOREIGN LANGUAGES

## CHINESE UNIVERSITY LINK-UP

The Foreign Language Program, headed by its Program Director, Ajarn Arpaporn Iemubol, Ajarn Ori Green, Program Coordinator, and Ajarn Zhang Bo, Chinese Language Program Coordinator, welcomed the visit of the Dean of the International College of Chinese Studies (ICCS) of Shanghai Normal University, Dr. Cao Xiuling, on March 22, 2014.

The visit was in connection with Ajarn Zhang Bo's preparation for the Summer Program 2014, which MUIC's Chinese Program organizes for its students. The "Chinese Language and Cultural Program" provides MUIC's Chinese Language students with an authentic language environment for learning and practicing language skills, together with a cultural environment that helps them understand the thoughts and ways of life of the Chinese people. This is the first time that MUIC will send students to ICCS and approximately 80



students will participate in the summer program. Dr. Cao was also given a tour of the Salaya Pavilion Hotel and had lunch at the Herb Garden Restaurant.



## VISIT TO ALLIANCE FRANÇAISE

A group of French minor students went on a field trip to the Alliance Française on February 8, 2014, in order to participate in a festival of French-speaking countries, "Fête de la Francophonie."

Accompanied by their teacher, Aj. Agnieszka Atthasit, the students joined many activities like vocabulary games, quizzes, singing

competitions and sports games. They won 1<sup>st</sup> prize in Scrabble (Ms. Roongnapa Piriyasatit, Ms. Pornpailin Meklalit, Ms. Navarat Yooyongsilp, Ms. Vorakarn Chalermchaikij), 2nd prize in singing (Ms. Paranat Phongpalawat) and 2nd prize in table tennis (Mr. Kaneth Kittiwattananont). The students all had a great opportunity to combine both learning and fun.

## THAI LANGUAGE PROGRAM ACTIVITIES

### Museum Siam

Ajarn Wimonsiri Hemtanon and Asst. Prof. Anchalee Pongpun led a group of 20 students from the Introduction to Thai Language and Culture and Elementary Thai courses to Museum Siam on February 7, 2014. This interactive museum has 17 rooms, each of which has a theme such as "Introduction to Suvarnabhumi," "Founding of Ayutthaya," "Village Life," "Bangkok – the New Ayutthaya," "Buddhism," "Politics and Communication," "Thailand Tomorrow," etc. By visiting each of these rooms, the students learned more about the origin of the Thais as well as their history and culture

### Thai Dinner

The Thai Language program organized a Thai dinner for foreign students taking Thai Language on March 12, 2014. Aside from the lesson on ordering food and drinks, the students were also able to learn the names of the dishes and were taught how to cook them. Some of the dishes included steamed fish in lime sauce, stir-fried chicken with cashew nut, and stir-fried mixed vegetables. Banana in sweet coconut milk was served along with seasonal fruits for dessert.

### Thai Lessons for Japanese Students

Ajarn Arpaporn Iemubol taught the Thai for Survival course to 26 Japanese students from Chiba University, Okayama University, and Fukuoka Women's University on March 5, 2014. The Thai for Survival class covered vocabulary and language structures on introducing oneself, getting around, ordering food and drinks and shopping. The students, supervised by Prof. Akikazu Ando and Ms. Momoko Watanabe from Chiba University, stayed at MUIC from March 2 to 16, 2014, for the English Spring Program in Thailand and were taken care of by the Academic Services and Special Projects Unit.



# FAA

## VIDEO CONTEST FINALISTS

Three students from the Fine and Applied Arts Division (FAA) were chosen as finalists to the Yaris Inspiration Video Clip Competition sponsored by car manufacturing giant Toyota. Mr. Surathip Pratanavanich, Mr. Nuttawat Vangsuntharaporn and Mr. Chanawut Virapriya, all 2nd year Film Production students, were selected among several FAA students from the Scriptwriting for Film and TV On-Location Production classes during a special event held on February 3, 2014, at the Mahidol Learning Center. The finalists will compete with other contestants from other parts of Thailand. The winning entries will be based on votes garnered on video-sharing social network Youtube.



## SURREALIST ARTWORKS

Ajarn Carol Siatras, a lecturer at the Fine and Applied Arts (FAA) Division, held an exhibition of her artworks entitled "Zoo-illogical," on February 5-8, 2014, at the Mahidol Learning Center Gallery.

In a statement, Ms. Siatras described her works in the exhibit as combining her interest in surrealism with the mythological animals of the Himmapan Forest (from the Thai and Indian myths). "Familiar forms are modified and made strange or humorous."



## THAI FABRIC EXHIBITION

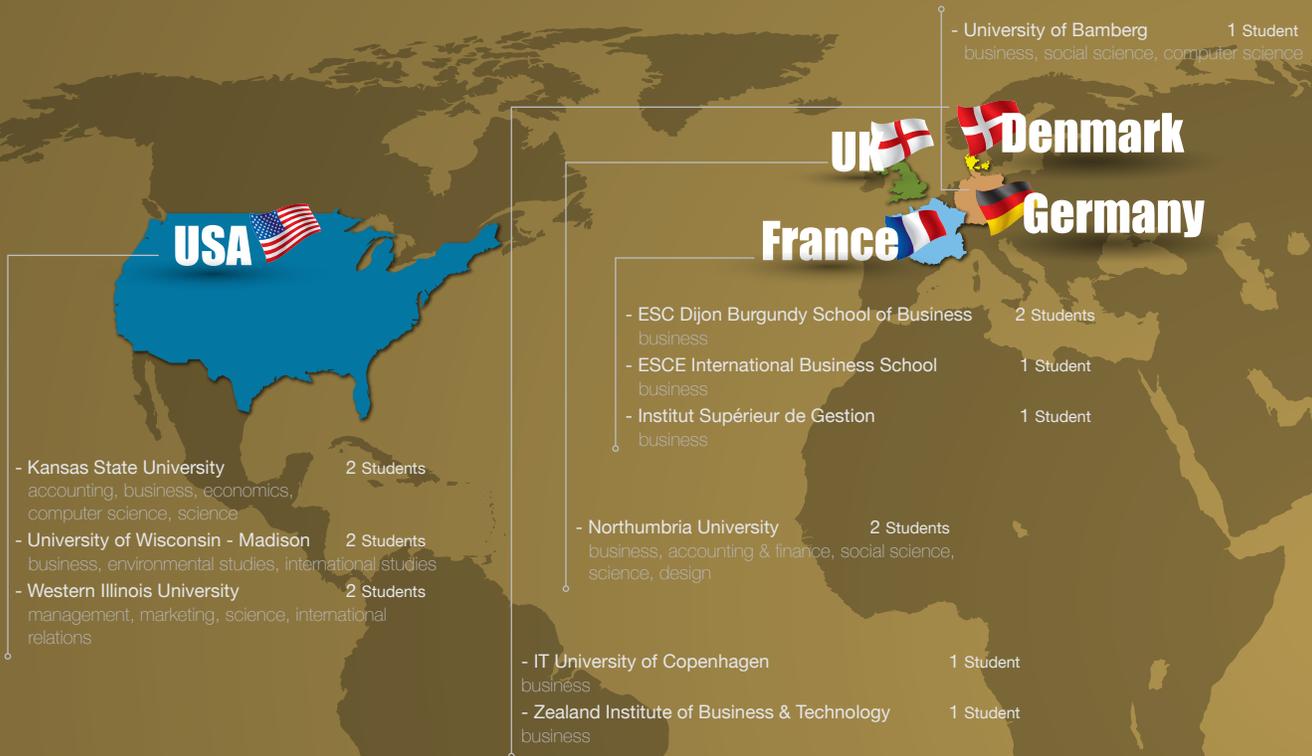
Seven 3<sup>rd</sup> Year Communication Design students showed their creativity and expertise in an exhibition of Thai fabrics organized by the Mahidol University Foundation in cooperation with the Research Institute for Languages and Cultures of Asia and Mahidol University International College. Held on December 15, 2013, at the Crystall Hall, Plaza Athenee Royal Meridien Bangkok Hotel, the exhibition was

in honor of HM Queen Sirikit. It also aimed at educating the general public about the history of Thai traditional fabrics.

The students were Ms. Siprapa Liengprapaipun, Mr. Sakan Poomnak, Ms. Wichuda Dechachongjumroen, Mr. Patiphan Suwannasingha, Mr. Wattarapong Lertkhunakorn, Ms. Suphitcha Phansuwan, and Ms. Natchaya Kroekchawalikul, who participated under the supervision of Ajarn Norachai Nanthakij and Ajarn Dynaya Bhutipuntu of the Fine and Applied Arts Division.



# OUTBOUND GOING



## NEW EXCHANGE AGREEMENTS

TOTAL = 13 Universities / 19 Seats FALL 2014



## Scholarships Available

### MUIC YOUNG AMBASSADOR SCHOLARSHIP

Outbound MUIC students are eligible for the Young Ambassador scholarships:

- Fifty (50) scholarships are available each year for **undergraduate students** - 50,000 Baht per scholarship
- Two (2) scholarships are available each year for **graduate students** - 50,000 Baht per scholarship



# MORE MUIC STUDENTS Join EXCHANGE

Demand for placement in MUIC's Outbound Exchange Program has never been higher. According to the International Affairs (IA) Office, there were 112 outbound students in academic year 2013-2014, a 33.3% rise from 84 students the previous year and a 75% increase from 2011-12 (which had 64 students). The demand for 2014 may be even greater.

Currently, MUIC has agreements with 100 partner universities with regard to student exchange program. The fact that these universities are located in North and South America, Europe, Oceania and Asia provide an opportunity for MUIC students to study abroad at a diverse group of learning institutions in different countries.

The IA Office continues to seek potential partner universities worldwide to further expand MUIC's network and provide more opportunities for exchange. According to Dr. Charles Windish, Associate Dean for International Affairs, the College is adding new partner schools at the rate of five or more each year. He explained that getting more partners is not a quick process. "The MOU process from start to signing may take as long as 18 months," he said. This fall, new agreements with 13 universities in eight countries have made it possible to offer an additional 19 slots to interested students. Aside from these, the IR Office is also scheduled to conclude agreements in 10 universities in 5 countries offering 20 more opportunities.

Dr. Windish explained the benefits of being an exchange student: "Exchange study can be of benefit academically and culturally. The immediate benefit is improved second or third language competency. Students are exposed to other teaching and learning styles. They have an opportunity to view their own country from a foreign perspective. Long term, successful study abroad is useful for both career or graduate studies."

For this issue, we interviewed some students who have gone abroad on exchange.



## AIMS

Under the ASEAN Mobility for Students Project (AIMS), Thai national students, who have a cumulative GPA of 3.0 or above, a comprehensive knowledge of Thai culture and have participated in social activities, are eligible for the AIMS Scholarship. MUIC awards 10 scholarships a year to Business Administration students, particularly International Business Majors. The Thai Commission of Higher Education covers the expenses for the round-trip fare and a monthly stipend of US\$800/month.

## ASEAN UNIVERSITY NETWORK (AUN)

As one of the active members of the AUN, MUIC encourages its students to apply for scholarship grants available in several participating universities in ASEAN member-countries. [www.aunsec.org/](http://www.aunsec.org/)

## CONTACT DETAILS

Ms. Anisa Mekaporn  
Head, Student Exchange Unit  
[anisa.mek@mahidol.ac.th](mailto:anisa.mek@mahidol.ac.th) Tel. 02 441 5090 Ext. 1701.

# ARKANSAS STUDIES

**S**awannee "Muki" Xia, 22 years old, and a 4th year Business Economics student, attended classes at the University of Central Arkansas (UCA) in the United States for one semester, from August to December 2012. She enrolled in International Finance, International Trade, Econometrics, and Intermediate Microeconomics classes. "I heard that the Business and Economics faculties there are pretty good."



UCA's international office enlisted Muki with the International Fellowship Organization (IFO) which, among other activities, organizes activities to promote closer ties between the international and American students, including dinner get-togethers and others.

"The people of Arkansas make it a memorable place. The first day I arrived there, Mrs. Kim Hubbard and her children, a member of IFO, came to pick me up. (IFO provides transportation for students who have never been to Arkansas before.) Then she invited me to have lunch and to spend an afternoon with her family on Sunday. I loved helping them prepare their lunch, especially on Thanksgiving day. Many Americans also invited me to have a meal with them and teach them how to cook Thai food. I am grateful for those experiences."

Meeting and befriending students from other cultures is a priceless experience for Muki. "I enjoyed having conversations and [the chance to] develop friendships with many people from different countries such as the US, China and Uganda. I love to hear people talking about their country, their culture and their lives. Those stories give me a new perspective about life and they make me become more open-minded towards other cultures."

If ever there was a challenge for Muki, it was communication skills. "During that time, my English speaking skill was not good as now. Sometimes, people did not understand what I try to explain."

It is no surprise then that one advice Muki has for those planning to go on exchange concerns communication and understanding. "When in doubt, ask. There is a risk of miscommunication whenever we communicate with people from different cultures."



## AIMS SCHOLAR

**M**s. Suchavadee Kitbumroong, 22 years old, 4th year BBA major in International Business

Attended University of Indonesia (UI) under AIMS program in 2013

Courses enrolled in:  
Corporate Governance,  
Strategic Management,  
Management Science,  
Business Research Methods,  
Entrepreneurship



# A SEMESTER IN SALZBURG

**N**attapat "Memo" Chuaychoo, 22 years old, is a 4th year student majoring in Tourism and Hospitality Management. Last year, he enrolled for one semester at the University Applied Science Salzburg in Vienna.

He attended classes from February to June 2013 in German (Intermediate Level), Italian (Elementary II), Business English Communication, Austrian Culture and Society Studies, and Research Methods and Strategic Management.

Memo said he chose to study in Austria because he once read that the country is among the top 5 tourist destinations, something that appealed to his THM studies. Salzburg, he adds, is also the birthplace of famous composer Wolfgang Amadeus Mozart. "The university also has a good reputation and has interesting courses to offer."

Just the same, he found it hard to adjust to his new environment despite numerous visits to Europe in the past. "I had to communicate in German but I still found it hard to be understood because there are several languages and even dialects in Salzburg."

He found strength in numbers as there was a total of 65 exchange students during that semester. "My classmates are really friendly and helpful. I remember that one time I was absent because of my sickness, and I couldn't make it to the class. However, the day after, my classmates gave me the courses and sheets from the previous class for me."



As regards culture shock, the one thing that really stayed in his mind was the need for punctuality. "I arrived at the train platform 2 minutes late. The train was about to leave, so I knocked on the door. The conductor let me in but he complained about my being late. I found out from my Austrian friend that they really value time a lot."

Asked what would be a couple of important lessons he learned from his stay in Salzburg, he said, "I learned how to be a more open-minded person and being able to work along with different types of people."



## How challenging was it to study abroad?

The language barrier is the most challenging. Moreover, the University of Indonesia uses the collaborative learning method. Most of the professors do not give a lecture. Instead, they facilitate class or group activities. Students have to learn by themselves and with their classmates.

## The most enjoyable part of being an exchange student?

There is a club called UI Buddy Club, the purpose of which is to help all exchange students. I got a lot of friends through the UI Buddy Club. Indonesians are really friendly and nice. They are really warm and willing to help.

The other exchange students and I went to Thousand Island, Mt. Bromo, Puncak and Bandung. During weekends, we had multinational food parties where we cooked our respective countries' food and ate together. I was really happy during that time.

## Lessons learned?

I learned how to adapt to my new environment where I found it difficult to communicate with local people and where the culture is totally different from Thailand's. I have to do everything by myself and I have to live for several months away from my family.

*If I were a senior high school student, I wouldn't look for anywhere else as this is the best university in town where you get to have fun and study at the same time. After graduation, you will also have a strong connection with friends and other alumni and benefit from the university's great reputation as well.*

# Second Generation

As the son designated to take over the family business, Mr. Thosaphol "Thos" Suppametheekulwat was well-prepared by his parents for his future role. He and his siblings grew up helping out in their parents' plastic factory. He was later sent to study in Melbourne, Australia for Years 9-12. After high school, he entered MUIC, where he graduated with a Bachelor of Arts degree in Business Administration in 2002. He worked as a marketing strategist in Toyota Motors Thailand, obtained a Master's degree in Management at the College of Management-Mahidol University (CMMU), before taking over the family business.

In 2004, Newarriva Co. was established. It produces and exports plastic novelty products under the brand name Qualy. Thosapol is the managing director while his brother is responsible for product design. His sister is in charge of finance while their parents handle the production side. Qualy now exports 90% of its colorful, environment-friendly novelty products to 50 countries worldwide. It has its main store at Asiatique.

He has indeed come a long way from MUIC, where according to him he had learned key lessons that helped him attain success.

According to Thos, MUIC was the only university in Thailand that offers the best chance for him to be trained and prepared for his eventual career of managing the family business.

"I believed even back then that MUIC was the best international college in Thailand. And it still is," he said.

Asked what are his enduring memories of MUIC, Thos said he once enrolled in 24 credits in one semester. Undaunted, the hectic schedule forced him learn how to manage his time well. "It was really fun especially during the exam period."

And he also got busy even during his leisure time: He organized a football league that involved students, faculty and staff members. "That was the first time I really organized something big. I had fun working with people while managing an event at the same time."

It was from these experiences both inside and outside of the classroom that he appreciated the value of managing time and being on time.

"As an entrepreneur, I have to manage a lot of things all at the same time. I also had to be on time for every meeting and appointment. MUIC taught us to be punctual. Many of our professors were very strict about this. We had to respect the time of our classmates and professors."

Asked what he believes are the strengths of an MUIC alumnus, he said, "We MUIC graduates are more outgoing than the others. We also dare to express our thoughts."

His advice to current students? "Be good. Have fun while you're there. After your graduation, look for the job that you love where you won't feel like you're working at all. I'm very sure that students who graduate from MUIC can perform any job available in this world."





## DONATION TO SCHOOL

The Student Association, in cooperation with the Student Affairs Office and Takeda Co., donated 70,000 Baht to Samakki Withaya School in Kanchanaburi.

Nine Student Association officers turned over the cash donation along with 30 bags of rice and assorted materials to the school. They also sponsored lunch for the school's young pupils. The Student Association and Student Affairs Office raised 50,000 Baht from selling lost-and-found items that had been unclaimed for years. In addition, Takeda Co. donated 20,000 Baht cash and rice.

## TALK TO THE DEAN

Prof. Maleeya Kruatrachue, MUIC Dean, along with senior executives, met with student leaders on February 11, 2014, in the Seminar Room to discuss the students' concerns in the areas of academics and college administration. Dubbed as "Talk to the Dean," these meetings enable the College executives to get firsthand feedback from students and come up with possible, mutually-agreed solutions.

## WELCOMING FRESHMEN



The Welcoming Unity Camp this trimester was held on February 8-9, 2014, on the Salaya campus. It was attended by 450 students. This event is meant to strengthen ties between senior students and the freshmen. It included group games that promoted Mahidol University's core values and familiarized freshmen with Mahidol University International College's identity as a learning institution. The highlight of the camp was the "Bai Sri" traditional Thai ceremony.

## REUNION OF STUDENT OFFICERS

A reunion of former Student Association officers was held on March 14, 2014, at the Salaya Pavilion Hotel. This year's event, dubbed as the "Great SMO Reunion," was attended by 71 participants. They enjoyed the hotel's international buffet and were entertained by a video presentation and games, all of which served as a means to reconnect with their college friends.



Asst. Prof. Chotechuang Panasoponkul, Ph.D., Associate Dean for Student Affairs, gave an opening speech and a representative from each batch was asked to deliver a brief speech.



## VOLUNTEER CLUB'S ACTIVITIES

The Volunteers Club had at least two major activities this trimester. The first was visiting the patients of the Ruamphanya Association Handicap Association in Bang Bua Thong, Nonthaburi, on February 14, 2014. Some 30 club officers and members spent Valentine's Day with the people with disabilities.

"It's a good opportunity for our members to celebrate Valentine's Day by sharing our time and love with those who are less fortunate than we are," a Club officer said.

Meanwhile, 20 members of the Volunteer Club visited Watnapaya School in Kanchanaburi on February 16 to interact with its students. The club members played games with the pupils, gave them snacks and school supplies as well as advice on their studies. The team also visited the school-yard garden which they had planted last year.

## TRIP TO an ORGANIC FARM

The Nature Lovers Club conducted a field trip to an organic farm in Nakhon Pathom Province on February 15, 2014. The members learned firsthand about organic farming from one of the farmers who is also a village elder. The students also had breakfast and lunch the following day in traditional Thai farmer style, with food served in banana leaves. They also had a chance to buy organic products like goat's milk soap, free-ranged chicken, duck eggs and organic rice.



## SINGING CONTEST

The Music Club organized its first-ever singing competition. The final round was held on March 12, 2014, on the ground floor of Building 1. The finalists were asked to sing two different songs, one with acoustics and the other with a band. Ms. Hathaikarn “Maggie” Vasankhunnawath was declared the winner, with her acoustic rendition of “If I Ain’t Got You” and “Set Fire To The Rain” (with a band). Mr. Samrit Rojunwong was chosen 1st Runner-up while Mr. Kasidit “Jod” Puengpanich was the 2nd Runner-up. They received trophies and certificates.



## INTER CUP CHAMPION

MUIC won the championship in the 3rd International University Cup held on February on the Assumption College (ABAC) campus, marking the second time the College posted a victory.

Mr. Chawawat Akkharabunditwong (ICMK) served as team captain while Mr. Vasin Srisupavanich (ICEN) was adjudged Top Scorer and Best Forward. On the other hand, Mr. Panuwat Wattanakijrungeung (MFICFS) received the Best Midfielder award.

Bangkok University International College came in at 2nd place while Chulalongkorn University placed 3rd.



## POOL CLEANING

Ten members of the Diving Club cleaned the Mahidol University pool on February 9, 2014.

They also replaced broken or missing tiles. The Club said this activity was an opportunity for its members to hone their diving skills.



## FRIENDLY GAMES

Athletes from the Asian University (Chonburi Campus) paid a visit to MUIC on March 8, 2014, for a friendly sports competition in several events that included basketball, volleyball, badminton and football.

MUIC won the basketball, volleyball and badminton events while Asian University won the football match. The MUIC-Asian University Friendly Game has been going on for several years now.

## RIDE TO HUA HIN

The Cycling Club represented MUIC in the annual long-distance cycling ride from Bangkok to Hua Hin in honor of His Majesty the King. Five club members and their adviser rode a total of 188 kilometers on January 12, 2014, joining thousands of other cyclists from all over Thailand in this yearly event.



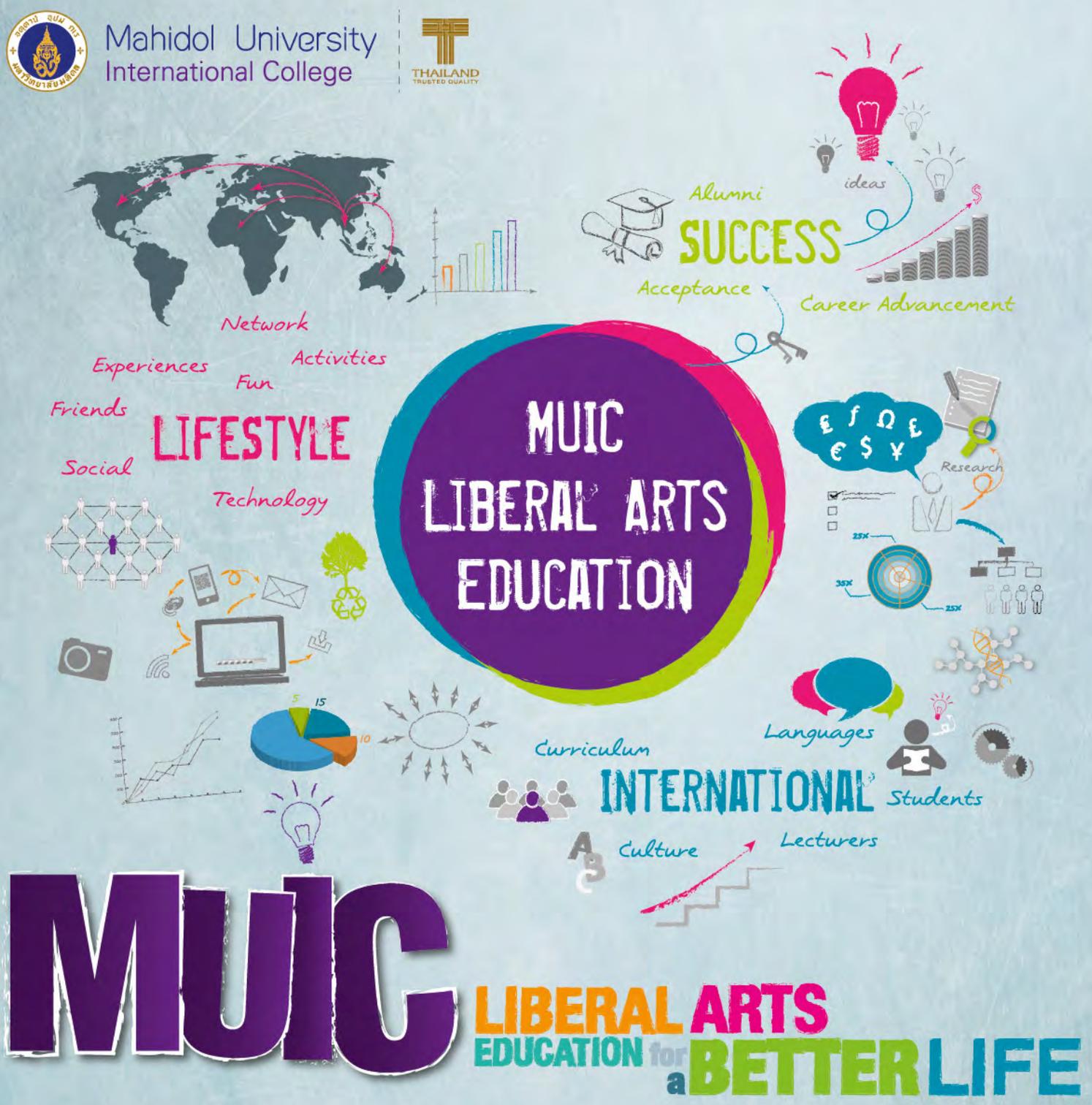
## BAKING AND BUSINESS

The THM Club’s Afternoon Talk on March 18, 2014, featured chef, café owner and cooking show host Suparadi Siwapornpitak. Aside from sharing tips on baking, Ms. Suparadi also discussed the basics of starting certain business enterprises like a coffee shop.

On March 9, seven members of the Club joined hundreds of other cyclists in the “Ride for Unity” event at Huachiew Chalermprakiet University in Samut Prakan Province. They rode a total of 37 kilometers along the cycling track near Suvarnabhumi International Airport. It was a charity event organized by the university’s alumni to raise funds for students with financial needs while at the same time promoting cycling to the community. The event also proved to be a good training opportunity for the new Cycling Club members in riding with a large group.



Mahidol University  
International College



# MUIC LIBERAL ARTS EDUCATION for a BETTER LIFE

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

Advisors:  
Dr. Maleeya Kruatrachue  
Mr. Nutthaboon Pornrattanacharoen  
Publisher:  
Ms. Ketvaree Phatanakaew  
Editor:  
Mr. George Amurao  
Contributing Editor:  
Mr. Alexander Korff

Distribution:  
Ms. Ketvaree Phatanakaew  
Art Director:  
Mr. Pratchaya Leelapratichayanont  
Photographers:  
Mr. Korrachai Lekpetch  
Mr. Pratchaya Leelapratichayanont  
Mr. Sakon Lumpongphan

MUIC Newsletter Office:  
Public Communications  
1st Floor, Building 1,  
999 Phutthamonthon sai 4 Road,  
Salaya, Nakhon Pathom,  
Thailand 73170  
Phone: +66 (0) 2441 5090 ext. 1418,  
1326 Fax: +66 (0) 2441 0629  
Email: icwww@mahidol.ac.th  
www.muic.mahidol.ac.th