

# KALEIDOSCOPE 4.07

MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE NEWSLETTER | ISSN 1685-5884 | VOL. 3 NO. 4 | AUTUMN 2007



# MUIC'S 22ND ACADEMIC YEAR



FRESHMAN SEMINAR IN THE AUDITORIUM



AS PART OF THEIR ORIENTATION, VISITING AND EXCHANGE STUDENTS ENJOY AN OUTING AT THE ROSE GARDEN IN SAMPHRAN DISTRICT.



THIS ISSUE NOT ONLY MARKS THE BEGINNING OF OUR SIXTH YEAR OF PUBLICATION BUT ALSO FEATURES THE COMMENCEMENT OF OUR COLLEGE'S 22ND CONSECUTIVE ACADEMIC YEAR. MINDFUL OF ITS PURPOSE AND ITS DESIGNATION, KALEIDOSCOPE CONTINUES TO REFLECT BOTH THE FIXED AND CHANGING PATTERNS AT MUIC, THIS TIME FOCUSING ON THE TRADITIONAL ORIENTATION, AN EXPANSION OF THE PHYSICAL LANDSCAPE AND AN INTRODUCTION TO NEW ACADEMIC OPPORTUNITIES.

## orientation

The beginning of this 2007-08 academic year brought with it familiar patterns as the college welcomed 296 incoming full-time students at the traditional Freshman Seminar and Orientation on September 12-13 in the MUIC auditorium.

Professor Maleeya Kruatrachue, Interim Associate Director for Academic Affairs, and the five division chairmen offered an overview of academic requirements and opportunities, after which there was an introduction to the social dimension of university life, including a look at the diversity of student activities.

The declaration of majors and subsequent registration process also revealed a familiar distribution of choice: International Business (86), Marketing (38), Finance (31), Information Systems (4), Travel Industry Management (47), Social Science (26), Entertainment Media (18), Biological Sciences (18), Computer Science (17), Chemistry (5), Food Science (4) and Nursing Science (2).

These students will be participating in other features of the Freshman Seminar, including the Welcoming Unity Camp on October 5, the Club Expo which will introduce them to student activities and a concert at the the College of Music, all of which is supervised by the Office of Student Affairs.

### INTERNATIONAL STUDENTS

The Office of International Relations conducted its own orientation on September 8 for 36 inbound international exchange and 22 visiting students who represent the United States (17), Canada (12), Colombia (1), Germany (8), Austria (4), Denmark (3), Holland (3), Finland (2), Lithuania (1), Australia (5), the Philippines (1), China (1) and Singapore (1).

Their stay at MUIC will range anywhere from one trimester to a full academic year, with majors primarily in Business, Biological Sciences and Travel Industry Management.

# “Freshman Seminar & Orientation”

Trimester 1/2007-2008

September 12-13, 2007

Auditorium, 3rd Floor, Building I



## an interview with the director

ONE REGULAR FEATURE OF ANY ORIENTATION, INCLUDING THIS ONE, IS THE TRADITIONAL ADDRESS BY PROFESSOR CHARITYA BROCKELMAN, DIRECTOR OF MUIC. APART FROM OFFICIALLY WELCOMING INCOMING STUDENTS TO THE COLLEGE, SHE DELIVERS A PRESENTATION ON “MAKING THE MOST OF YOUR COLLEGE LIVES.” WE RECENTLY INTERVIEWED DR. CHARITYA AS MUIC EMBARKS ON THIS 2007-08 ACADEMIC YEAR.

**KALEIDOSCOPE: WHAT ARE SOME OF THE ISSUES YOU ADDRESS ABOUT MAKING THE MOST OF ONE’S COLLEGE LIFE?**

DR. CHARITYA: I usually begin with an overview of surveys that we’ve conducted with firms and organizations that have been employing our graduates over the past several years. What qualities do they expect of their employees? Interestingly, proficiency in English represents only a part of their concern. Even knowledge of the field isn’t an overriding priority. According to these companies, personal qualities such as maturity, good grooming and manners, self confidence and teamwork skills are equally important.

I present these results because I want our students to understand that a college education involves more than just an impressive GPA and English skills.

**KALEIDOSCOPE: WHAT SPECIFIC QUALITIES DO YOU FOCUS ON?**

DR. CHARITYA: I basically focus on several values in facing the demands of college life, the first of which is decency. By that I mean civility and a consideration for others. Academic success requires self discipline but so, too, does acceptable behavior. This issue of self discipline is one of the major challenges for any university student.

Unfortunately, because ours is an international program with an American-style educational system, some of our students assume that they have unconditional freedom and can do whatever they want.

**KALEIDOSCOPE: IN OTHER WORDS, THEY FAIL TO DIFFERENTIATE BETWEEN LICENSE AND FREEDOM.**

DR. CHARITYA: Exactly. Exercising one’s freedom means being accountable. We at MUIC are a part of

Mahidol University and are expected to conform to its policies, to follow its rules and regulations. That doesn’t diminish our freedom, which requires a sense of responsibility both to ourselves and to others. Again, that’s why I emphasize the need for civility and a consideration for others.

**KALEIDOSCOPE: WHAT OTHER VALUES DO YOU PROMOTE?**

DR. CHARITYA: I also stress the importance of openness and honesty. First of all, I want our students to be open-minded and tolerant, with an intellectual curiosity and an enthusiasm for learning.

As for academic honesty, I deal with the issue of plagiarism which has become a prevalent problem everywhere, not just here at MUIC. This is my eleventh year as Director of MUIC and I’ve watched this problem escalate as students have more and more access to the Internet.

**KALEIDOSCOPE: WHAT DO YOU THINK ARE SOME OF THE CAUSES?**

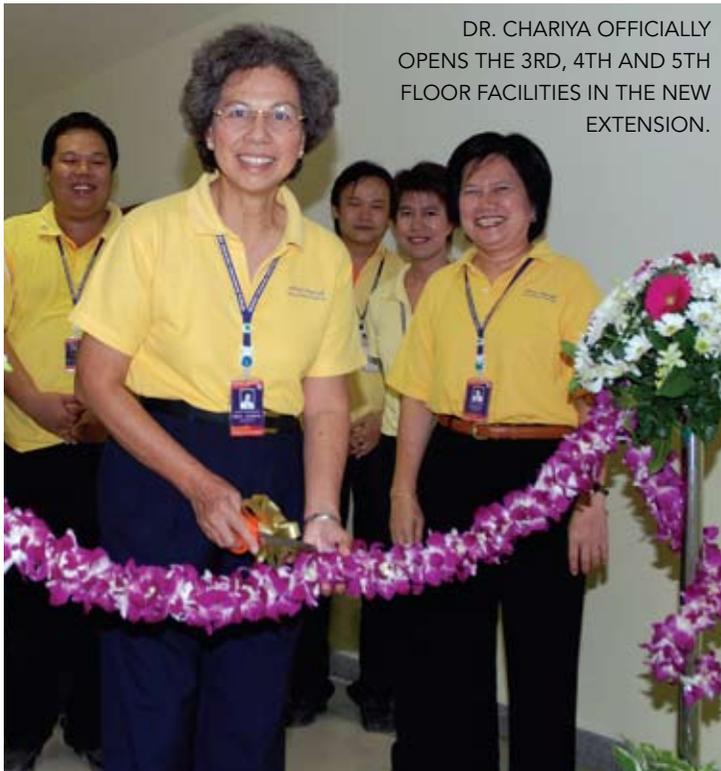
DR. CHARITYA: In my presentation I cite three basic causes. The first is ignorance. Unfortunately, some students don’t even know what plagiarism is, much less its moral implications. Secondly, they may fear submitting substandard work – but the most likely reason is laziness.

Our college has a zero tolerance for plagiarism, whether it’s “ghost writing” or the cut-and-paste method. We have clear and firm guidelines and our students are well aware of the consequences.

But I also call for honesty in their relationships with others, especially instructors and the administration. If students are having a problem with a particular class, they should approach the instructor without fear of retaliation or revenge. Our teachers are experienced professionals who under-

# expanding the physical landscape

THIS TRIMESTER'S GROUP OF 296 INCOMING FULL-TIME STUDENTS IS THE LARGEST EVER, A DEVELOPMENT THAT HAS NOT CREATED ANY MAJOR PROBLEMS, PARTICULARLY SINCE ADDITIONAL RESOURCES ARE NOW AVAILABLE.



DR. CHARIYA OFFICIALLY OPENS THE 3RD, 4TH AND 5TH FLOOR FACILITIES IN THE NEW EXTENSION.

## THE NEW EXTENSION

Construction on the eight-storey extension, which adjoins the west side of Building 1, officially began in January, 2006. With more than five companies responsible for the basic structure and framework, public utilities, the installation of computer networks, kitchen reconstruction and interior design, work has been progressing steadily.

Ms. Sumalee Visetratana, Associate Director for Administration, and Ms. Somluck Lunsuchep, Assistant Associate Director, have been monitoring the progress, with the able assistance of Central Administrative Officers Sitta Krutsang, Aree Kongamnat, Tunyakorn Kasipar and

Viroj Supachokchonlakul. At the moment almost all of the construction has been completed. The extended Atrium Cafeteria on the second floor is now fully operational. In addition, the 18 classrooms, art studio and two large offices for supporting faculty and staff on the third, fourth and fifth floors are currently being utilized.

On September 17, the first day of class for this academic year, Director Chariya Brockelman led representative members of the MUIC community in a brief ceremony to mark the opening of the Atrium Cafe and facilities on the third, fourth and fifth floors.

Near completion are the extension to the Herb Garden Restaurant and additional facilities for the

*continued from page 3*

stand the value of constructive criticism, which is why we have an evaluation by students at the end of each trimester.

### KALEIDOSCOPE: WHAT ABOUT HONESTY OUTSIDE THE CLASSROOM SETTING?

DR. CHARIYA: I expect that as well. For example, when some of our students disregard the college code of conduct, they'll offer half truths or else try to talk their way out of

it. Worse still, they may report their own version of what happened to their parents, which only complicates the situation since parents may not be that familiar with our disciplinary system.

Finally, if students have legitimate complaints or suggestions, I expect them to see me or a counselor or instructor instead of submitting anonymous letters or reports, some of which are overly blunt and aggressive. These students

should understand that problem solving requires openness and honesty so that there can be dialogue and negotiation.

### KALEIDOSCOPE: THESE ISSUES OF DECENCY, OPENNESS AND HONESTY ARE YOUR MAJOR CONCERNS?

DR. CHARIYA: Yes, these are the basic "golden rules" – but I generally conclude with some comments about strength. Developing strength of

character is just as important as academic success. Our students, who are increasingly skilled in English, should be taking advantage of all the opportunities we have to offer, academic and otherwise. I expect them to develop their strengths and learn the life skills of communication, decision making and cooperating with others. Only in that way can they begin to fully grasp what I call the nuances of leadership.

A VIEW OF THE THIRD FLOOR FACILITIES AT THE SALAYA CENTER.



Salaya Pavilion Hotel and Training Center on the sixth, seventh and eighth floors. A soft opening, to which the general public will be invited, has been scheduled for late October.

Finally, the administration has decided not to remove the five temporary modular classrooms as originally intended; instead they will be used by some of the student clubs and other student activities.

### THE SALAYA CENTER

When the college was initially established in 1986, situated on the second floor of the Mahidol University Social Science and Humanities building, it was necessary to utilize other campus locations, including

the Salaya Center (where the Siam Commercial Bank presently operates). MUIC recently returned to that venue in order to accommodate the increasing influx of students.

After months of construction and renovation, the third floor of the Salaya Center has been converted into eight major classrooms and a teacher's lounge, specifically designed for the English Studies Program. With the beginning of this new academic year, all English classes are now conducted at this site.

In the meantime, plans are underway to renovate the second floor, which will provide additional space and resources, including offices for the program's faculty and staff.



THE EXTENDED AND NEWLY-RENOVATED ATRIUM CAFE.



# new academic opportunities

THROUGHOUT ITS 21 YEARS OF SERVICE, THE COLLEGE HAS UNFLINCHINGLY DEVELOPED A WIDE RANGE OF ACADEMIC OPPORTUNITIES BY EITHER STRENGTHENING ITS EXISTING PROGRAMS OR INTRODUCING NEW MAJORS. THIS 2007-08 ACADEMIC YEAR IS USHERING IN SEVERAL NEW OPTIONS: AN UNDERGRADUATE AND POSTGRADUATE MAJOR FROM THE BUSINESS ADMINISTRATION (BBA) DIVISION AND THE INTRODUCTION OF NEW COURSES IN THE HUMANITIES PROGRAM.

## NEW UNDERGRATE DEGREE

Apart from the current majors in Finance, Information Systems, International Business and Marketing, BBA students now have another choice at their disposal, BUSINESS ECONOMICS, with Dr. Yingyot Chiaravutthi as the newly-appointed Director of this major.

According to Dr. Yingyot, economic theories and evidence in the evolutionary study of business have provided scholars with a clearer understanding of the business environment, market structures, firms' strategies and even individual decision making. This new Business Economics major reflects and is built on the economic foundations and developments that have occurred over the last several decades.

## NEW MBA PROGRAM

In addition to its new undergraduate degree in Business Economics, the BBA is introducing an MBA IN BUSINESS MODELING AND ANALYSIS. It addresses not only the qualitative and quantitative aspects of business but also their applications, all of which provides the necessary skills to compete in the business world. This foundation in business decision making is balanced with an exploration of ethics, sustainability and corporate responsibility.

The projected curriculum, which involves all aspects of business decision making, consists of 56 credit hours in addition to either a thesis (requiring publication) or a thematic paper (requiring an oral presentation).

Exchange professors and instructors from leading overseas universities will provide different

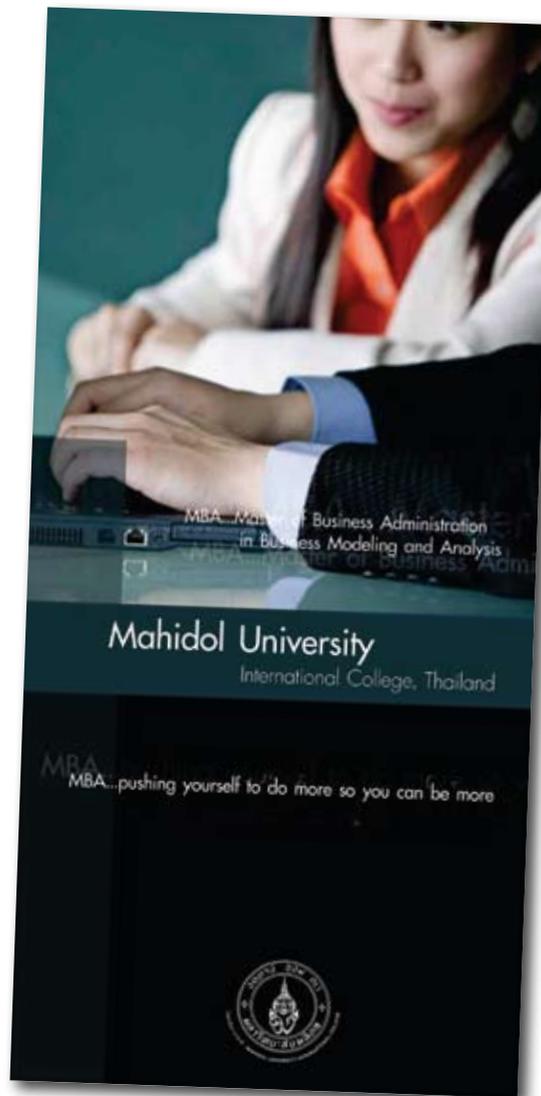
perspectives on conducting business. Moreover, specialists from both the public and private sectors will offer their expertise in a demonstration of real-life situations from an executive point of view.

Requirements for admission include a Bachelor Degree in any field with preferably one year of work experience; candidates with no work experience should have a Bachelor Degree with a GPA of 3.00

and above. In addition, two letters of recommendation and the customary interview are requirements. Applications will be accepted each April and September.

Assistant Professor Sarayut Nathaphan will serve as Director of the MBA in Business Modeling and Analysis, which will commence in January, 2008, at a yet-to-be determined location in Bangkok.

Expressions of interest in this program have already taken place, particularly from ExxonMobil, which not only enjoys a strong working relationship with the college, due in large measure to the efforts of Dr. Chariya Brockelman, but also represent the largest concentration of MUIC graduates in any one work setting. Sixteen of the corporation's candidates have already been accepted for the first session. In the meantime, Dr. Sarayut is teaching pre-requisite courses at the company in preparation for their entrance into the program.



THE BROCHURE FOR THE NEW MBA PROGRAM.

DR. SARAYUT (LEFT)  
AND DR. YINGYOT



## PROFILE

ASSISTANT PROFESSOR  
DR. SARAYUT NATHAPHAN, who received his Master of Science in Finance from the University of Denver, USA, has been with MUIC for the past ten years. In 1999 he was appointed a full-time lecturer and Coordinator of Business Administration. One year later Dr. Sarayut took on additional responsibilities: Managing Director of the on-campus internship, Cup-pa Coffee House, and a member of the Board of Directors for the Salays Pavilion Hotel and Training Center. He also served as Program Director for the Finance Major from 2001-2004.

Obviously accustomed to multi-tasking, Dr. Sarayut was engaged in post-graduate studies during his tenure at MUIC and received his PhD in Business Administration (Finance) from Thammasat University in 2006.

He currently serves as Vice Chairman of the BBA Division and will assume even greater responsibilities as the newly-appointed Director of the MBA in Business Modeling and Analysis, MUIC's first postgraduate major program.

DR. YINGYOT CHIARAVUTTHI received his MBA in Finance from Hawaii Pacific University and a Doctorate

in Economics from the University of South Carolina, US. He arrived at MUIC in 2002 as a part-time lecturer while simultaneously acting as Assistant Manager at the Thai Rating and Information Services Company, which provides corporate governance rating services to major corporate clients.

One year later Dr. Yingyot became a full-time lecturer for the BBA Division. He has been Program Director of the International Business Major since 2004, is currently Chairperson of the BBA Recruitment and Evaluation Committee and serves as a consultant for the division's internal and external internship programs.

Given his expertise and experience in the field of economics, it comes as no surprise that Dr. Yingyot was selected as Program Director of the Business Economics Major.

## HUMANITIES PROGRAM

As part of their general education requirements, all MUIC students are required to take three courses in Humanities: one mandatory course and two others in either the General Culture or Modern Language tracks.

Beginning this trimester, student will enjoy a more expansive menu when selecting their mandatory Humanities course. While Introduction to Philosophy, The Western Classical Ideal and The European Enlightenment will remain intact, Introduction to Logic has been redesigned, with a new textbook that maintains a theoretical approach but allows for a more student-centered teaching style.

A new course, Critical Thinking, is being offered as an alternative to the log-

ic course. Its content-based approach not only develops similar skills (evaluating ideas and formulating arguments) but also provides practice in applying such critical skills within the context of three thematic areas: citizenship, the environment and aesthetics.

Another new offering, designed to complement the Western philosophy courses, is Introduction to Asian Philosophy, which explores the major movement of philosophical and religious thought in South and Southeast Asia, covering such issues as doctrinal thought, ethics and meditation and its practice in Theravada and Mahayana Buddhism, along with other Asian philosophies that have an historical interaction with Buddhist traditions.

The course will be offered next trimester and will be taught by Dr. Alexander Wynne and Dr. Justin Meiland of Mahidol University's Faculty of Social Science.

The Humanities Program is stipulating that, beginning this trimester, all students are required to complete their mandatory Humanities course before the end of their second year. Third and fourth-year students who have not fulfilled this requirement will need to do so before the end of this academic year.

# STUDENT CONCERNS

DR. CHARLES WINDISH, DIRECTOR OF THE ENGLISH STUDIES PROGRAM, REQUESTED SPACE IN KALEIDOSCOPE IN ORDER TO ADDRESS SOME OF THE STUDENT QUESTIONS CONCERNING ENGLISH STUDIES COURSES

## 1. ARE THE ALL OF THE SECTIONS OF THE ENGLISH CLASSES THE SAME?

Multiple sections of the same classes are basically the same: the syllabus is the same, the texts are the same, the number of assignments is the same, the midterm and final examinations are the same, and the grading system is the same. The teachers and students in the classes are different. The human variables are important and may cause some minor differences, but the similarities are more important. All of the teachers in the English Studies Program have appropriate credentials and teaching experience for the classes they are teaching and all students have demonstrated basic competencies to join the class in which they are enrolled.

## 2. WHY DO THE TEACHERS GRADE DIFFERENTLY?

Teachers in the English Studies Program assess student achievement and assign grades in the same way. There is a published syllabus for each class which includes assignments, assessment policy, and the grading standards for letter grades. All teachers follow these guidelines. In addition, teachers work together to assess writing by correcting exams together and comparing results several times each

year. For the EC3 classes, the final speech is evaluated by rotating pairs of teachers to make sure that the grading is consistent. It is important to remember that most assessment for English Studies courses is subjective. There are no multiple choice questions or problems for which there is one absolute, correct answer. The faculty and the course coordinators are very aware of this challenge and work together to make the assessment as consistent and fair as possible.

## 3. HOW ARE TOPICS FOR ASSIGNMENTS GIVEN?

Topics for assignments are determined by instructional goals for the classes; sometimes a topic is assigned to all students to measure student performance compared with others in the group. Sometimes a teacher will assign topics for the group based on student interest; for example, if the class has a lot of business majors, the teacher may assign a topic related to business as one of the choices. Sometimes the teacher may refuse topics that are not appropriate; for example, some teachers do not want topics with sexual or religious content. The reason for this is that students may lack the skills or maturity to develop ideas for these topics in

an appropriate, academic way. Finally, topics may be selected or refused in order to avoid student plagiarism. Each term, students fail classes because of plagiarism, and teachers work with students to avoid this problem. Remember that different students have different learning styles; some like to choose the topic while others like to be given the topic. As students progress through the EC sequence, they have the opportunity to study with different teachers. Each teacher brings a unique style to the class, but the fundamental goals, instruction, and assessment are similar and consistent.

## 4. WHY DO STUDENTS FAIL EC CLASSES?

Students fail EC classes for several reasons. Some students fail because their language level does not progress to the level needed to pass to the next course in the sequence. Some students do not master the content of the courses: the rhetorical patterns, transition, paraphrasing or writing tasks. However, it is important to note that most students fail for three reasons: attendance, non-submission of assignments, and plagiarism. Each of these issues is dealt with in writing in the syllabus, the class orientation, and throughout the term.

## RESEARCH SEMINAR

The Office of Planning, Research and Development, under the supervision of Associate Director Yaowalark Sukthana, sponsored a three-day workshop, entitled "How To Write a Correct Academic Article," on September 4-6 in the college Seminar Room.

MUIC faculty and staff participated in a series of sessions that explored such matters as formulating attractive titles, writing concise abstracts and full manuscripts, with a focus on social science and the humanities, along with information on publication, online databases, journal searches, English proficiency and plagiarism.

Professor Andrew Thompson, Director of the Center for Biomolecular Control of Disease, Murdoch University, Australia, who is currently a Visit-



PROFESSOR THOMPSON LECTURING AT THE RESEARCH SEMINAR.

ing Professor at Mahidol University, led much of the discussion.

Professor Jisnuson Svasti, Dean of the Faculty of Graduate Studies, Associate Professor Chailerd Pichitpornchai from Siriraj Hospital's Faculty of Medicine and Associate Professor Chai Podhista of Mahidol University's Institute for Population and Social Research made their distinctive contributions as did Director Charles Windish and Lecturer John McNulty from MUIC's English Studies Program.

## HUMANITIES

### NEW FACULTY MEMBERS

The Division of Humanities and Foreign Languages recently appointed Dr. Gerald Moshammer and Ms. Barbara Ekamp as full-time lecturers. They will be primarily responsible for the Introduction to Logic and new Critical Thinking courses.

Ajarn Gerald received his Doctorate in Philosophy from the University of Vienna and an M.A. from that city's University of Music and Performing Arts. He has been teaching in Thailand for the past five years, most recently at Assumption University. His areas of expertise include philosophy, German and music.



EKAMP



DR. MOSHAMMER



MCDONALD

Ajarn Barbara comes to MUIC with two master degrees, one in Philosophy, German Language and Literature and Political Sciences from the Universität Kohn and the other in Sinology from Freie Universität Berlin. She was a Lecturer in German Language and Literature at Thammasat University for the past three years.

The division has also appointed two former part-time lecturers to a full-time status: Mr. Ian McDonald, who teaches in the Eng-

lish Studies Program, and Mrs. Jidapa Chaluchawalit, formerly known as Qiujuan Zhang, who teaches Chinese in the Foreign Language Program.

### ENGLISH TUTORING WORKSHOP

Ajarn Phillip Stiens, Director of the English Resource Center, organized and coordinated a second training session for prospective student tutors on September 13 in Room 1312, Building 1.

The candidates who successfully met the requirements of application are Amanda Charounlertdajkul, Vinny Sethichaiyen, Pattamon Rungchavalnot, Kij Somboonsuwan, Jonathan Gulati and Wang Lulan.

They participated in the full-day workshop in order to develop their tutorial skills. Ajarns Nick Ferrimen, Mark Rodell, Jonathan Green and Cristina Schoonmaker led the group in exploring essay writing and content enrichment, tutorial commentar-

ies, questioning skills and grammar issues.

Supakrith Punyaratabandhu, a current student tutor, concluded the workshop with a question-answer session about the realities of tutoring at the Resource Center.

### EXCHANGE AGREEMENTS

The number of exchange agreements with educational institutions worldwide continues to increase. MUIC recently forged exchange agreements with another two European universities: the Business School, University of Mannheim, Germany and the University of Applied Sciences, Northwestern Switzerland.

### TRAVEL INDUSTRY MANAGEMENT

#### TRAINING PROGRAM

The Travel Industry Management (TIM) Division sponsored its third training program, "Tourism Management: An African



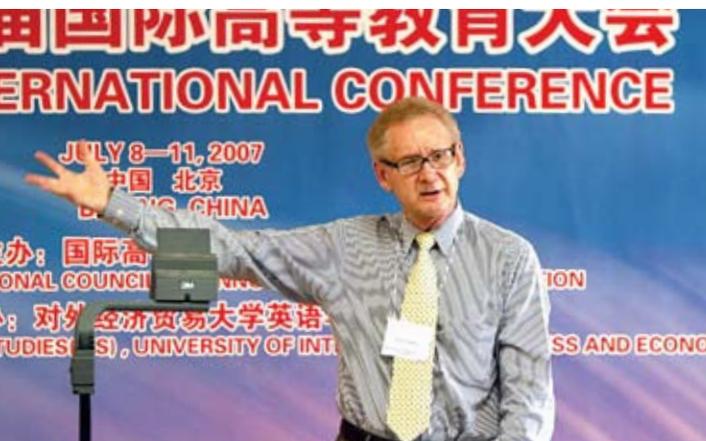
DR. CHARLES WINDISH AND AJARN PHILLIP STIENS (CENTER) WITH WORKSHOP PARTICIPANTS.



PRATEEP, MICHAEL, RUNGKARN AND JUTHAMARD (FROM LEFT TO RIGHT) AT THE RESEARCH EXPO 2007



DR. CHARIYA WITH MEMBERS OF THE AFRICAN DELEGATION AND TIM FACULTY



DR. DALE ROREX AT THE CHINA CONFERENCE

Context,” on August 14-26 for a delegation of eight African tourist officials, four from the Republic of Senegal and four from the Republic of Cape Verde.

Upon their arrival the participants took in the major sights of Bangkok; the following day they visited a number of “One Tambon One Product” tourist attractions in Nakhon Pathom, Samut Sangkhram and Samut Sakhon Provinces.

Most of their time, however, was devoted to attending a series of lectures and workshop ses-

sions conducted by members of the TIM faculty who explored such issues as sustainable tourism, hotel and resort development management, crisis management, marketing strategies and strategic planning, among others.

The delegation also had an opportunity to take a number of field trips, one to Pattaya and another to the Bangsai Arts and Crafts Center and historical sites in Ayutthaya, in addition to visits to Nakhon Ratchasima and Nonthaburi Provinces.

## SOCIAL SCIENCE

### CHINA CONFERENCE

Dr. Dale Rorex represented MUIC at the 25th International Conference of the International Council for Innovation in Higher Education (ICIE) on July 8-11 at the University of International Business and Economics in Beijing, China.

Twenty three countries enjoy membership in ICIE, whose purpose is to strengthen relationships among those who share a common interest in higher education, to keep abreast of the latest developments in research and to develop ever more networks of support.

Dr. Rorex attended the conference in order to present his paper: “The Private Educational Sector in Thailand: Effective Mechanism for Delivering International Education.”

### MALAYSIA-THAILAND CONFERENCE

The Social Science Division of MUIC, in collaboration with the Faculty of Social Sciences and Humanities, Universiti Kebangsaan, Malaysia, is sponsoring the 3rd International Malaysia-Thailand Conference on

Southeast Asian Studies from November 29 to December 1, 2007, at the Salaya Campus.

The theme of this year’s conference is “Defining Harmony in Southeast Asia: Competing Discourses, Challenges and Interpretations.” For further information, log on to the MUIC website.

## SCIENCE

### RESEARCH EXPO

The National Research Council of Thailand, in honor of His Majesty the King’s 80th birthday, sponsored the Thailand Research Expo 2007, at the Bangkok Convention Center, Central World, on September 7-11.

MUIC participated in the exposition, which highlighted three research projects by Dr. Pakorn Bovonsombat of the Chemistry Program: (1) Comparative Chemical Constituents and Antimicrobial Activity of Self-Extracted Turmeric Essential Oils, (2) Mild and Facile Electrophilic Halogenations of Aromatic  $\alpha$ -Amino Acids and (3) Facile  $\alpha$ -Halogenations of Cyclic Enones and Linear Enals.

Dr. Pakorn was accompanied by his research assistants, MUIC students Rungkarn Rujiwarangkul, Thanathip Bowornkiengkau, Juthamard Leykajarakul, Pratheep Khanthaputra and Michael M. Krause.

# MUIC policies

## ONLINE EVALUATION

### BACKGROUND INFORMATION

The student course evaluation is an important quality assurance tool that provides useful feedback regarding quality of instruction, teaching methods and course materials.

MUIC pays serious attention to the course evaluation documents completed by the students every trimester. The information gathered is analyzed and interpreted before being circulated to the instructors, program directors and division chairmen. The outcome of the evaluations allows instructors not only to understand how their students perceive their teaching but also to improve the quality of instruction. Division chairmen can use that information to identify areas for development and improvement.

In the past, the Academic Services staff distributed evaluation forms for each course in the classroom setting. Classes were disrupted for an average 15-30 minutes to allow for the completion of the evaluation form; the whole process took at least 2 weeks and more than a month to compute the information and produce the final evaluation report. This time concern and the accuracy of the information led to the establishment of an on-line course evaluation system that was launched in Trimester II of the 2006-07 academic year.

### CONFIDENTIALITY

Following the implementation of the new on-line course evaluation system, some students and instructors have raised doubts regarding confidentiality. To answer these concerns, the Office of Academic Services (OAS) would like to stress the following:

1. When a student completes an evaluation form, the data are automatically processed and stored in a database in such a way that no one—neither instructors nor OAS staff—can identify the source of the information.

2. The program automatically generates the final report for each class after the close of the grade submission period.

3. This report is communicated to the division chairmen and then to the instructors at the beginning of the following term.

This system, which ensures that in no way can instructors access the evaluations before they submit their final grades, guarantees full confidentiality for the students.

### RELIABILITY

Some faculty members questioned the reliability of the information gathered, mostly on the grounds that a few comments seemed related to different courses. To solve that issue, the electronic forms were redesigned in order to make sure that the name of the course being evaluated is clearly stated on each computer screen at all stages of the evaluation process.

### ADVANTAGES

This new on-line system provides a faster and more accurate processing of information that MUIC students need in order to evaluate the courses they have taken each trimester and will lead to an improvement of those courses in terms of content, teaching methods and choice of instructors.



## ID CARD POLICY

Mahidol University International College (MUIC) will implement and enforce a strict ID card policy, beginning this 2007-08 academic year, in accordance with Mahidol University (MU) guidelines. The purpose is to ensure the safety and security of all MUIC members.

All faculty members, staff members and students will be provided with an ID card, along with a card holder and neck cord. The ID card is intended to serve as proof of an individual's status at MUIC and provides access to the resources and services provided by the college.

If your ID cards are not openly displayed, the college security guards have the right to deny you access to the premises. Moreover, you will be required to wear your ID cards at all times when you are in MUIC buildings or on the MU campus.



Mahachulalongkrajavidyalaya International College

泰国玛希隆大学国际学院

Chinese Summer Camp 2007 , Capital Normal University

Beijing, China

31 July – 31 August 2007

# summer study tours



THE FOREIGN LANGUAGES PROGRAM, UNDER THE SUPERVISION OF AJARN THOMAS KREY, ONCE AGAIN CONDUCTED ITS INCREASINGLY POPULAR INTENSIVE STUDY TOURS TO CHINA AND FRANCE OVER THIS PAST SUMMER SESSION. THIS YEAR, HOWEVER, IT EXTENDED ITS REACH BY INTRODUCING A SIMILAR STUDY TOUR TO GERMANY.

## BEIJING, CHINA

Seventy-five students, accompanied by Ajarns Zhang Bo and Prateep Wongverayut, traveled to Beijing, where they studied at the College of International Cultural Studies, Capital Normal University, from August 1 to 31.

Fifteen students with a declared minor in Chinese were able to fulfill their course requirements by taking classes in oral communication and writing; the others were assigned to basic, elementary, pre-intermediate and intermediate classes.

While the mornings were devoted to formal instruction, for a total of 80 hours over the one-month period, afternoons were reserved for special tutorial sessions, conducted by Chinese students, and a series of cultural classes in Taiji, Chinese calligraphy and Chinese drawing.

Members of the study group not only improved their Chinese language skills but also had an opportunity, on weekends and

towards the end of their stay, to visit some of the major tourists attractions, including the Great Wall of China and Wax Museum, the "La Ma" Temple and the tomb of Emperor Qin Xi.

## NICE, FRANCE

Ajarn Bruno Mahon coordinated the study tour to the International Summer University of Nice from August 1 to 24, for eight MUIC students minoring in French.

The students were required to take placement exams and were subsequently assigned to classes appropriate for their respective levels. Each morning, from Monday to Friday, classes were con-

ducted in oral and written comprehension, grammar and vocabulary as well as oral and written practice.

They were also required to participate in two on-going workshops during the afternoon sessions and had a choice among the following: French Cinema, Media, Oral Communication, Written Skills and Business French.

The group enjoyed an additional advantage inasmuch as they lived with host families, which allowed them to more readily practice their language skills and experience first hand the lifestyle of the people.

Finally, the study tour provided ample opportunity for sightseeing every Wednesday afternoon and weekend when the group visited Monaco, Saint-Paul de Vance, the Matisse and Chagall Museums, St. Marguerite Island (with picnics on the beach), mountain treks and a visit to San Remo, Italy.

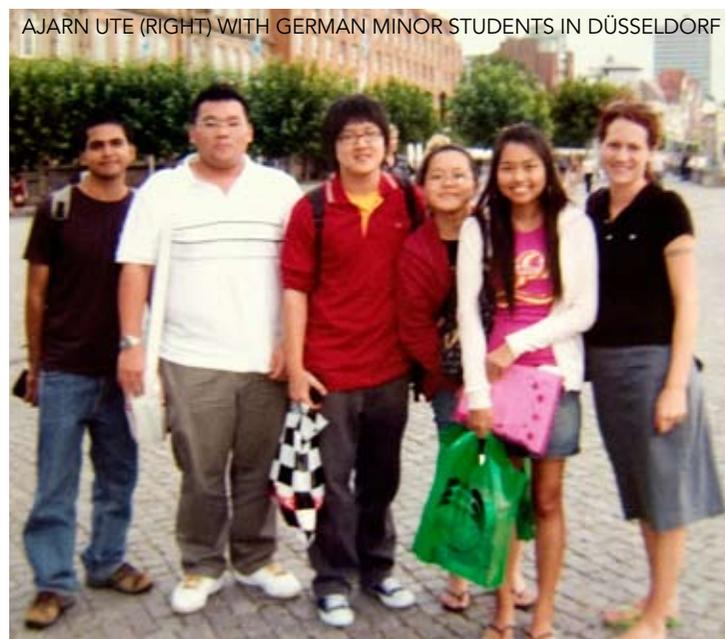
## DÜSSELDORF, GERMANY

The Foreign Language Program introduced a new feature this year with the inclusion of a study tour to the Institut für Interkulturelle Kommunikation, Heinrich-Heine-Universität of Düsseldorf.

Four MUIC students minoring in German and another interested in the language engaged in an intensive study regimen during the month-long session in August, with four hours of instruction each morning. A series of field trips were conducted in the afternoons, designed to improve German language skills and to highlight aspects of German culture.

Ajarn Ute Bäuchl, who coordinated the study tour and was visiting Germany at that time, met with the students in order to get their feedback and assess their progress. Living with host families was one of the defining factors in bettering their German language skills.

The group also had an opportunity to do their share of sightseeing, not only in the immediate vicinity but also in nearby Cologne, recognized as one of the artistic and cultural centers of Germany.



## INTERNATIONAL VISITORS

# exploring ethical issues in medicine

IN 2001 AJARN BRIAN PHILLIPS, CHIEF OF INTERNATIONAL NETWORK DEVELOPMENT, INITIATED A NEW PROGRAM WHEREBY INBOUND INTERNATIONAL STUDENTS COME TO THE COLLEGE FOR SHORT-TERM EDUCATIONAL TOURS, CULTURAL EXCHANGE EXPERIENCES AND INTERNSHIPS.

Over the past several months regular visitors from North America arrived at MUIC, each with its own agenda: two separate groups from the University of North Carolina-Chapel Hill, Shorter College in Georgia, Steven Austin University, Texas, and the Technological Institute of Superior Studies of Monterrey, Mexico.



ARRIVING AT THE HIV/AIDS CENTER OF HOPE

This past August a new group visited the college. Seventeen students participating in Columbia University's Bio-Ethics and Cultural Exchange Program (BIOCEP) joined 11 MUIC Biological Science majors for an 18-day experiment that focused on ethical issues in medi-

cine and cross-cultural exchange.

The New York contingent, accompanied by Prof. John Loike, consisted of Columbia University and Barnard College undergraduate and graduate students who are majoring in such diverse fields as science, engineering, biology, social science and medicine.

Ajarn Brian Phillips, who served as the coordinator, and Dr. Loike led a special orientation session, after which MUIC student Phra Chainarong Sangsranoi delivered a presentation on "Buddhism and Ethics."

While some of the sessions were conducted at



A CLINICAL DEMONSTRATION AT JUBILEE HOSPITAL

MUIC and the Salaya campus, other activities took place at different venues in the Bangkok metropolitan area.

The group visited Siriraj Hospital's Faculty of Medicine and Department of Obstetrics and Gynecology where they attended a series of lectures on the medical school system in Thailand, abortion, in vitro fertilization and genetic diagnosis, all within the context of their ethical implications.

They also visited three other medical centers: Ramathibodi Hospital, which offered sessions on stem cell research and therapeutic cloning, Jubilee Hospital in Nakhon Pathom for a clinical demonstration of alternative medicines and Yanhee Hospital in Thornburi where they learned about medical tourism in Thailand, with a focus on sex change procedures and plastic surgery.

The participants engaged in other sessions as well, including lectures on malaria and dengue fever at the Faculty of Tropical Medicine and visits to a number of on-campus facilities. They were given tours of Mahidol's Institute of Technology and Research as well as the Institute of Molecular Biology and Genetics. They further explored issues of obesity, malnutrition and ethical issues related to managing disease at the Faculty of Nutrition and were introduced to bioterrorism and genetically engineered organisms at the Faculty of Science.

The New York contingent not only had an opportunity for cultural exchange in the daily interaction with their Thai counterparts but also took in some of the major tourist attractions in the Bangkok area as well as enjoying a weekend visit to Koh Samet. They also

## STUDENT ACTIVITIES

traveled to Ayutthaya for a tour of the Bangsai Royal Folk Arts and Crafts Center and the ancient ruins.

Both groups assessed the 18-day experience positively, particularly since most of the sessions allowed for discussions and an open exchange of views. The New York visitors were especially impressed with the hospitality, openness and frank assessments of officials from the Ministry of Health, where they spent one day on the issues of medical ethics, family planning and sexually transmitted diseases. Another defining moment for the group was the eye-opening and emotionally charged experience at the Wat PraBatNamPhu Center of Hope in Lop Buri, a hospice that caters to the needs of HIV/AIDS patients.

The visitors departed for New York on August 18. However, five of them remained in Thailand for an additional nine days in order to briefly intern at Ramathibodi Hospital.

The Columbia University/Barnard College and MUIC participants are currently engaged in a joint venture: compiling an extensive report of their shared experiences, which will be published in one of Columbia University's annual journals.

THE PATTERN IS A FAMILIAR ONE. GIVEN THE CONSTRAINTS OF TIME, THE COLLEGE'S SUMMER SESSION IS PRIMARILY DEVOTED TO ACADEMIC MATTERS WHILE THE NUMBER OF STUDENT ACTIVITIES IS MINIMAL.

### UNIVERSIADE 2007

Approximately 100 MUIC students offered their services at the Universiade 2007, the 24th World University Games, which were held in Bangkok on August 8-18. This global event, which attracted some 10,000 university athletes and officials from around the world, in the second largest gathering of athletes after the Olympics.

Some of the MUIC representatives, who joined students from Thammasat, Chulalongkorn, Kasetsart and Assumption Universities, acted as attaches and liaisons for the official delegations; others served as guides and translators in English, Chinese and Japanese.

Another group worked with students from Burapha University on CCTV/IPTV, the television network that broadcast the results of the games, showcased medal presentation and aired variety programs and news reports concerning the event. They were responsible for a range of activities, including collecting information, updating the latest news, translating documents and acting as presenters and emcees.

MUIC VOLUNTEERS WITH OFFICIALS AT THE UNIVERSIADE



### DEBATING CHAMPIONSHIP



Three members of the MUIC Debate Club participated in the Inaugural Malaysian Intersarsity Economics Debating Championship 2007 on August 18-20. The competition, which was hosted by the International Islamic University Malaysia (IIUM) explored the theme of Economic Development and Progress for All.

Michael Mergy Krause and Phra Chain-  
among Sangsranoi debated as a team. The third MUIC participant, Pimtip Faktornpan, teamed up with one of the Malaysian debaters as a swing team. Michael and Phra Chain-  
among debated their way through the elimination rounds but met strong opposition in the semi-finals, which they ultimately lost.

The three debaters welcomed the opportunity to participate since the MUIC and IIUM clubs have developed a bond of mutual respect and friendship over the years.

## UPCOMING EVENTS

### **OCTOBER 6-7**

WELCOMING CAMP AT BAAN PHU WAAN, THE PASTORAL TRAINING CENTER OF BANGKOK'S CATHOLIC ARCHDIOCESE

### **OCTOBER 10**

SEMINAR ON NEWS PHOTOGRAPHY IN THE COLLEGE AUDITORIUM

### **OCTOBER 13**

MUIC ALUMNI ASSOCIATION GET-TOGETHER AT THE GAZEBO ON KHAOSAN ROAD

### **OCTOBER 19**

"END NOTE" PROGRAM, A FOLLOW-UP TO SEPTEMBER'S RESEARCH SEMINAR, IN THE SEMINAR ROOM

### **NOVEMBER 12-24**

WITHDRAWING FROM CLASSES

### **DECEMBER 1**

LAST DAY OF CLASS

### **DECEMBER 3-12**

FINAL EXAMINATIONS

### **DECEMBER 13 - JANUARY 5**

HOLIDAY

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#### **PUBLISHER:**

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#### **EDITOR:**

MR. ALEXANDER KORFF

#### **ART DIRECTOR:**

MR. ALEXANDER S. HEITKAMP

#### **PHOTOGRAPHERS:**

MR. KORRACHAI LEKPETCH,  
MR. PRATCHAYA  
LEELAPRATCHAYANONT

#### **DISTRIBUTION:**

MS. ANYANA KUSIYARUNGSIT  
MS. KETVAREE PHATANAKAEW

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MUIC Newsletter Office:  
PR, 1st Floor, Building 1,  
999 Buddhamonthon 4 Road,  
Salaya, Nakhonpathom,  
Thailand 73170

Phone: +66 (0) 2441 5090

ext. 1413, 1418, 1326

Fax: +66 (0) 24410629

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

[www.muic.mahidol.ac.th](http://www.muic.mahidol.ac.th)

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