



MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE



2012

ANNUAL
REPORT

Annual Report 2012

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Foreword

Mahidol University International College is committed to the mission to excel in multidisciplinary education in the liberal arts and selected professional fields in order to prepare global citizens for the 21st century and transform knowledge into action and contribute to society. We also have the policy to develop our college to be recognized internationally as a leader in providing quality liberal arts education.

Annual Report 2012 (October 2011 – September 2012) has been prepared to show the performance of MUIC consistent with issues which illustrates the efforts and willingness of all push for the college driven by defined strategies.

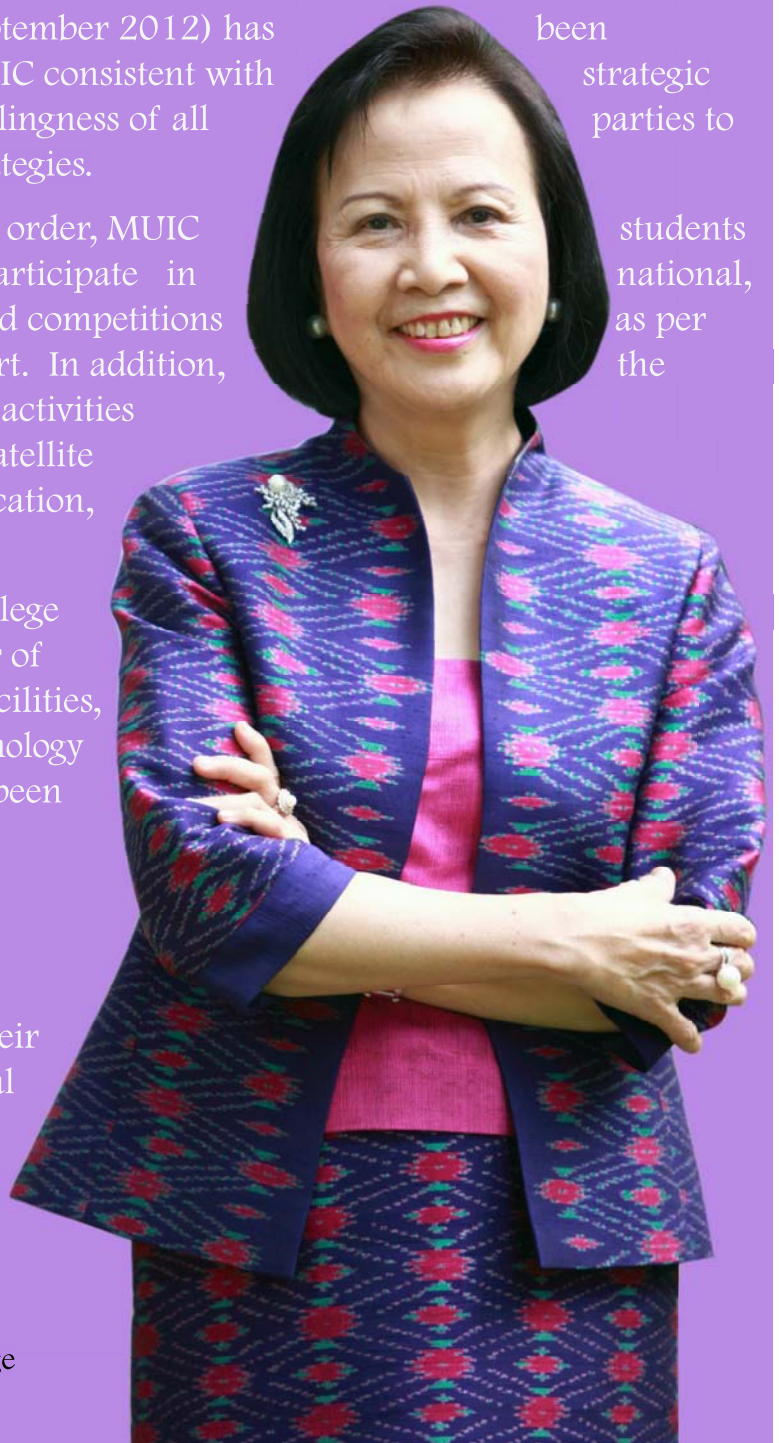
Given the challenges of our new world order, MUIC are given a variety of opportunities to participate in regional and international conferences and competitions their achievements mentioned in the report. In addition, college provides a wide variety of student activities through the Student Association and its satellite of clubs in which they develop communication, leadership and team-building skills.

To show the unceasing progress of the college and to accommodate the growing number of students and demand for more modern facilities, the construction of the Operating and Technology Learning Building (Kitimas Building) has been launched. This is a modern 6-storey with a floor area of 58,000 square. The construction will begin in 2013 and expected to be completed in 2016.

Thanks to all those who have dedicated their personal, physical, mental, and intellectual energy to fully attain to MUIC's progress.

M. Kruatrachue

Prof. Maleeya Kruatrachue, Ph.D.
Dean of Mahidol University International College



Vision

MUIC will be recognized internationally as a leader in providing quality liberal arts education.

Mission Statement

MUIC excels in multidisciplinary education in the liberal arts and selected professional fields in order to prepare global citizens for the 21st century and transform knowledge into action and contribute to society.

Core Values

M – Mastery
A – Altruism
H – Harmony
I – Integrity
D – Determination
O – Originality
L – Leadership

Core Competencies

1. High level English competency
2. Efficient management system in student exchange programs

Strategic Advantages

1. MUIC has more than 80 active MOUs.
2. The majority of MUIC faculty members are international, including native speakers of English, French, German, Japanese, Chinese, and Spanish.
3. MUIC has developed the Online Access Student Information Services (OASIS).

Strategic Challenges

1. To develop strategies to meet the challenge of AEC 2015
2. To be accredited by internationally-recognized accreditation agencies
3. To be a leader in providing international quality liberal arts education
4. To enhance the quality of international research and knowledge production
5. To increase the number and quality of international students, faculty, and staff
6. To be recognized as achieving “best practice” in the management of a self-sustained academic organization

The Steering Committee

| | |
|---|-------------------------|
| Prof. Rajata Rajatanavin, M.D. President, Mahidol University | Chairman |
| Assoc. Prof. Varakorn Samakoses, Ph.D. President of Dhurakij Pundit University | Member |
| Mrs. Vichitvong Chanarat Administrator, Charoen Pokphand Food, PCL | Member |
| Prof. Wanicha Chuenkongkaew, M.D. Vice President for Education, Mahidol University | Member |
| Prof. Prasit Palittapongarnpim, M.D. Vice President for Research, Mahidol University | Member |
| Asst. Prof. Bundhit Jirajariyavej, D.D.S. Vice President for Student and University Affairs, Mahidol University | Member |
| Prof. Maleeya Kruatrachue, Ph.D. Dean of Mahidol University International College | Member and Secretary |

The Faculty Committee

| | |
|--|----------------------|
| Prof. Maleeya Kruatrachue, Ph.D. Dean of Mahidol University International College | Chairman |
| Mrs. Sumalee Visetratana Associate Dean for Administration | Member |
| Asst. Prof. Yingyot Chiaravutthi, Ph.D. Associate Dean for Academic Affairs | Member |
| Assoc. Prof. Chavalit Wongse-ek Interim Associate Dean for Planning, Research and Development | Member |
| Dr. Charles Windish Associate Dean for International Affairs | Member |
| Ms. Barbara Ekamp Faculty Representative for HLD | Member |
| Dr. Nirutchara Laohaprasit Faculty Representative for SC | Member |
| Mr. Douglas Rhein Faculty Representative for SS | Member |
| Dr. Nuntana Udomkit Faculty Representative for BBA | Member and Secretary |

College Administrators



Prof. Maleeya Kruatrachue, Ph.D.

Dean of Mahidol University International College



Ms. Sumalee Visetratana

Associate Dean for
Administration



**Asst. Prof. Yingyot
Chiaravut thi, Ph.D.**

Associate Dean for Academic
Affairs



**Assoc. Prof. Chavalit
Wongse-ek**

Interim Associate Dean for
Planning, Research,
and Development



Dr. Charles Windish

Associate Dean for International
Affairs



Ms. Somluck Lunsuchee

Assistant Dean for
Administration and Secretary



**Assoc. Prof. Chulathida
Chomchai**

Assistant Dean for Research



Mr. Michael Naglis

Assistant Dean for Student
Affairs



Dr. Booyanit Mathayomchan

Assistant Dean for Information &
Education Technology



Mr. Songpole Sangthong

Assistant to Associate Dean for
Academic Affairs

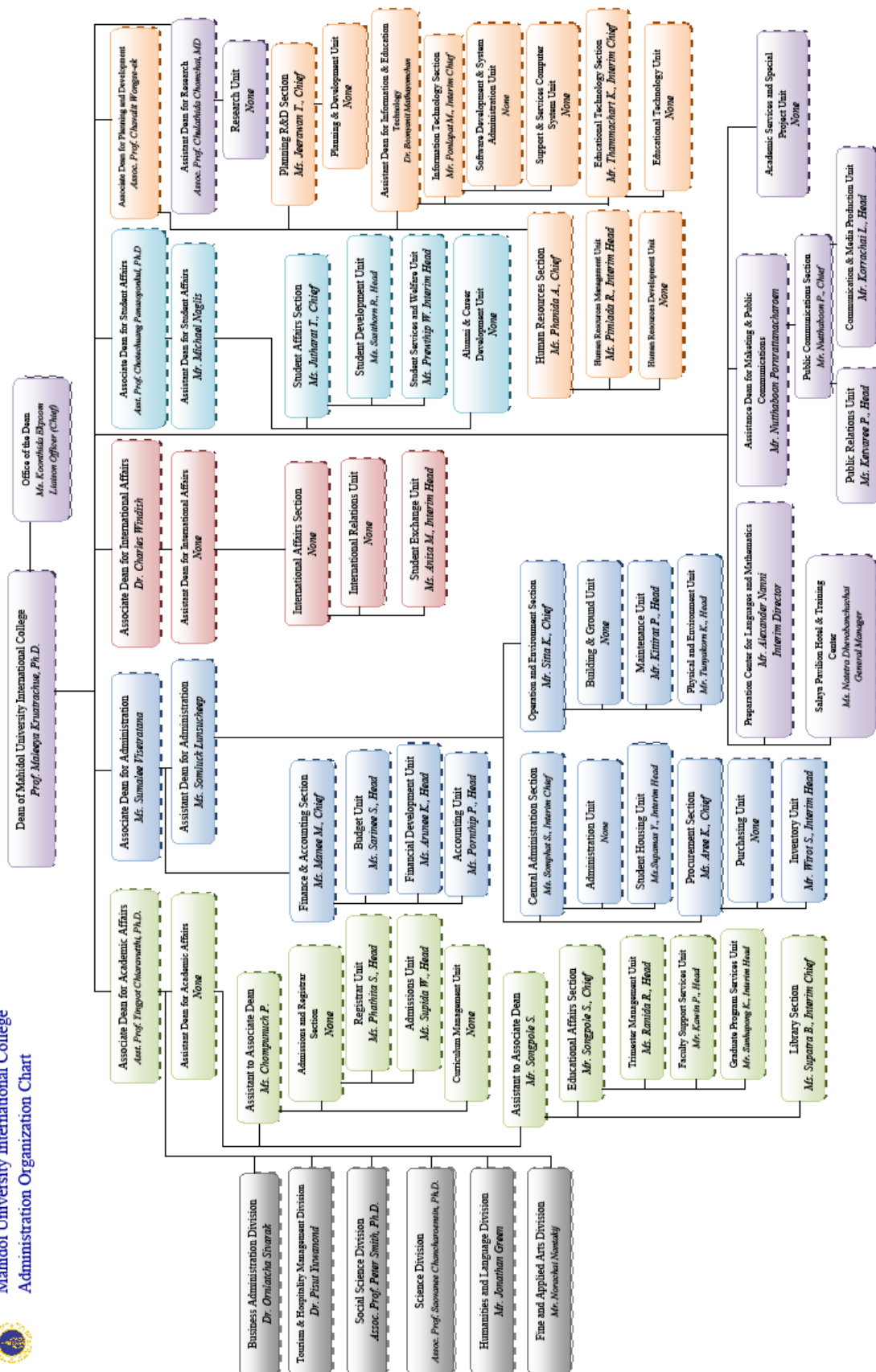


Ms. Chompunuch Pongjit

Assistant to Associate Dean for
Academic Affairs



Mahidol University International College **Administration Organization Chart**



MUIC

Now Carries ***'Thailand Trust Mark'***



The Ministry of Commerce recently granted MUIC the **privilege of using the new 'Thailand Trust Mark,'** indicating the high quality educational services that the college provides.

According to the ministry, the recently launched Thailand Trust Mark would help promote the high quality of Thai goods and services not only in the domestic market but internationally as well.

MUIC received official communication from the Ministry of Commerce on May 21, 2012, permitting the college to use the Thailand Trust Mark logo for the next three years.

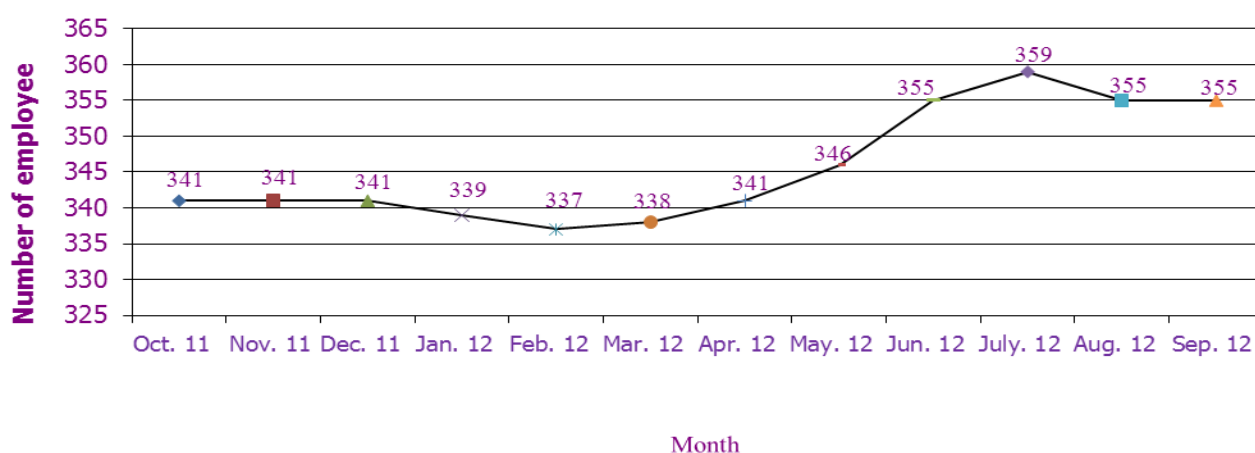
Official documents released by the ministry said that **carrying this logo "opens up greater marketing opportunities for the manufacturers/service providers as well as**

builds trust among consumers because every single product/service bearing this mark needs to pass reliable production standards and international standards of quality."

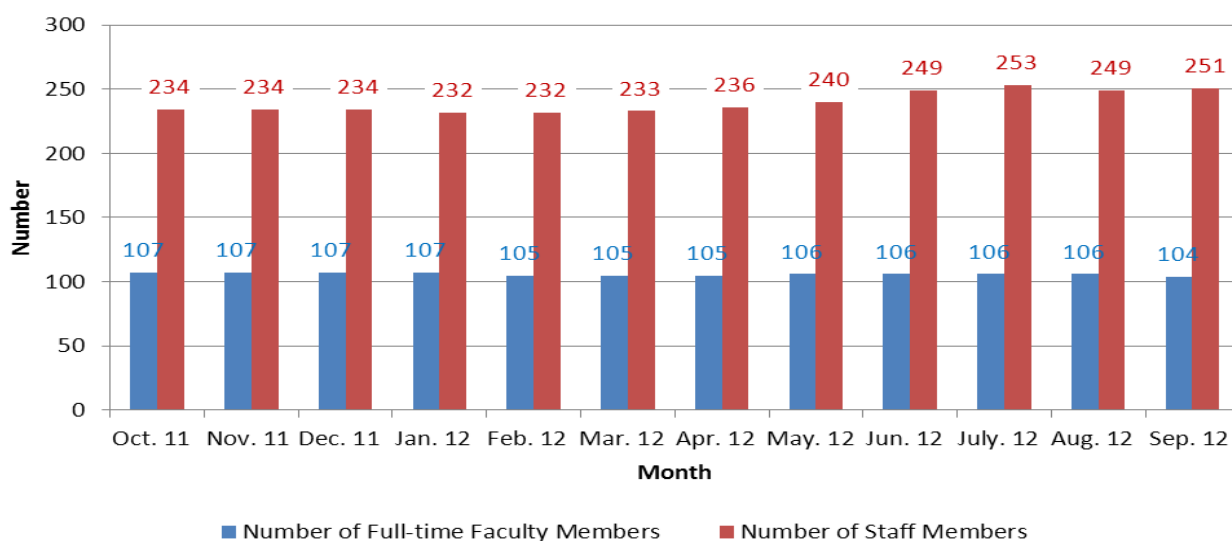
Aside from the product category that includes the food, industrial, lifestyle, fashion and other industries, the Trust Mark also has a service category that covers hospital/medical, health and beauty, and international education. MUIC falls under the last category, along with Chulalongkorn **University's Sasin Graduate School, the only other educational institution granted this seal of high quality.**

Personnel / Student

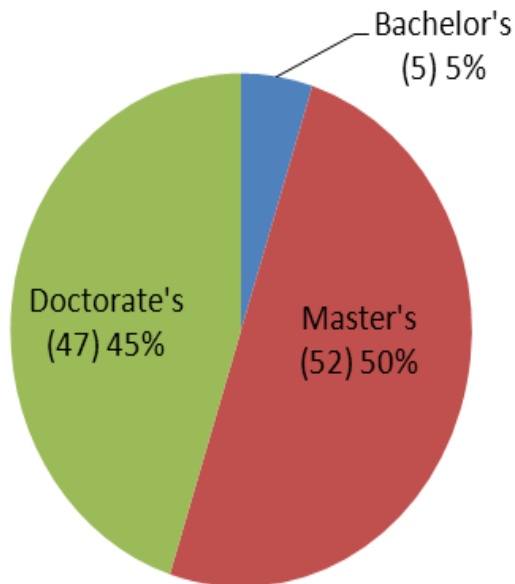
MUIC Faculty & Staff Members in Budget Year 2012
October 1, 2011 - September 30, 2012



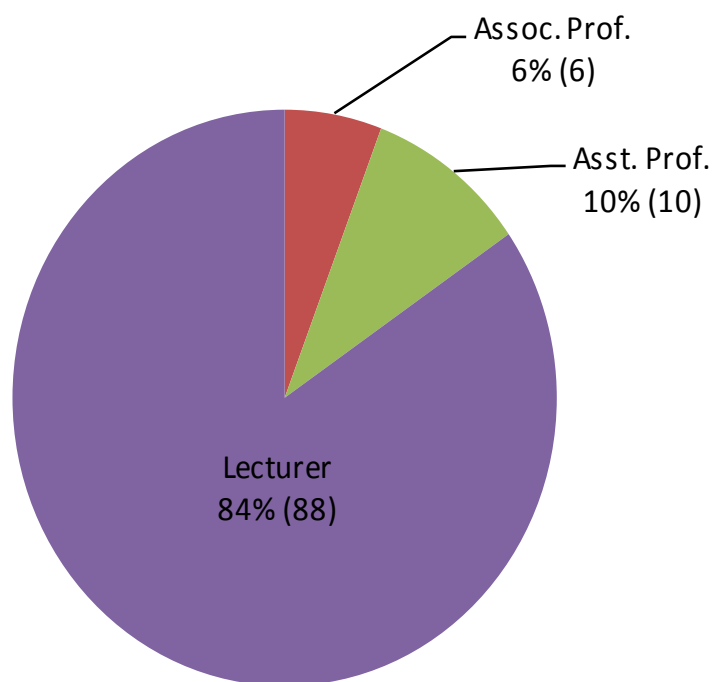
Number of Full-time Faculty & Staff Members
in Budget year 2012



Degree of Faculty Members



Academic Position



**The name lists of MUIC faculty and staff members who obtain
Outstanding MUIC Achievement 2012 Awards
(April 1, 2011 – March 31, 2012)**

| Award | Title | Name-Surname |
|---|--|--|
| Outstanding Research Funding Recipient from Outside Organizations Award | Title: Process Development for Biodegradation of Plant Waste Materials and Testing of the By-product for Use as Carbon Source for Bioethanol Fermentation | Assoc. Prof. Dr. Saovanee Chancharoensin |
| Outstanding Publications in International Database (ISI/ Non-ISI) Award | Published in ISI database/ SJR Q2 Journal: 1) Journal of Applied Sciences: 2 titles 2) Contemporary Economic Policy : 1 title 3) European Journal of Scientific Research: 2 titles Published in Non-ISI (Scopus) Journal: International Research Journal of Finance and Economics: 3 titles | Assist.Prof.Dr. Pandej Chintrakarn |
| Outstanding Academic Services Award | Corporate Identity Design and Corporate Identity Manual (for Mahidol University) | 1. Asst. Prof. Dr. Surapong Lertsithichai 2. Ms. Dynaya Bhutipunthu |
| MUIC Outstanding Faculty Award 2012 | | Mr. Barry Clements |
| MUIC Outstanding Support Staff Award 2012 | | Mr.Pongvisit Karaket |
| MUIC Outstanding Mother Award 2012 | | Ms.Prapai Piromnoi |

Operation results of Human Resources Management in budget year 2012

| No. | Date | Topic | Place |
|-----|-------------------------|---|--|
| 1 | December 15, 2011 | Mahidol University International College, Announcement on Rewards for MUIC Esteemed Colleagues 2011 | - |
| 2 | March 27, 2012 | MUIC Achievement 2012 | Salaya Pavilion Hotel and Training Center |
| 3 | April 20, 27, 2012 | In-House Training for Chief and Head: Topic "Oral Reporting and Public Speaking" | Salaya Pavilion Hotel and Training Center |
| 4 | April 30, 2012 | In-House Training for Chief and Head: Topic "Risk Management" | Salaya Pavilion Hotel and Training Center |
| 5 | May 17 - 19, 2012 | MUIC Staff Members Annual Trips 2012 | Chanthaburi Province |
| 6 | June - July, 2012 | 360 Degree Appraisal for Faculty Members | - |
| 7 | July 20, 23, 2012 | In-House Training for New Staff: Topic " Work Training for New Staff 2012" | Mahidol University International College, Building 1 |
| 8 | July 26, 2012 | The Staff Members' Orientation 2012 | Salaya Pavilion Hotel and Training Center |
| 9 | August 15, 2012 | Mahidol University International College, Announcement on Entrance into Administrative Positions of Staff Members 2012 | - |
| 8 | August 15, 2012 | Mahidol University International College, Announcement on Rewards for Outstanding Faculty and Staff Members 2012 | - |
| 10 | August 30, 2012 | Mahidol University International College, Announcement on Retirement and Post-retirement Employment 2012 | - |
| 11 | August 30, 2012 | Mahidol University International College, Announcement on Criteria and Min-Max salary Account 2012 | - |
| 12 | September 4, 2012 | Mahidol University International College, Announcement on The reorganization and adjustment of the MUIC organization chart 2012 | - |
| 13 | September 17 – 18, 2012 | In-House Training for new faculty: Topic "New Faculty Members Development Program 2012" | Salaya Pavilion Hotel and Training Center |
| 14 | September 20, 2012 | Mahidol University International College, Announcement on Criteria and Process of Transfer for Staff Members 2012 | - |
| 15 | September 26, 2012 | Mahidol University International College, Announcement on Cost of Living of Staff Members 2012 | - |

Number of Student

| Degree | Major | Number of Students, Academic Year 2011 | | | | |
|-------------------------------------|------------------------------------|--|------------|------------|------------|--------------|
| | | Year 1 | Year 2 | Year 3 | Year 4 | Total |
| Bachelor of Arts | Travel Industry Management | - | - | - | 5 | 5 |
| | Social Science | 43 | 30 | 45 | 61 | 179 |
| | Animation Production | 13 | 7 | 15 | 28 | 63 |
| | Film Production | 19 | 18 | 10 | 15 | 62 |
| | Television Production | 15 | 8 | 5 | 13 | 41 |
| | Communication Design | 24 | 26 | 19 | 4 | 73 |
| | <i>Total</i> | 114 | 89 | 94 | 126 | 423 |
| Bachelor of Business Administration | Finance | 86 | 62 | 79 | 72 | 299 |
| | International Business | 237 | 173 | 130 | 153 | 693 |
| | Information Systems | 13 | 9 | 10 | 11 | 43 |
| | Marketing | 109 | 91 | 78 | 89 | 367 |
| | Business Economics | 53 | 42 | 51 | 28 | 174 |
| | Tourism and Hospitality Management | 112 | 118 | 95 | 156 | 481 |
| | <i>Total</i> | 610 | 495 | 443 | 509 | 2,057 |
| Bachelor of Science | Applied Mathematics | 6 | 4 | 1 | 3 | 14 |
| | Chemistry | 10 | 9 | 3 | 5 | 27 |
| | Physics | 2 | 2 | 2 | 3 | 9 |
| | Computer Science | 16 | 17 | 13 | 16 | 62 |
| | Food Science and Technology | 28 | 14 | 18 | 15 | 75 |
| | Biological Science | 54 | 38 | 46 | 38 | 176 |
| | Environmental Science | 14 | 7 | 12 | 6 | 39 |
| | <i>Total</i> | 130 | 91 | 95 | 86 | 402 |
| Bachelor of Nursing Science | | - | - | - | 1 | 1 |
| | <i>Total</i> | - | - | - | 1 | 1 |
| Bachelor of Engineering | Computer Engineering | 29 | 21 | 18 | 12 | 80 |
| | <i>Total</i> | 29 | 21 | 18 | 12 | 80 |
| Total Number of Students | | 883 | 696 | 650 | 734 | 2,963 |

Number of graduate

| Number of Students, Academic Year 2011 | | | | | | | | | |
|--|------------------------------------|------------------|------------------|------------------|------------------|--------------------------------|--------------------------------|------------|--------------------------|
| Degree | Major | Jun. - Aug. 2011 | Jun. - Aug. 2011 | Jun. - Aug. 2011 | Jun. - Aug. 2011 | Degree (First Class Honors) | Degree (First Class Honors) | Degree | Total Graduated Students |
| Bachelor of Arts | Travel Industry Management | 8 | 1 | 12 | 6 | 1 | 0 | 26 | 27 |
| | Social Science | 8 | 4 | 11 | 15 | 7 | 4 | 27 | 38 |
| | Animation Production | 7 | 0 | 1 | 1 | 2 | 1 | 6 | 9 |
| | Film Production | 4 | 0 | 3 | 3 | 0 | 0 | 10 | 10 |
| | Television Production | 3 | 0 | 1 | 1 | 0 | 0 | 5 | 5 |
| | Communication Design | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | <i>Total</i> | 30 | 5 | 28 | 26 | 10 | 5 | 74 | 89 |
| Bachelor of Business Administration | Finance | 15 | 1 | 15 | 22 | 9 | 7 | 37 | 53 |
| | International Business | 29 | 0 | 30 | 51 | 6 | 8 | 96 | 110 |
| | Information Systems | 3 | 0 | 5 | 1 | 1 | 0 | 8 | 9 |
| | Marketing | 11 | 0 | 12 | 16 | 0 | 3 | 36 | 39 |
| | Business Economics | 7 | 1 | 6 | 15 | 0 | 0 | 29 | 29 |
| | Tourism and Hospitality Management | 7 | 1 | 29 | 20 | 6 | 8 | 43 | 57 |
| | <i>Total</i> | 72 | 3 | 97 | 125 | 22 | 26 | 249 | 297 |
| Bachelor of Science | Chemistry | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 2 |
| | Computer Science | 2 | 2 | 12 | 7 | 1 | 2 | 20 | 23 |
| | Food Science and Technology | 2 | 0 | 1 | 18 | 7 | 3 | 11 | 21 |
| | Biological Science | 4 | 1 | 6 | 11 | 9 | 1 | 12 | 22 |
| | Environmental Science | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 2 |
| | <i>Total</i> | 8 | 3 | 22 | 37 | 18 | 6 | 46 | 70 |
| Bachelor of Nursing Science | | 2 | 0 | 1 | 0 | 0 | 0 | 3 | 3 |
| | <i>Total</i> | 2 | 0 | 1 | 0 | 0 | 0 | 3 | 3 |
| | Total | 112 | 11 | 148 | 50 | 50 | 37 | 372 | 459 |

Education & Learning

Fine and Applied Arts **FAA**

- ☞ Entertainment Media
- ☞ Communication Design

Tourism and Hospitality Management Administration

THM

- ☞ Tourism and Hospitality Management

There are 2 modules:

1. Travel and Sustainable Tourism Development
2. Hospitality Management

MM Master of Management in Tourism and Hospitality Management

Social Science **SS**

- ☞ International Studies
- ☞ Modern World History
- ☞ Southeast Asian Studies

Humanities and Languages **HLD**

- ☞ English Studies Program
- ☞ Foreign Language Program
- ☞ Humanities Program
- ☞ Physical Education Program

Science **SC**

- | | |
|-------------------------------|------------------------|
| ☞ Environmental Science | ☞ Applied Mathematics |
| ☞ Food Science and Technology | ☞ Biological Science |
| ☞ Nursing Science | ☞ Chemistry |
| ☞ Physics | ☞ Computer Engineering |
| | ☞ Computer Science |

Business Administration **BA**

- | | | |
|-----------------------|--------------------------|-------------|
| ☞ Business Economics | ☞ Finance | ☞ Marketing |
| ☞ Information Systems | ☞ International Business | |

MBA Master of Business Administration in Business Modeling and development



BBA applied for Educational Accreditation Standards



The Association to Advance Collegiate Schools of Business

AACSB: Process



BA Action Plan for 2012-13



AUN : ASEAN University Network Quality Assurance

BBA Division, MUIC is the representative of MU to be evaluated

- ♦ Submit 1st Self-Assessment report on October 2012
- ♦ Submit 2nd Self-Assessment report on December 2012
- ♦ Committee's site visit on June 2013

BBA Projects & Activities



The Business Administration Division

(BBA) held a seminar on “Thailand’s Creative Economy: Past, Present, and Future” on October 7, 2011

A panel consisting of top Thai business professionals discussed the topic, “Creative Economy and the Path to Economic Development.” The theme of the seminar

reiterated that creativity arises from talent and experience, learning and practice. Therefore, a creative economy is a creative investment that links the core foundation of culture, technology and society, which are mechanisms for driving direct and indirect economic growth. In terms of macroeconomics, businessmen can become more competitive with more creative exports under the “Creative Economy” concept. This will help small businesses and drive Thailand in achieving sustainable development in the global economy.

Mr. Tan Passakornnatee, Founder and Managing Director of Mai Tan Company Limited, said his motto, “You can fail, but don’t give up,” made him stronger. He said it is also important to build an interesting and credible brand.



Dr. Narongchai Akrasanee, Chairman of the Board of The Office of Knowledge Management and Development gave his keynote speech on “creative economy,” an economic system that inspires creative thinking and instills innovative practices, products and services.

Creative Economy



Mr. Choke Bulakul, CEO and Managing Director of Farm Chokchai Group, said that creative people must also see the big picture in any business.

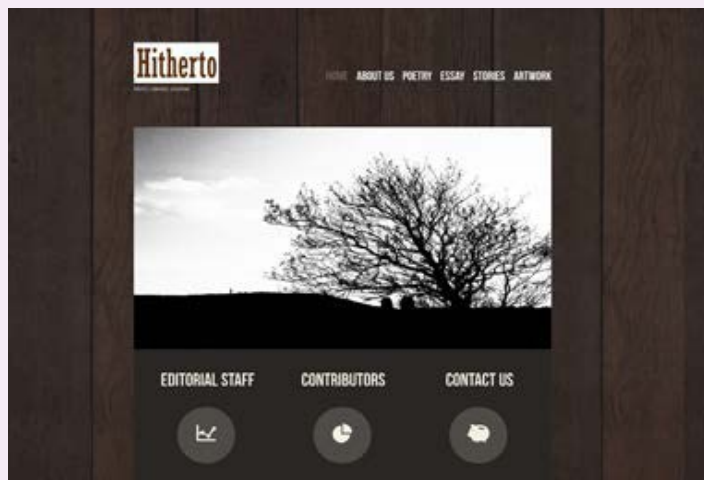
Mr. Kreingkrai Kanjanapokin, Co-founder and CEO of Index Creative Village Public Company Limited, noted that creativity comes from loving one’s job. His advice: To achieve happiness, we should not just view everything in business terms.



HLD Projects & Activities

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.



ASIAN Film *Fest*

The Humanities and Languages Division held its annual Asian Film Festival in the college auditorium last June. Thai, Chinese and Japanese films (with English sub-titles) were screened free of charge. The list included *Forever Enthralled*, and *Go, Lala, Go!* (Chinese); *Arrietty*, and *Love and Honor* (Japanese); and *The Outcry* and *Uncle Boonmee Who Can Recall His Past Lives* (Thai).



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.

SEA Studies Conference

Social Science division, 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."**

MAHIDOL-UKM 5
THE 5th THAI-MALAYSIAN
INTERNATIONAL CONFERENCE ON SOUTHEAST ASIAN STUDIES

"Re-Making Historical Memory in Southeast Asia"

1-2 December 2011

Venue:
Salaya Pavilion Hotel and Training Center
Mahidol University International College (MUIC)
Salaya Campus, Nakhon Pathom, Thailand

Keynote speakers:
Prof. Dr. Charnvit Kasetsiri
Asst. Prof. Dr. Michael Montesano

Jointly organised by:
Social Science Division, Mahidol University International College, Thailand &
Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia

Timeline:

| Conference deadline | Registration Fee | Non-Thailand based | Thailand based |
|--|-----------------------------|--------------------|----------------|
| Submission of Conference Paper Title: 30 June 2011 | Early Registration: USD 120 | USD 120 | USD 80 |
| Submission of Abstract: 31 August 2011 | Late Registration: USD 150 | USD 150 | USD 100 |
| Notification of Acceptance: 10 September 2011 | Students: USD 60 | USD 60 | USD 40 |
| Registration: 30 September 2011 | Participants: USD 90 | USD 90 | USD 60 |
| Late Registration: After 30 September 2011 | | | |
| Submission of Final Paper: 14 October 2011 | | | |

For more information:
Ms. Hiranya Sirisumthum Email address: ssdmuc@gmail.com
Tel: +66 2 4415090 ext. 1713, 1712 FAX: +66 2 4410208
www.muic.mahidol.ac.th/conference/ssd

Lectures *on* SEA Affairs



The Social Science Division recently hosted two lectures as part of its Research Notes on Southeast Asian Affairs series. The first one, held on June 13, 2012, featured Dr. Monica Lindberg Falk, Vice Director and Senior Lecturer at the Center for East and Southeast Asian Studies at Lund University, Sweden. Dr. Falk talked on *"Women, Gender and Buddhism."* The second was held on June 25, 2012, with Prof. Robin Ramcharan of the College of Law at Alliance University in Bangalore, India, as the guest speaker. His topic was *"India's Look East Policy and Southeast Asia."*

THM Projects & Activities



Sustainable *Tourism* Event Management

To learn more about the success of the Thai tourism industry, 22 delegates from 10 African countries recently participated in the Sustainable Tourism Management Project that ran from May 27 to June 24, 2012, co-organized by **MUIC and the Ministry of Foreign Affairs' TICA (Thailand International Development Cooperation Agency)**.

The Tourism and Hospitality Management Division and the International Network Development Section came up with a program that gave the participants an opportunity to be introduced to how Thai tourism works through a month-long series of seminars and workshops on topics such as sustainable tourism, tourism economics, tourism destination development, Green tourism, eco- and cultural tourism, hotel management, and others. Billeted at the Salaya Pavillion Hotel, the participants went on field trips to Nakhon Pathom, Ayutthaya, and Hua Hin and toured several hotels, museums and tourist shopping areas.

The participants, who came from Botswana, Ethiopia, Madagascar, Malawi, Morocco, Mozambique, Namibia, Senegal, Sudan and South Africa, are themselves executives and staff members of their respective countries' Ministries of Tourism.



THM *Senior* in IMEX

A graduate student in Tourism and Hospitality Management was sent as one of three Thai representatives to the 2012 IMEX Future Leaders Forum in Frankfurt, Germany from May 22 to 24, 2012.

Ms. Czarina Laya Tanprasert said she learned a lot from attending the premier international exhibition of the Meetings, Incentive, Conferences and Events (MICE) industry. She was able to meet major industry players in their respective booths and attended several seminars.

Ms. Tansprasert, along with 65 other university students from Bangkok, had joined the local Future Leaders Forum where they competed for three prize slots to the IMEX event in Germany

Senior Projects

| No. | Project Title | Student Name | Advisor Name & Institute |
|-----|---|--|--------------------------------------|
| 1 | Identification of volatile compounds in fresh and dried basil leaves | Ms. Shubnam Sakdsrinarang | Dr. Nirutchara Laohaprasit |
| 2 | Lactobacillus Plantarum isolated from fermentd Chinese cabbages produces bacteriocin active against gram-positive bacteria and gram-negative bacteria. | Ms. Thanyaporn Srimahaeak | Assoc. Prof. Saovanee Chancharoensin |
| 3 | Production of Cheesecake applying pumpkin as a fat replacer. | Ms. Kwanchanok Kanjanatit Ms. Nattawadee Thanamahamongkol | Assoc. Prof. Chanida Hansawasdi |
| 4 | Effect of modified starch on freeze-thaw stability and sensory characteristics of frozen product. | Mr. Natthawut Trirattanachai | Assoc. Prof. Chanida Hansawasdi |
| 5 | Modification of slowly digestible and resistant tapioca starch for diabetes treatment using physical, and chemical techniques | Mr. Paron Suksmith | Assoc. Prof. Chanida Hansawasdi |
| 6 | Genome-wide association and kidney stone disease in northeastern Thai population | Mr. Thanakorn Pungsrinont | Prof. Dr. Pa-thai Yenchitsomanus |
| 7 | The noise level of drag racing cars which compete on the drag racing events at Bangkok Drag Avenue, Pathumtani Province | Mr. Kazis Kesjutharat | Asst. Prof. Luepol Punnakanta |
| 8 | Medicinal effectsof alpha-mangostin on thioacetamide-induced cirrhotic rats. | Ms. Lea Perret | Assoc.Prof. Wisuit Pradidarcheep |
| 9 | Laboratory-scale Bioremediation experiments on oil-contaminated soils by using Micrococcus luteus | Ms. Pairin Seelakhan | Assoc. Prof. Prayad Pokethitiyook |
| 10 | High resolution substrate monitoring of the coral reefs of Koh Tao, Thailand | Ms. Tharnrin Otsiriyanon | Dr. Wayne Phillips |
| 11 | Identification of chicken DNA using Cytochrome B gene | Ms. Hui-Yi Saechen | Assoc. Prof. Nathinee Panvisavas |
| 12 | Study on Phytochemicals and Angiotensin Converting Enzyme (ACE) Inhibition in Peel and Juice Extracts of Fresh Pomegranate and Pomegranate Tea Product. | Ms. Mintra Opasiamkajorn | Assoc. Prof. Chanida Hansawasdi |
| 13 | In vitro distribution of deferiprone (L1) in blood comparyment: an investigation of concentrations in serum and red blood cells. | Mr. Chaichana Ambhorn-klinkaew | Asst. Prof. Noppawan Phumala Morales |

| No. | Project Title | Student Name | Advisor Name & Institute |
|------------|--|---|---|
| 14 | The effects of media on growth of <i>Dendrobium Heterocarpum</i> Lindl. Photocrom-like bodies. | Ms. Kornpat Chevanintakul | Assoc. Prof. Kanchit Thamsiri |
| 15 | Antifungal properties of chitosan nanoparticles loaded surfactin produced from <i>Bacillus subtilis</i> B03 on <i>Phytophthora palmivora</i> and <i>Curvularia aeragrostidis</i> | Ms. Lalit Sae-ung | Asst. Prof. Patana Thavipoke |
| 16 | Green fluorescent protein (GFP) reporter for miRNA target identification. | Ms. Nahatai Chiangpradit | M.L. Saovaros Svasti, Ph.D. |
| 17 | Determination of phenolic content, antioxidant and hypertension activities extracts from medicinal plants. | Mr. Nonthavat Supasansanee | Assoc. Prof. Chanida Hansawasdi |
| 18 | Formulation of a dietary fiber enriched cake-type doughnuts containing corn silk. | Ms. Siriporn Tantiwanitcharoen Ms. Kanokporn Chalermklapvoraboon | Asst. Prof. Anadi Nitithamyong |
| 19 | Isolation and Characterization of bacteria in salt and sour Chinese fermented cabbage. | Mr. Viroj Satchamongkhon | Assoc. Prof. Saovanee Chancharoensin |
| 20 | Human cord blood as an alternative source of red blood cells for <i>P. falciparum</i> in vitro continuous cultivation and gametocyte production. | Ms. Bhasmukh Kamme | Dr. Jetsumon Prachumsri |
| 21 | Development of oral rehydration sodium chloride (ORS) | Mr. Ezra Kraipasong | Dr. Nirutchara Laohaprasit |
| 22 | Lactic acid and bacteriocin production of <i>Lactobacillus plantarum</i> KV1 cultivated in a low-cost medium. | Ms. Ilada Fongkete | Assoc. Prof. Saovanee Chancharoensin |
| 23 | The effect of germination conditions on physicochemical properties and antioxidant values of germinated riceberry flour. | Ms. Pintip Sevikul Ms. Supitsara Darapong | Asst. Prof. Pornrat Sinchaipanit |
| 24 | Formulation of high fiber spread product from <i>Perilla</i> (<i>Perilla frutescens</i>) seeds. | Ms. Pitchaporn Thanakiatkai Ms. Voramon Kaewketthong | Asst. Prof. Pornrat Sinchaipanit |
| 25 | Fortification of purple sweet potato (<i>Ipomoea Batatas</i> (L.) Lam.) Bun. | Mr. Pitipat Wiwatchaikamol Ms. Pitiya Tongkowon | Asst. Prof. Pornrat Sinchaipanit |
| 26 | The study on the fermentation of coconut water from coconut (<i>Cocos Nucifera</i>) and the effect of Thai sweeteners supplement. | Mr. Prachana Chuklin | Assoc. Prof. Saovanee Chancharoensin |
| 27 | HACCP plan for frozen <i>Tilapia</i> production. | Mr. Salman Waheed Awan | Asst. Prof. Sitima Jittinandana |
| 28 | Potential utilization of pineapple waste for production of cellulosic ethanol and other products. | Mr. Saran Manchanda | Assoc. Prof. Saovanee Chancharoensin |

| No. | Project Title | Student Name | Advisor Name & Institute |
|-----|---|--|--------------------------------------|
| 29 | Degradation of dry leaves and twigs with crude enzyme from <i>Aspergillus niger</i> (AK 10) culture. | Ms. Sirikaan Prachumyaat | Assoc. Prof. Saovanee Chancharoensin |
| 30 | Modified Polyethylene as a Detector for Lead (Pb) Contaminants. | Mr. Sukhvinder Singh Khanuja | Dr. Chayanant Hongfa |
| 31 | Hepatoprotective effects of alpha-mangostin on thioacetamide-induced rats. | Ms. Sunhwa So | Assoc. Prof. Wisuit Pradidarcheep |
| 32 | Extraction of reducing sugar from fresh leaves and twigs to test if it supports growth of bacteria and fungi. | Ms. Sunisa Gambhir | Assoc. Prof. Saovanee Chancharoensin |
| 33 | The perception and understanding of Mahidol University students on friendly nutrition labeling between monochrome and color-coded RDI. | Ms. Tanyarat Wongwaiwisan | Asst. Prof. Prapaisri Sirichakwal |
| 34 | Histopathological study of <i>Moina macrocopa</i> on the effects from sub-acute toxicity test of lead, calcium and iron. | Mr. Verachai Wong | Asst. Prof. Wannee Jiraungkoorskul |
| 35 | Application of bitter taste blocker agent to mask bitter taste from Prednisolone in medical prescription. | Ms. Chalisa Satjayakorn Ms. Puthita Kaewrathtanapattama | Dr. Nirutchara Laohaprasit |
| 36 | Production of Phytochemical enriched cream soup from sweet potato. | Ms. Chih-yu Wang | Assoc. Prof. Chanida Hansawasdi |
| 37 | Enzyme engineering of esterase by error prone mutagenesis. | Ms. Kamolchanok Thippayasanti | Dr. Suvit Loprasert |
| 38 | A one-pot synthesis of Cyclic Dipeptides via cascading amination of esters | Mr. Watsuwach Wongjan | Asst. Prof. Pakorn Bovonsombat |
| 39 | Synthesis of marine sponge bacteria metabolite 3,5-dibromo-2-(3,5-dibromo-2-methoxyphenoxy) phenol, via coupling 2,4-dibromo-6-methoxybenzene and 2,4-dibromo-6-methoxyphenol using hypervalent iodine. | Ms. Weerawan Kunpitakwattana | Asst. Prof. Pakorn Bovonsombat |
| 40 | Development of simple process for Biocontrol medium preparation. | Mr. Yuthana Kongprachaya | Assoc. Prof. Saovanee Chancharoensin |
| 41 | Direct Ortho Iodination of Phenol | Ms. Natthaya Somphornsuksawat | Asst. Prof. Pakorn Bovonsombat |
| 42 | Cloning and selection of a thermostable lipase variant of Lipase P1 in a thermophile <i>Thermus thermophilus</i> . | Mr. Phumsit Sawangphatthanakul | Dr. Suvit Loprasert |
| 43 | Analysis of <i>Bacillus Subtilis</i> enzymes activity depending on temperature and pH factors. | Ms. Alexia Ducousso | Assoc. Prof. Saovanee Chancharoensin |
| 44 | Decolorization of dyes used in textile industry by fungi isolated in Thailand. | Mr. Chan Pin Hu | Dr. Edward Grand |

| No. | Project Title | Student Name | Advisor Name & Institute |
|-----|---|--|--------------------------------------|
| 45 | Ex situ conservation of a valuable herbal terrestrial orchid <i>Anoctochilus roxburghii</i> through in vitro propagation technique. | Ms. Chongdee Yingviriya | Asst. Prof. Patana Thavipoke |
| 46 | Effects of temperature and pH on the activity of Cellulase Mannanase and Xylanase by <i>Bacillus subtilis</i> . | Ms. Flavie Drouart | Assoc. Prof. Saovanee Chancharoensin |
| 47 | Long-tailed Macaques (<i>Macaca fascicularis</i>) of Suk Sawat Bangkhunthian road. | Mr. Kiatgawin Chatpiyaphat | Dr. Ramesh Boonratana |
| 48 | Enzyme inhibition of <i>Bacillus subtilis</i> as a tool for water toxicity testing | Mr. Pruck Sombatrattanakul | Asst. Prof. Patana Thavipoke |
| 49 | Development of Low cost Enriched Media for Bacteria Cultivation. | Ms. Sasikarn Daphne Blendel Hingert | Assoc. Prof. Saovanee Chancharoensin |
| 50 | Identification of volatile compounds in fresh finger citron's peel and polemo's peel | Mr. Sirapak Hongwattanakul | Dr. Nirutchara Laohaprasit |
| 51 | Lipid productivities of marine microalgae <i>Tetraselmis</i> sp. At various initial nitrate concentrations. | Mr. Sopanat Jenjirathitikarn | Assoc. Prof. Prayad Pokethitiyook |
| 52 | Endocrine disruption effect of soybean (<i>Glycine max</i>) to male guppy (<i>Poecilia reticulata</i>) | Mr. Chitrasak Kullapanich | Asst. Prof. Wannee Jiraungkoorskul |
| 53 | Determination of cell viability in Arsenite-treated in Kidney Cell Line (HEK293) | Ms. Praew Tantivanich | Dr. Panida Navasumrit |
| 54 | Analysis and Design of Apartment Management System | Ms.Pornteera Imsuwansakorn | Asst. Prof. Prachuab Vanitchavan |
| 55 | Japanese Learning Application on Mobile Phone | Mr. Prince Sribusakorn Mr.Puttipong Praecharoenwatna Mr. Cao Huu Quoc Minh | Dr. Kittaya Leelawong |
| 56 | Personal Rax calculator apps on iPhone | Mr. Sarun Kayarunsuth | Mr. Poramin Bhenganan |
| 57 | Twitter Tweeting & Logging System | Mr. Chi-feng Hsu | Dr.Boonyanit Mathayomchan |
| 58 | Visualize Social Network Pattern of Thai Twitter Users | Mr.Patchphol Asawasomphol Mr.Warut Tantanasarid | Dr.Boonyanit Mathayomchan |
| 59 | Number System Conversion Learning Program | Mr. Mana Kulchon Mr.Pakorn Silthamphithak | Dr. Kittaya Leelawong |
| 60 | Quick Sort Learning Tool | Mr.Nitipong Chaipacharaporn Mr.Nutthapong Noosaeng | Dr. Kittaya Leelawong |
| 61 | Support Vector Machine (SVM) and Non-Negative Matrix Factorization algorithms comparison | Mr.Phuriphong Wongpaisalsup Mr.Thanakorn Ratanauradin | Mr. Poramin Bhenganan |
| 62 | Analysis and Design of Student Registration System | Mr. Wisarut Suddee Mr. Nattapol Narumit Ms. Chitlada Kullapanich | Asst. Prof. Prachuab Vanitchavan |
| 63 | Home Hazard Learning Application | Mr. Witawat Vannapin Mr. Pawat Teerachutporn | Dr. Kittaya Leelawong |

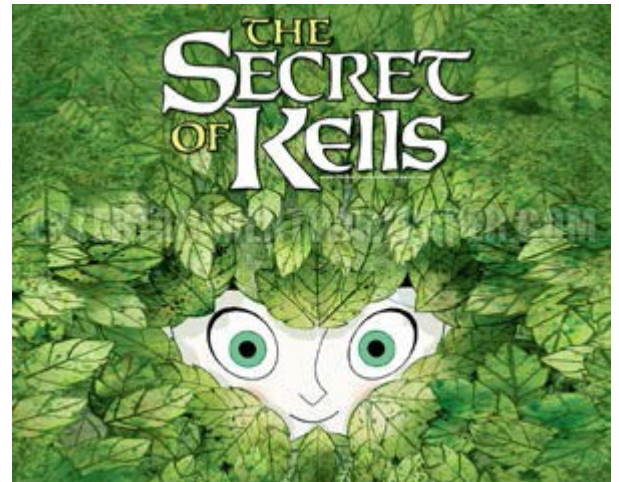
| No. | Project Title | Student Name | Advisor Name & Institute |
|------------|--|--|---|
| 64 | Latent Semantic Indexing (LSI) vs Support Vector Machine via (LSI) | Mr. Samabat Assavarujikul Mr. Theerat Promsivarak | Mr. Poramin Bhenganan |
| 65 | Computer Aided Rehabilitation Game Using Body Movement | Mr. Po-Lin Wu | Dr. Boonyanit Mathayomchan |
| 66 | Automatic Website Monitoring System | Mr. Charlie Chinroot | Dr. Boonyanit Mathayomchan |
| 67 | Teaching Record Management System | Mr. Teerawut Rambutra | Dr. Boonyanit Mathayomchan |
| 68 | Database and Web Design for Toxicology Department, Siriraj Hospital | Ms. Harpreet Kaur Gandhi Ms. Sirirat Umchanjit | Mr. Poramin Bhenganan |
| 69 | iPhone Application: Augmented Reality Map for Mahidol University | Mr. Peerasin Vasinrapee | Dr. Boonyanit Mathayomchan |
| 70 | PlantDB: A Home Gardening and Landscape Architecture Helper | Mr. Chawin Tantirungkit | Dr. Pongsakorn Saipetch |
| 71 | Making efficient dye-sensitized solar cell with Aluminium foil | Mr. Rishab Krishna Shrestha | Dr. Santi Wattayon |
| 72 | Development of Automates solar cell measurement system for efficient data collection | Mr. Rishab Krishna Shrestha | Dr. Santi Wattayon |
| 73 | Real time open circuit voltage measurement of solar module | Mr. Rishab Krishna Shrestha | Dr. Santi Wattayon |
| 74 | Students' Academic Performances on Intensive Mathematics (ICNS 101) | Mr. Washirasak Charoenhiruntorn | Assoc. Prof. Taweeratana Siwadune |

FAA Projects & Activities

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."



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.



Short Films, Animation on Exhibit

Eight senior projects (five short films and three short animated films) of the Fine and Applied Arts Division's Entertainment Media

Program were selected recently for exhibit at Ploy Seang 9, one of the major events under the "**Creative Thailand Project**," offering an opportunity for university graduates to display their creative works. These include: Photoshop by Mr. Sopolnawitch Achira Ponglamjiak; Hereafter by Mr. Kanpoj Kornpariphan; The Letter by Ms. Jutawan Boonsopit; Youth by Ms. Sutthinan Ampornchatchawan; The Darkness by Ms. Arisara Poolvorak; Destiny by Ms. Thanpatsorn Prasatsuporn; Free Up by Ms. Natcha Chaiwongrote; and Illumination by Ms. Panpilas Pitayanon. The exhibit ran from May 3 to June 17, 2012, at the TCDC and from June 25 to July 3 at Central World.

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.

Little *Big* Film Festival

The Fine and Applied Arts Division recently held its annual Little Big Film Festival, featuring short films from the Advanced Film Production class of Ajarn Bryan Ott, 2D and 3D animated films made by the students of Ajarns Aaron Schmidt and Millie Young, selected music videos from the class of Ajarn Rachain Tongsir, and a photograph exhibit from the photography class. The festival ran from 1:00 to 4:00 pm on June 28, 2012, in the Mini-Theater at the Mahidol Learning Center.



MAX 2012

The Fine and Applied Arts (FAA) Division held this year's Media Arts Exhibition (MAX) from August 30 to September 2, at the Bangkok Art and Culture Center. The event's highlights included the screening of senior students' final projects in the Entertainment Media (animation, film and TV) and Communication Design Programs. Big names in Thailand's entertainment industry also graced the event and shared insights with the audience. They



included TV and movie stars Siraphan Wattanjinda, Peter Chaianam, Arak "Pae" Amornsupasiri, Pasaweepitch "Kree" Passaweepitch, Gandon "Faris" Akhazzan, Kannarun "Prang" Wongkhajornkai, Klaokaew "Jean" Sinthepadon, director Vasin Pokpong, and animation studio executive Auchara Kijkanjanas.

Internationalization

International Relations

The total number of MUIC's partner universities reached 75 recently when it signed an agreement with Lucerne University of Applied Sciences and Arts of Switzerland. The new partnership would enable the two parties to enjoy academic and research collaboration in addition to student, faculty and staff exchanges.

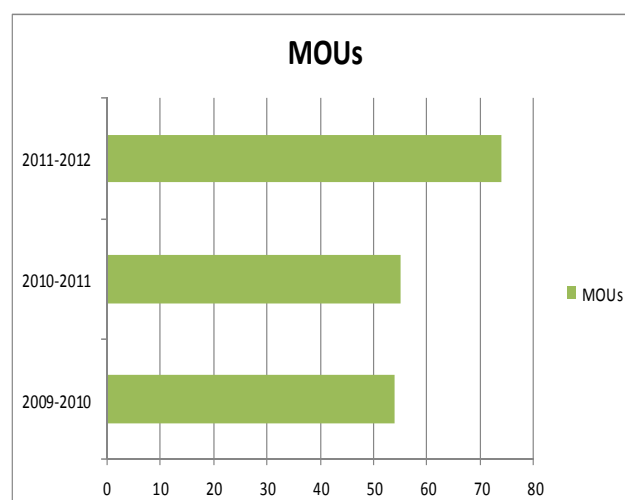
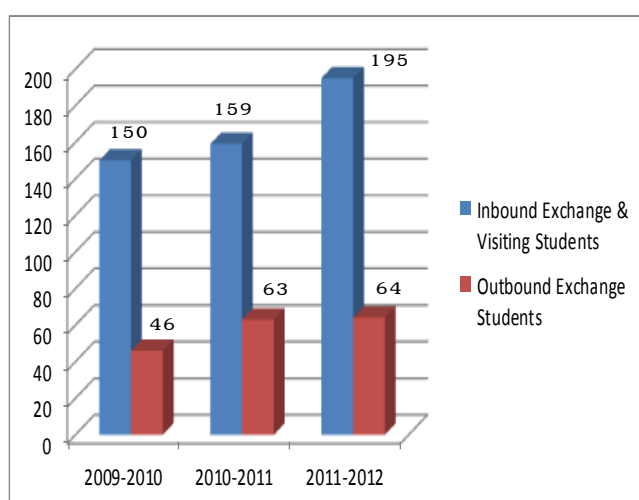


The agreement was signed on July 24, 2012

As part of the recently signed pact, MUIC welcomed Prof. Jürg Stettler, Deputy Dean, Head of Research, and Head of the Institute of Tourism ITW, of the Lucerne School of Business. A visiting faculty, Prof. Stettler gave special lectures on Tourism and Hospitality Management to MUIC students from August 3 to 23, 2012

MUIC has 29 partner universities in Europe, 20 in North America, 17 in Asia, 7 in Oceania, and 2 in Latin America. It is also part of the ASEAN University Network, linking it with 22 universities from Southeast Asia.

International Relations Performance in the past 3 years



Thai Language and Culture

Thai Language and Culture began in 2012 and is offered in August for two weeks for students from **Fukuoka Women's University** who are preparing to study abroad. An average of 10 participants take intensive Thai language classes on weekday mornings. The afternoons are reserved for cultural exchange classes and activities.



The cultural exchange component includes an introduction to Thai culture, its traditions and customs. Participants also have an opportunity to learn traditional Thai dance as well as Thai cooking and engage in field trips to Bangkok's celebrated tourist attractions, the Amphawa Floating Market, Hua Hin and Ayutthaya.

Plans are currently underway to extend the program to two weeks and offer English at its onset so that participants can more readily adjust to MUIC's

English-speaking environment.



MUIC conducted a meeting in 2012 to promote sustainable tourism management for African countries, an effort that eventually resulted in the Sustainable Tourism Program, administered by MUIC under an operating budget from the Thailand International Development Cooperation Agency.

The first program attracted 22 participants who function on the administrative and operational levels of the tourism sector. During their one-month stay at the Salaya Pavilion Hotel and Training Center, the participants attended classes based on sustainable tourism, which were taught by MUIC lecturers as well as guest lecturers from the Tourism Authority of Thailand, the Ministry of Tourism and Sports and other institutions that provided expertise on special topics such as medical tourism.

Apart from formal instruction, participants engaged in a number of field trips to hotels, organizations and agencies in and around Bangkok and its surrounding provinces. The excellent feedback from the participants ensured that the program will continue into 2013 and become an annual feature.



Research

Projects & Activities

The 1st – 3rd TEA, COFFEE, COOKIE, AND RESEARCH 2012 (Research Roundtable)

The 1st: Titled "Opportunities for Interdisciplinary Research in MUIC", held on 30 March, 2012

The 2nd: Titled "Technique in Creating Academic Product", held on 29 June, 2012

The 3rd: Titled "Corporate Identity Design", held on 28 September, 2012



Diversity is a breeding ground for creativity and innovation. Mahidol University International College houses various academic disciplines and talents under one roof. The area of academic excellence spans from those of the Fine and Applied Arts to the Tourism and Hospitality to Biomedical Sciences. Such unique setting provides the opportunity for close collaborations between various academicians of wide-ranging fields. In order to facilitate such encounter, as well as making it a productive and significant experience, the MUIC Research and Development office has proposed the Research Roundtable Project as a forum where such alliance can take place.

Building Capacity for Research in Education Series: Session 1 – 4

Session 1: Titled "Introduction to Education Research", held on 6 October 2011

Session 2: Titled "Education Research Designs", held on 20 January, 2012

Session 3: Titled "Statistics Used in Education Research", held on 16 February, 2012

Session 4: Titled "Writing the Research Proposal", held on 15 March, 2012

It aims that after the training session, the participants of Building Capacity for Research in Education Training Series should be able to 1) Understand the concepts of research in education 2) Describe the different education research designs 3) Use basic statistics to analyze data concerning education research 4) Begin drafting a proposal to be submitted to the Research Office

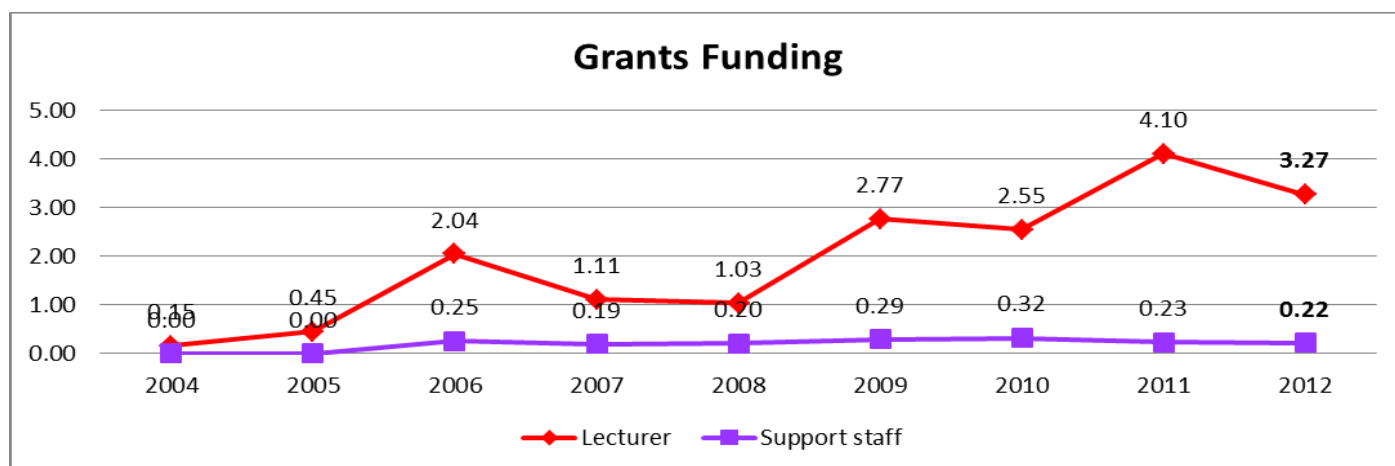
Routine to Research (R2R) Development session 1-3

It aims to create effective research atmosphere and encourage support staff to do research for routine development.



Number of research projects

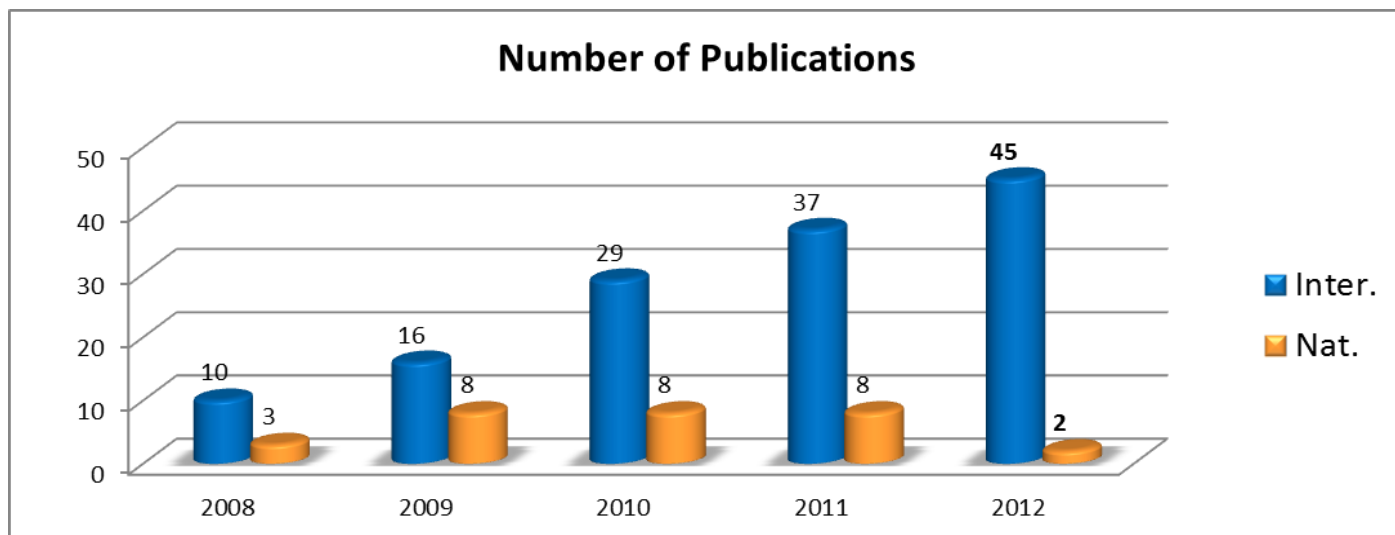
There are 169 projects (faculty, 121 projects + staff, 48) from 2008 to 2012



Number of publications

The percentage of MUIC Publications increased every year (national and international)

Publication per Faculty Member = 47:103 = 0.46:1



Expenses for Development and Research Incentive (2008 – 2012)

| Title | Number of Grants (Total Amount in THB) | | | | |
|---|---|------------------|------------------|------------------|------------------|
| | 2008 | 2009 | 2010 | 2011 | 2012 |
| Support for Presenting Paper | 673,858 | 324,112 | 916,863 | 1,041,355 | 1,136,912 |
| Publication Award | - | 420,000 | 430,000 | 920,000 | 3,775,000 |
| Special Compensation for Research/ Academic Projects (Top up) | - | 375,000 | 689,000 | 767,000 | 797,000 |
| RA/ TA | - | 220,000 | 627,000 | 1,009,418 | 1,298,000 |
| Training Provided | 153,971 | 58,174 | 655,581 | 72,508 | 85,756 |
| Total | 827,829 | 1,397,286 | 3,318,444 | 3,810,281 | 7,092,668 |

Academic Support Service

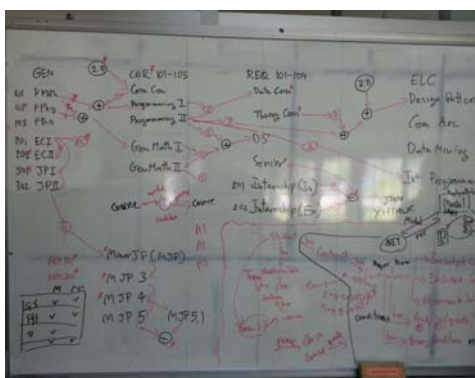


MUIC launched its Computer Lounge on March 1, 2012, in a ribbon-cutting ceremony presided over by Prof. Maleeya Kruatrachue, College Dean. The 2.5 million Baht Computer Lounge has 32 desktop PCs and 16 laptops and has a Wi-Fi hotspot. It can also be configured into a small conference room that can seat 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.

We renovated classroom to the Computer Lounge to meet the needs of our students in studying and exploring more information by installing the state-of-the-art equipment, such as, high efficiency computer terminals and high speed WiFi. The room itself is function able and adjustable with studying zone, research zone, and meeting zone.

Development of the Prototype OASIS 2

We started developing the Prototype OASIS 2 with the purpose of testing the system and weighing the possibility of getting the real system launched in the near future.



Improvement of the wired and wireless net- working system

We improved the wired and wireless networking system in order to increase its efficiency by replacing the UTP with fiber optic and changing the new wireless network in altogether 16 spots within the college.

Improvement of the database server

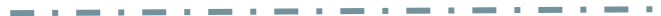
We improved the database server by increasing the server speed in order to service more clients. This also included the development of the database back-up system and the prevention of hacking attacks.



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.

Library: *before* renovation



Library: *after* renovation



New MUIC library

The renovation of the MUIC Library was successfully completed in 2012 with a budget of about 10 million baht. It was renovated from September 2011-March 2012. The renovation included refurbishing all new study areas, renovating the stacks keeping the books, back issue of journal and magazine collections, replacing the roof, lights, air conditioners, and all new furniture. We also offer a variety of spaces for 81 new individual seats and 68 collaborative study seats for our new library.



Library Resources

MUIC Library provides information resources and services in support of education. The MUIC Library is responsible for providing, collecting, preserving, servicing and distributing several kinds of books, journals, newspapers, audiovisual materials, CD-ROMs, and online resources which are accessible to databases both inside and outside the campus. MUIC library aims to provide support for academic needs in accordance with the college's mission and objectives.

Library Services

One Stop Service

Our experienced library staffs are able to deal with enquiries quickly and efficiently in comfortable surroundings. It is our aim that all user needs for library services can be met in just one place.

Language Lab

The lab's objective is to help all students improve their language. It provides 10 work stations for students to work on required class activities that include careful listening as well as pronunciation and speaking practice.

Group Study Rooms

A total of 4 group study rooms are available in the MUIC Library. They are designed to facilitate and encourage students to engage in collaborative work. The rooms provide discussion and study space for groups of 3 to 8 students.

Audiovisual Viewing Rooms

Two Audiovisual Viewing Rooms offer a quiet viewing and listening space with a TV and DVD player for students, faculty and staff to use multimedia resources.

Following MUIC's mission to excel in multidisciplinary education in the liberal arts and selected professional fields in order to prepare global citizens for the 21st century and transform knowledge into action and contribute to society, MUIC serves students in three important aspects: **Student Services and Welfare**, **Student Development and Alumni Affairs and Career Development**. We want our students to use their college years to gain important life experiences and to use those experiences for their personal development. At the same time, MUIC want to make those formative years enjoyable as well.

To reach this goal, the college provides full financial and moral support for student activities. This support allows students to learn essential life skills such as communication, leadership, time manager, teamwork, responsibility and be successful in their respective fields.

In 2012, MUIC organized a range of extra-curricular activities in the following areas:

Summary of Student Activities

| No. | Details of Activities | Number of Activities | Number of Participants | Amount Used (Baht) |
|--------------|--|----------------------|------------------------|---------------------|
| 1 | Preservation of Arts and Culture | 4 | 944 | 185,979.00 |
| 2 | Enhancement of Student Morals | 12 | 3654 | 2,230,073.00 |
| 3 | Academics | 20 | 827 | 592,238.00 |
| 4 | Sports | 21 | 1338 | 406,456.00 |
| 5 | Developing Skills and Competencies | 58 | 3965 | 775,295.00 |
| 6 | Preservation of Nature and Environment | 5 | 84 | 37,558.00 |
| 7 | Social Services | 18 | 1218 | 321,227.00 |
| 8 | Others | 8 | 1704 | 507,181.00 |
| Total | | 146 | 13734 | 5,056,007.00 |

There were a total of 146 activities with financial support of 5,056,007 Baht. Furthermore, MUIC encouraged students to participate in several competitions and conferences on the national and international levels to promote the name and prestigious reputation of our college.

Our students won a total of 14 prizes, 8 within Thailand and 6 from abroad. **71 of our students also helped organized activities internationally.**

STUDENT ACHIEVEMENTS

Bayer Young Environmental Envoy (BYEE)



Mr. Aekarak Sethi and Ms. Bhinyaporn Pattanasethanon were selected as the young ambassadors. They were invited to visit the Bayer Headquarters in Leverkusen, Germany, a week-long study trip (from 16 to 21 October 2011) to learn about environmental management of Bayer and other state agencies in Leverkusen which was organized by a global cooperation between Bayer and the United Nations Environment Programme (UNEP). The young ambassadors came from 18 countries worldwide and visited the Bayer's headquarters, the city council of Leverkusen and state agencies that achieved in terms of environmental concerns.

APAIE 2012

51 MUIC students were selected as the volunteers at the **"APAIE 2012: International Education Conference and Exhibition"**, on April 4-6, 2012. APAIE's 7th annual conference was an excellent opportunity to meet and have discussion with the academic peers from major universities abroad, learn and explore new ideas and have access to valuable networking opportunities.



Ms. Pakjira Thongpakdi won the silver medal from 39th Songklanagarind Games in "Horse Riding" on May 1-8, 2012, at Prince of Songkla University

BBA in L'Oreal Brandstorm

Two teams from MUIC's Young Business Professional Club were declared first and second runners-up, respectively, in the L'Oreal Brandstorm 2012, competition held on May 4, 2012, at The Bangkok Club, Sathorn City Tower. The first runner up team, Top Shop, was composed of Ms. Swita Wesetrat, Ms. Puree Rityingyong and Mr. Thanarach Jantunyarux. On the other hand, Ms. Karn Piluntanadilok, Ms. Chayanis Nimvachirasoonthorn and Ms. Nattha Ulit, comprised the second runner up team, the KCA. The business competition called for the contestants to act as the brand manager of the Body Shop (a brand under L'Oreal Co.) and come up with a situational analysis, new product lines, marketing communication plan and new store decoration. This time they worked with both L'Oreal and its ad agency, Publicis.





Ms. Sakotkarn Thanadsornsarn and Ms. Tanya Ratanatumawat were selected as volunteers to participate at the **"The 68th session of the United Nations Economic and Social Commission for Asia and the Pacific"**. The annual session of the ESCAP was held at the United Nations Conference Centre in Bangkok from 17 to 23 May 2012. This year's theme of the sixty-eight session was "Growing Together: Economic Integration for an Inclusive and Sustainable Asia-Pacific Century".

Buddhism

Award and Certificate

Mr. Kanapat Chaermpanth received **award and certificates** for student by the Buddhist Association of Thailand, on May 19, 2012; this reward was arranged for a person who is Buddhism in the respect and good behavior. The aim of this project is to recognize and honor a young Buddhist who is encouraged to strive and to be a good person.



Mr. Nattawut Wetprasit, Mr. Aekarak Sethi, Ms. Thanita Poonkulpong, Mr. Pobek Pornpongmetta, Ms. Kwanchanok Kanjanatit, Ms. Nattawadee Thanamahamongkol Mr. Karin Kunjana Ayudhya and Ms. Arisara Vilaisampan were selected as volunteers at the **"World Economic Forum (WEF) on East Asia 2012"**, on 30 May - 4 June, 2012.



The purpose was to discuss how senior decision-makers can shape the region's future opportunities while creating the models for improved risk management and sustainable and equitable growth. The 21st World Economic Forum on East Asia was an exceptional opportunity not only for leaders from the ASEAN region, but also for those who see in the Asian countries a major evolving geopolitical and geo-economic pillar of the global economy.

6th World Youth Congress

Mr. Aekarak Sethi was selected to participate at the **"6th World Youth Congress"**, on June 4-13, 2012. The WYC is a Youth-Led Sustainable Development program. This refers to community improvement projects designed and delivered by young people aged 18-30 who are usually working as **volunteers**. YLSD often provides a young person's first experience of designing and implementing a social or commercial enterprise or charitable action in their community.



ASEAN Student Leader Forum 2012



Ms. Phonthip Chaisrisoponkit and Mr. Nattawut Wetprasit were selected to attend the **"ASEAN Student Leader Forum 2012"**, on June 22-25, 2012. Role of student leaders are responsible not only within the students' network but also the university given that they are also part of community. Student leaders represented the university to share ideas and thoughts on the students' governing body as well as to build a network among student leaders from ASEAN university.

ASEAN Millennium Leaders : CLMV

College Student Exchange Program

Mr. Shin Than was selected to participate in the **"ASEAN Millennium Leaders : CLMV College Student Exchange Program"**. The program offers exchange scholarships for 20 undergraduate students from ASEAN to study at Daejeon University, the Republic of Korea. ASEAN Economic Community visions a free flow of capital, stable and equitable economic development, at the same time reducing poverty rate and socio-economic disparities by creating a competitive region with a free flow of investment, goods, services and skilled labor. In implementation of these goals, young people have to take a role in enhancing competitiveness, innovation capability and profitability of the people in ASEAN-ROK region.

13th AUN Educational Forum and Young Speakers Contest, Vietnam

Ms. Praiya Uranukul and Mr. William J. Jones (instructor) were selected to participate in the **"13th AUN Educational Forum and Young Speakers Contest"** during 24-30 June 2012 at Vietnam National University, Ho Chi Minh City, Vietnam, under the theme "Global Citizenship and Intercultural Competence". This forum is well - recognized as an annual activity of AUN, aiming to encourage ASEAN youths to gain a deeper understanding of the issues and challenges facing ASEAN and to encourage higher education cooperation towards ASEAN integration.

- Ms. Praiya Uranukul was ranked as the 8th speaker from 22 contestants at the **"Young Speakers Contest"**.

- Mr. William J. Jones attended the **"13th AUN Educational Forum"**.



Happy to be ASEAN Camp

Ms. Thanaporn Monga, Ms. Nistha Budskhonboonyawat, Ms. Namphech Phumthanaphat, Ms. Vipawee Mungkarndee, Ms. Chananporn Thavorntrakulkij, Ms. Pawitra Chuaychoowong, Ms. Natchaya Chalermpongs, Ms. Phanudee Khongkua, Ms. Natrada Sribuathong and Mr. Hyeonjun Jang were selected as volunteers to the **"Happy to be ASEAN Camp"** which is an ASEAN youth leaders travel and learning camp organized by the Research Institute for Languages and Cultures of Asia (RILCA) and is supported by the Office of the Higher Education Commission. The camp brings together student leaders from different ASEAN countries and create learning environment that enhances abilities in cross-cultural interaction and cooperation.



MUIC is also responsible for ICID 100 Freshman Seminar which is compulsory for all freshmen. Freshman Seminar aims to enhance the students' abilities in order to adapt themselves with the new environment as well as learning and understanding the different cultures in the College. Furthermore, students will have an opportunity to study new technologies which are useful for students themselves and also emphasizes on their personal enhancement. In 2011, there were 650 students who participated in this course. The following were topics that students were required to take:

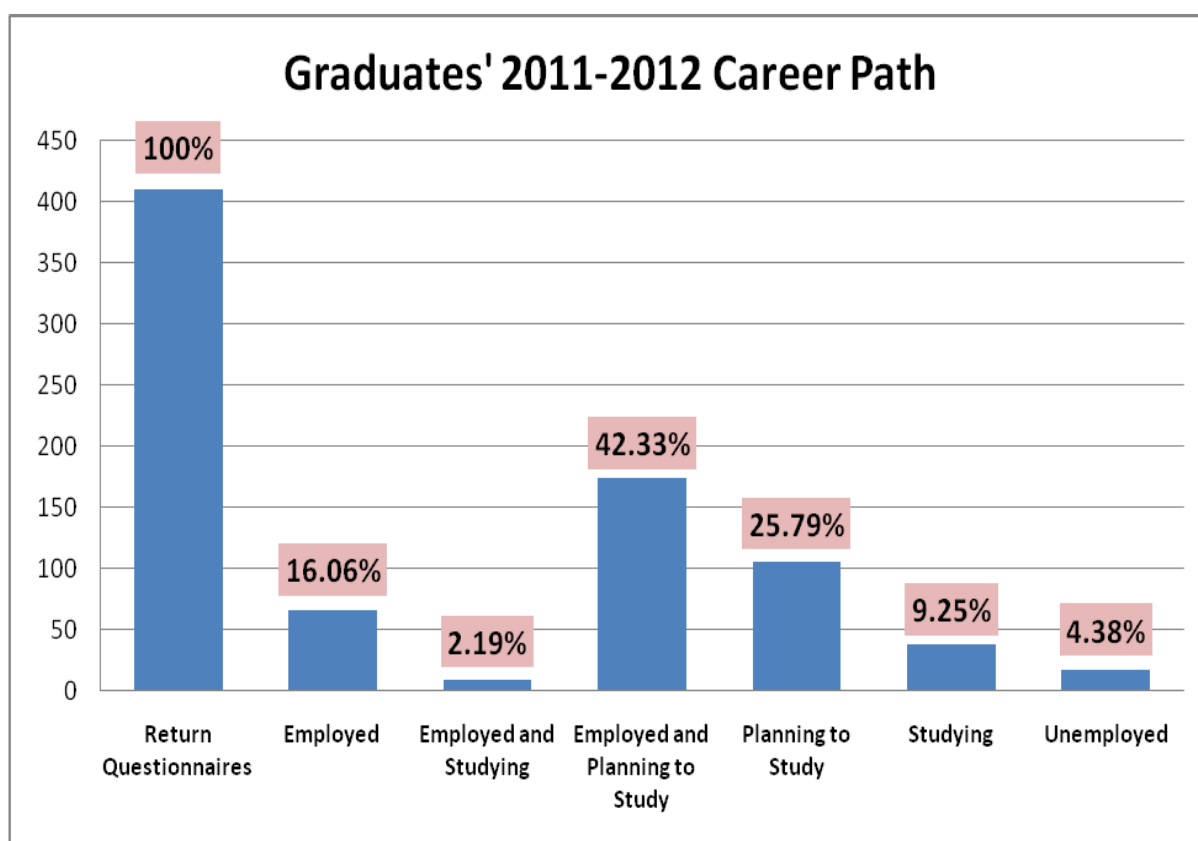
- ◆ **College Life; Maximizing College Life & Teacher's Expectations, Technology as Academic Experience Enhancement Tools, Cross-Cultural Experience in College life, Good Study Habits and Note Taking Strategies.**
- ◆ Table Manners and Etiquette; freshmen were trained in Table Manners and Etiquette. Students were able to adapt the techniques learnt to use in their daily lives and **also learn the proper etiquette in dining**. In accordance to the survey, it reveals that students are interested and **satisfied with** this activity.
- ◆ **Musical event; attending the musical event at the College of Music improves students' concentration, and at the same time students know how to be a good audience. They were given an opportunity to appreciate the art of Music.**
- ◆ University Tour; freshmen observe the location of each faculty in Salaya campus. In the previous year, freshmen had an opportunity to visit The Memories of Mahidol University and exhibitions. Moreover, Mahidol core values were stressed during the university tour.

Besides those activities, **MUIC granted 81 scholarships** (3,207,240 Baht), provided 102 students part-time jobs during their studies (169,727 Baht). A total of 3,376,967 Baht was granted to support and assist our students in 2012.

| No. | Name of Scholarship | Amount (Scholar) | Amount (Baht) |
|--------------|---|------------------|------------------|
| 1 | MUIC Entrance Scholarship (Highest Performance) | 5 | 432,400 |
| 2 | MUIC Entrance Scholarship (Outstanding Science Performance) | 1 | 72,000 |
| 3 | MUIC Financial Aid | 22 | 500,000 |
| 4 | MUICSA Scholarships | 23 | 306,000 |
| 5 | Global Community College (Nongkhai – Udonthani) | 1 | 144,260 |
| 6 | ASC Creating Good Citizens for the South | 3 | 228,000 |
| 7 | MUIC Young Ambassador Scholarship | 20 | 1,000,000 |
| 8 | Scholarship for International Student (Special Case) | 1 | 144,000 |
| 9 | MUIC Student Activities Scholarships (Debate Competition) | 1 | 51,420 |
| 10 | International Relation Scholarship (Thai - Bhutan) | 1 | 138,060 |
| 11 | Scholarship for Faculty and Staff's Children in MUIC | 2 | 175,100 |
| 12 | MUIC Student Activities Scholarships (Sport Competition) | 1 | 16,000 |
| Total | | 81 | 3,207,240 |

In the past academic year, Mahidol University International College Alumni Association (MUICAA) were actively involved in various activities such as MUIC Welcoming & Unity Camp, MUIC Training & Evaluation Camp, MUIC Final Touch 2012, to name a few. In the MUIC Final Touch 2012, it was one of the most prestigious events which we arranged a special talk for the MUIC graduates on the purpose of giving our recent them a glimpse of their career and educational path. The significant for the event was the invitation of 6 prominent alumni who work in the different occupations; hotel manager, airline pilot, university lecturer, NGO, businessman and news anchor to be guest speakers and gave out ideas and thoughts to the graduates.

MUICAA has also been constantly updating the MUIC Alumni database all through the year with the aim of keeping the alumni information up-to-date. Since the establishment of Mahidol University International College (formerly known as International Student Degree Program) in 1986, the college has witnessed nearly **5,200** graduates including **459** graduates from the past year. MUICAA has taken this occasion to conduct a survey in order to keep its recent graduates' information as accurate as possible by focusing on their career and educational path. The outcome has shown from the total number of the return questionnaires that the rate of graduates who employed, studying or planning to study was total **95.62%** which was slightly improved by **0.21%** from last year result.



In addition, MUICAA is enduring the strong rapport with its alumni by continuously distributing the newsletter as known as "Kaleidoscope". Almost **8,000** copies of Kaleidoscope were handed out approximately **2,000** copies quarterly to the alumni.

Academic Service

MUIC provide academic services in 3 categories follow by the differentiate of customers

1. Preparation Center for Languages and Mathematics

Writing Assessment IMPLEMENTATION

Throughout 2012, the PC director and coordinators improved the accuracy and reliability of writing assessment. The first step towards accomplishing this goal was to select an appropriate rubric. As many of the PC teachers are trained IELTS examiners, the IELTS part 2 public rubric was chosen. The director and coordinators held several norming sessions to ensure that teachers were marking reliably. At the end of each term, students received scores based on double blind marking, meaning that two



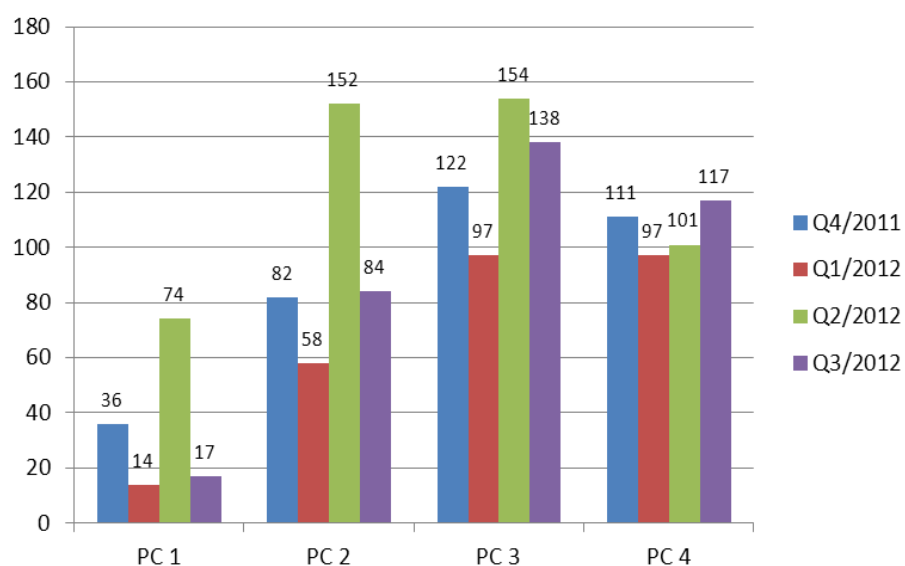
separate teachers marked each exam without knowing the student's name and without knowing the score given by the other teacher. The lower of the two scores was used. In cases where scores were significantly different (i.e., one or more bands apart on the IELTS scale) a third teacher marked the exam. Through this procedure, PC was able to eliminate bias and improve accuracy and reliability in marking.

AWARDS to Motivate students



PC has begun honoring outstanding students through the conferral of two awards: the Outstanding Contribution Award and the Outstanding Academic Achievement Award. Each award is given to one student in each of the four PC levels, for a total of eight awards given per term. At the end of each term, teachers nominate students for the Outstanding Contribution Award based on students' performance throughout the term. Teachers are encouraged to nominate students who have demonstrated a good work ethic and who are a positive influence on their peers rather than students who are strong academically. The Outstanding Academic Achievement Award is given to the student in each level with the highest overall score at the end of the term. The director gives the each student a certificate and gift during the orientation at the beginning of the following term. Through this process, PC has publicly recognized both diligent and academically excellent students.

The number of Students Enrolled in 2011-2012



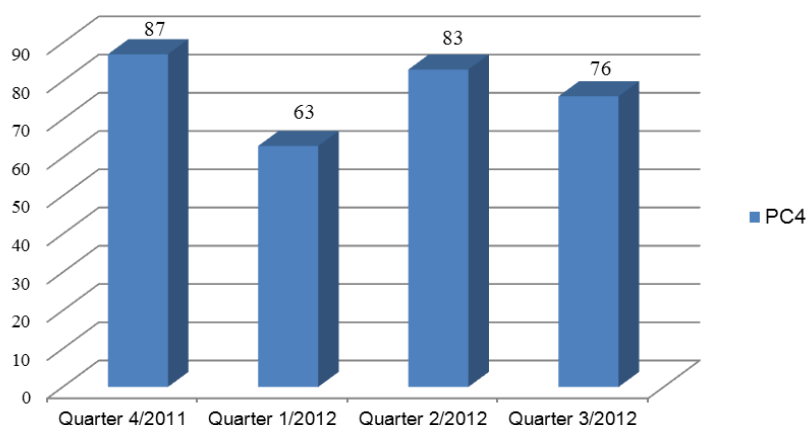
Due to the unprecedented flooding in and around Salaya, the quarter was extended to January, 2012. This extension of the quarter 4/2011, affected the 2012 calendar as PC shifted all four quarters in 2012. The number of students enrolled in 2011-2012 was 1,454 students. The enrollment has dropped slightly (4.2%) over the previous year's enrollment (1,518) because of the flood. The majority of students were in PC2, PC3 and PC4. In addition, there were no students who registered for the BP level in 2012 are as details below:

| Quarter | Number | | | | Total |
|--|------------|------------|------------|------------|--------------|
| | Level 1 | Level 2 | Level 3 | Level 4 | |
| 4/2011 (September 19, 2011 – January 13, 2012) | 36 | 82 | 122 | 111 | 351 |
| 1/2012 (January 30 – April 6, 2012)* | 14 | 58 | 97 | 97 | 263 |
| 2/2012 (April 30 - June 7, 2012) | 74 | 152 | 154 | 101 | 481 |
| 3/2012 (July 16 - September 21, 2012) | 17 | 84 | 138 | 117 | 356 |
| Total in 2011-2012 | 141 | 376 | 511 | 426 | 1,454 |

| Quarter | Total |
|--|------------|
| 4/2011 (September 19, 2011 – January 13, 2012) | 87 |
| 1/2012 (January 30 – April 6, 2012) | 63 |
| 2/2012 (April 30 - June 7, 2012) | 83 |
| 3/2012 (July 16 - September 21, 2012) | 76 |
| Grand Total | 309 |

PC4

The number of PC4 students who matriculated to MUIC



2. Salaya Pavillion Hotel and Training Center

Summary information of interns at SPH for the year 2011-2012 from October 2011 to September 2012, totality of 3 trimesters

| Record of Oct. 2011 to Sept. 2012 – 3 Trimesters - 3 Batches (Batch 48, 49 and 50) | | | | |
|--|----------------------|------------------------|-----------------------------|------------------------------|
| TOTAL Number of interns (person) | Male (person) | Female (person) | THM Program (person) | BBA Division (person) |
| 109 | 31 | 78 | 102 | 7 |

In general, there are approximately 35- 40 persons for each batch and they will be divided into 4 groups to be trained in 4 departments, which are front office, housekeeping, food and beverage and kitchen. The whole internship usually lasts 3 months and interns will spend 3 weeks or 144 hours in each department therefore, 4 departments in the period of 3 months is equal to 576 training hours. The content of the training is the fundamental work or a preparatory stage of hotel operation within 4 departments mentioned above.

In each group, there will be the intern-leader selected by their peers, 1 president and 3 vice presidents, 4 leaders in total. The election will be done at the third week of the internship; this is to allow group members to get to know one another within the first 3 weeks which are filled with practical work and several intensive training courses. Once those leaders are named, each of them will receive “president” or “vice president” pin to be placed above the name tag throughout their training period.

However, before the training begins, we usually organize a very informative and active orientation session, so that interns are well-prepared for their 3-month training lies ahead of them. Also, there are several training sessions offered, which are service behavior training, wine knowledge training, experience sharing session from outside expert (s), team building session as well as departmental training sessions by the SPH team. And, on their everyday life, they are assigned to work in shift with staff so as to face the real work and interact with the real guests for example check-in, check-out, caring guest rooms, servicing guests at food and beverage outlets as well as preparing and cooking food. All their job descriptions, class-room training and on-the-job-training are attempted to be placed in the most quality structure, and in some occasions; interns need to solve immediate problem and make fast decision by their own to ensure highest guest satisfaction.

Guest's Satisfaction

| Accommodation (the figure includes MU and outside guests) | 2010 | 2011 | 2012 |
|--|--|--------|--------|
| Number of guest (persons) | 10,600 | 11,124 | 15,033 |
| Guest's satisfaction | Adjusting the evaluation form from text to figure | 8.57 | 9.02 |

| Food and Beverage (the figure includes MU and outside guests) | 2010 | 2011 | 2012 |
|--|--|--------|--------|
| Number of guest (persons) | 11,086 | 14,000 | 10,011 |
| Guest's satisfaction | Adjusting the evaluation form from text to figure | 8.39 | 8.37 |

3. The Academic Service Section

The Academic Service Section organized 12 projects, including training programs, in-house training program, intensive English workshops and distributed MUIC academic products. The target groups consisted of high school students and employees in government and business. A total of 397 people participated in these academic service activities. The details are shown as follows:

| No. | Category | No. of Projects | No. Participants |
|-----|---|-----------------|------------------|
| 1 | Public Training | 8 | 185 |
| 2 | In-House Training | 1 | 69 |
| 3 | Youth Programs (Intensive English Programs) | 3 | 143 |
| | Total | 12 | 397 |

Training Program

The Academic Services Section conducted the training program, "Thai Language, Culture and Professional Ethics," for 28 foreign national teachers on September 6-8, 2012, at the Salaya Pavilion Hotel and Training Center.

A series of lectures, group discussions and demonstrations were provided by Ms. Arprporn Lemubok, Professor Wariya Chinwanno, Dr. Thanyalak Rujipak, Ms. Natanaree Posrithong, Dr. Marinee Suwanmoli, and Ms. Nettra Tevebanchachai. The participants not only learned Thai culture, language, and society in this course, but they also got to take a view of Thai architectures and textiles at The Anadasamakhom Throne Hall for the Queen's Arts of the Kingdom Exhibition.



Social Responsibility

Student activities as social services

Flood Relief Donation

Due to the incurred flood, the college gave helping hands to support victims of the disaster. The aim was to provide canned food, instant noodle, plastic bags, nonprescription medicines, and etc. by setting up a booth in front of the canteen. By doing so, we received various donations from both international college students and staff. All donations were distributed to the flood victims on Friday 7th October at Sae-Na District, Ayutthaya.

Christmas is *for* everyone

Due to the incurred flood, SIFE club had arranged an activity with its objective to bring back the happiness as well as smile to all flood victims. The club set up a booth for a donation at the canteen on December 20-23, 2012, the 2nd floor of the MUIC Building 1. SIFE was responsible for advertising, and Art club was in charge of wrapping up the presents. This event organized on December 20-23, 2011 at Mahidol University International College

No more freezing this winter!

The volunteer club organized a donation booth on behalf of the "Khun Vero Kusonsongkroe" foundation on December 27 2011—January 21, 2012 at Mahidol University International College. The club then allocated all of the donations to the foundation in order to distribute it to inhabitants in Phra That Phanom area, Nakhon Phanom Province.

Kid's Day at Wat Thaiyawad Primary School

This activity is an activity that was hosted by three parties – I2Com, SIFE Mahidol, and Silpakorn University students. The activity's objective was to donate gifts received from fundraising activities and supporters to children at the school. Games, such as balloon hitting and tug of wall were also played.

Blood Donation

Student Association with Department of Transfusion Medicine Siriraj Hospital hosted the blood donation project in order to assist Siriraj's patients. This event organized on February 23, 2012 at Mahidol University International College

MUIC Post-Flood Renovation

Student Association recruited students who interested to participate in a renovation activity after the flooding crisis in Mahidol – Salaya Campus. The activities aimed at renovating the main entrances and gates as well as cleaning and painting walls and renovating overall area of Mahidol, Salaya Campus.

Local **Administration Meeting**

SIFE participated in a local government meeting on March 11, 2012 at Wat Pinchanthraram. It was a good opportunity for new members to take part in this meeting as they could join an ice breaking activity. Regarding the event, a mayor of communities came and participated in local government meeting in order to inform and promptly notice arisen problems which incurred in such communities.

Way to Grow Observation Trip to Ayutthaya

SIFE arranged a field trip to Ayutthaya Province for the club members to learn the process of rice cultivations. They also interviewed farmers about the rice plantation by scattering rice seedlings.

I2COM at Wat Thiayawad

In trimester 3, SIFE and volunteer club had organized activities for Wat Thiayawad school students every Friday. The activities included painting, English and computers lessons.

Young Artists on Tour@Watprachanard School

Art club performed community work with less fortunate children through art. The activities included drawing, painting, and etc.

Community **Research**

SIFE members went to conduct environmental preservation activity – Beach cleanup – at Hua Hin. They made a field trip to Sirindhorn International Environmental Park, Phetchaburi **Province (As part of His Majesty's Projects: Royally-Initiated Demonstration Project for Horticultural Crops)**. The park is a place which compiled the information of His Majesty's project about reforestation and enhancing animals' habitats in mangrove forest areas. SIFE members also got a chance to learn about the method of saving energy and environment as well as promoting eco-tourism.

Save Your Lungs, Save Your Life (Non-Smoking Day)

Save your lungs, save your life was an activity held on Non-Smoking Day. Student Association hosted an event with the campaign non-smoking. There were exhibition, parade, and charitable activities in this event.

Trip Back to Baan Klong Bai Pad

The trip back to Baan Bai Pad was organized by volunteer club in order to entertain the students in Baan Bai Klong Bai Pad School. The main objective of this trip is to follow up the previous activity which was held on February 2012.

Diving & Volunteer Marine Conservative Trip to Koh Tao

Volunteer and diving club organized an activity aiming to preserve and recover marine environment. Members of both clubs also planted artificial reefs in order to preserve and maintain marine natural resources.

English Communication (E.C.? Easy)

SIFE cooperated with volunteer club to teach primary school students. The scope of work was mainly divided into two scopes; SIFE was responsible for tutoring computer while volunteer club was in charge of teaching English. This tutoring had been held every **Friday** of trimester 3

Orphanage and Learning Center Trip

SIFE members organized the volunteer trip in order to teach English to disadvantage children in a foundation. They also distributed stationery as well as toys which were received and donated from the **Children's Day Activity project**. New SIFE members had opportunities to learn interview techniques and analysis information from participating in the project.



Art and Culture is one of the MUIC missions which has been continually developed based on Educational Quality Assurance. In fiscal year 2012, The Committee for Cultural Promotion has been appointed to set up the strategies and action plan related to arts and culture, and organize the activities to make sure that the action plan is achieved. Moreover, the Committee is assigned to be the information center as well as the overall evaluation unit for MUIC's arts and cultural environment. The committee including executives, lecturers, staff and students in the following:

The committee has been following the college policy by precisely assigning activity's plan, objectives, indicators and a person in charge as well as setting a monthly follow up meeting and evaluation. Their agenda emphasizes the integration of Art and Culture into main college's duties such as academic affairs, research and development, academic services, administration and routine work. The summary of Art and Culture performance are in the following:

| No. | Activity | Number of Activity | Expense |
|------------|----------------------------------|---------------------------|---------------------|
| 1 | Integration to Academic Affairs | 52 | 597,256.66 |
| 2 | Integration to Research | 6 | 1,064,400 |
| 3 | Integration to Academic services | 17 | 236,753.81 |
| 4 | Thai art and culture | 19 | 198,545.04 |
| 5 | Cultural Exchange | 14 | 316,200 |
| | Total | 110 | 2,412,155.51 |

Moreover, in 2012 the committee has also launched Art and culture newsletter with the aim of introducing and enhancing understanding of traditions, ways of living, and cultures in order to make people understand each other's differences, respect one another and living in cross cultural society with peace and love, along with reporting the committee's works and performance.

Art and Culture



Cultural Exchange



MUIC Energy Saving

Mahidol University International College (MUIC) started a project of saving energy and environment since 2005 by appointing a team called The Committee of Energy Saving Promotion and Evaluation. In 2010, a new team was appointed on September 17, 2010 as its term was 2 years and the name was changed to The Committee of Saving Energy and Environment. Its responsibilities are as the follows:

1. Set policies, operation plans and targets of the project in order to be a guideline of the project
2. Operate the plans and follow up as well as report the saving energy activities
3. Circulate news, information and ideals of saving energy to MUIC members as well as provide information about saving energy activities and trainings in order to create awareness and give knowledge to MUIC members
4. Monthly evaluate and record energy usage that has been used in MUIC and analyze if it is in align with the saving energy plan. Report to executives.
5. Conduct yearly report of energy management along with other information and submit to Mahidol University
6. Certify the energy management report and submit to Mahidol University

In fiscal year 2012, there are activities that create awareness of saving energy and environment such as energy reduction, saving energy awareness, charity activities as the follows;

84 Roofs to Celebrate the King's 84th Birthday Anniversary



Donated used cartons for producing green roofs to Friends in Need (of "Pa") Volunteers Foundation, Thai Red Cross The green roofs can be donated to victims from natural disasters. There were several activities such as road show to other faculties in MU, schools in Salaya area and project circulation through MU website

Period: Oct 1, 2011 to Sep 30, 2012

Outcome: Was able to collect 168,000 boxes of used cartons. All used cartons were able to produce 84 green roofs. The handover ceremony (to Tetra Pak (Thailand) Co., Ltd) was on Dec 19, 2012.



MUIC LOVES THE EARTH #1
on Mar 16-17, 2012



MUIC LOVES THE EARTH #2
on July 13-14, 2012

Arranged a seminar and activities at Ruam Tawan Center, Associate for the Development of Environmental Quality, Kanchanaburi Province. From this activity, staff gained knowledge about saving energy and environment as well as the awareness of saving the world.

MUIC Loves the Earth
ห้ามแก้ว "ส่วนตัว" มาใช้กันนะคะ

เริ่ม 14 พ.ค. 2555 ปีต่อไป

แก้วสุขใจ สำหรับใช้ที่ Faculty Lounge เท่านั้น

ขอเชิญทุกท่านร่วมกันณรงค์อนุรักษ์สิ่งแวดล้อมและประหยัดทรัพยากรโดยใจ
แก้วสุขใจ แทนการใช้แก้วกระดาษ

ต้นทุนแก้วกระดาษ ราคาใบละ 4 บาท

Suk Jai Mug

Publicized MUIC faculty and staff members to use a mug instead of a paper cup. This project was organized by The Committee of Saving Energy and Environment in order to reduce non-recycle cups and garbage.

Third Page Paper

To collect used calendars and magazines and donated to Foundation for the blind in Thailand under the royal patronage of H.M. the Queen. These calendars and magazines can be made into Braille cards as educational materials for people with vision impairment.

Period: Oct 1, 2011 – Sep 30, 2012

Outcome: Donated used paper, calendars and magazines to Foundation for the blind in Thailand under the royal patronage of H.M. the Queen on September 21, 2012



Aluminum Parts for PROSTHESIS

Was a center to collect tabs on cans. They can be donated to Prosthesis Foundation of H.R.H The Princess Mother

Period: Oct 1, 2011 – Sep 30, 2012

Outcome: Collected and donated the tabs on can and cash to the foundation on Sep 21, 2012



MUIC Energy Usage Evaluation

Evaluated all offices in MUIC according to the saving energy projects

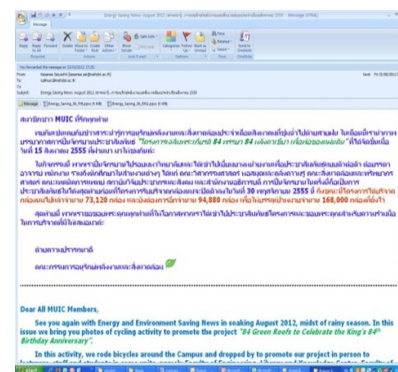
Period: Oct 1, 2011 – Sep 30, 2012

Outcome: Gave rewards to three offices that were successful in saving energy on Dec 27, 2012



MUIC Monthly Newsletters

Circulate news, activities, tips and tricks of saving energy via e-mail every month which all MUIC members received news and knowledge of saving energy



In 2012, MUIC prepared to be Eco University in accordance with the policies of Mahidol University as it determined four part of KPIs which were electricity, water supply, oil and paper. The committee, therefore, arranged a seminar to brainstorm a saving energy plan as it was called MUIC Loves the Earth: Planning to be ECO University 2013-2014. The seminar was held from October 12-13, 2012 at Amphur Bangkhontee, Samutsongkram province. As the results, there were many plans and activities which would launch in 2013 as the follows;

1. Set MUIC policy in order to support Eco University
 - After setting policies, then the committee circulated the policies to MUIC members as well as arrange a meeting to emphasize the information
2. To be a center of collecting the used cartons
 - **Donated used cartons for producing green roofs to Friends in Need (of "Pa") Volunteers** Foundation, Thai Red Cross.
3. Sleep Mode Project (electricity saving)
 - Circulate the method of setting the sleep mode at the computers in order to save electricity
4. Double Reuse Project
 - To reuse one-page used paper and sell two-pages used paper to Recycle Bank, MU
5. Inform Quick-Fix Quick Project (water saving)
 - To ask for cooperation form MUIC members to immediate inform if see the broken water equipment
- 6. Let's Ride a Bike (oil saving)**
 - MUIC members use a bicycle to travel in the university instead of using cars
7. Monthly Newsletter
 - To circulate saving energy news and other activities to MUIC members.
8. Saving energy exhibition
 - To provide saving energy information to MUIC members
9. MUIC Loves the Earth
 - Host a seminar to create saving energy awareness
10. Third Page Paper (paper donation)
 - To collect used calendars and magazines. These calendars and magazines can be made into Braille cards as educational materials for people with vision impairment.
11. Aluminum Parts for Prosthesis
 - To be a center to collect tabs on cans. They can be donated to Prosthesis Foundation.
12. MUIC Energy Usage Evaluation
 - Evaluated all offices in MUIC according to the MUIC saving energy projects
13. Waste Sorting Project
 - Provide waste sorting bins in order to separate type of garbage

Organization Management

1. Finance and Accounting

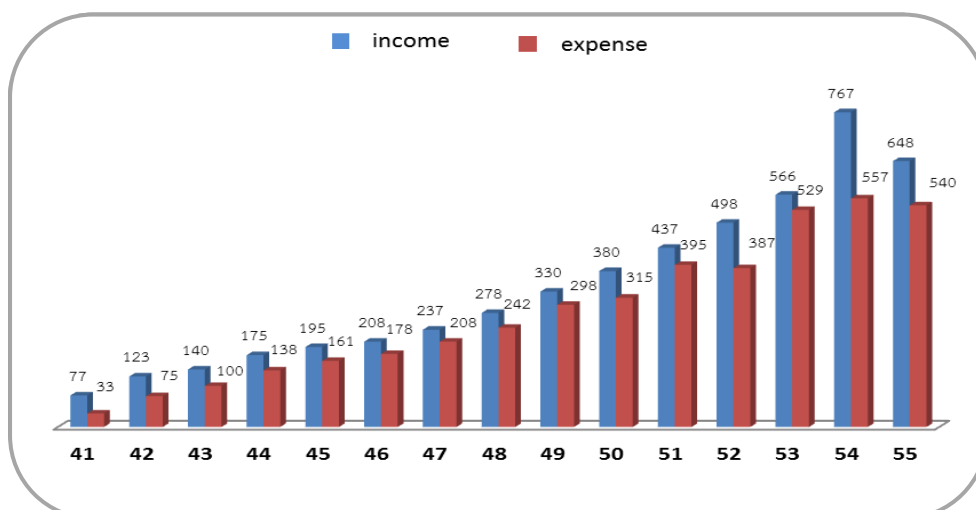
In fiscal year 2012, the college has approved the budget of 1,080.59 million Baht. The budget consists of operation budget 703.86 million Baht, investment budget 376.73 million Baht (including the budget for the construction of new MUIC building and parking) which is 65:35 in proportion, respectively.

Comparison budget for the fiscal year 2012, 2011 and 2010

| Budget | 2012 | | 2011 | | 2010 | |
|--------------------------|-----------------|------------|---------------|------------|--------------|------------|
| | Million Baht | % | Million Baht | % | Million Baht | % |
| Operation Budget | 703.86 | 65 | 592.63 | 71 | 562.4 | 81 |
| Investment Budget | 376.73 | 35 | 246.55 | 29 | 135.6 | 19 |
| Total | 1,080.59 | 100 | 839.18 | 100 | 698 | 100 |

MUIC performance has grown up in terms of revenue and assets regularly and continuously every year. The graph clearly shows the good performance of MUIC in fiscal year 2011. MUIC receives more revenues from the change of some type of income which is changed in align with MU-ERP system. Therefore, the fiscal year 2011, the total income is 764.04 million Baht and 648.38 million Baht in fiscal year 2012 which is decreased from fiscal year 2011

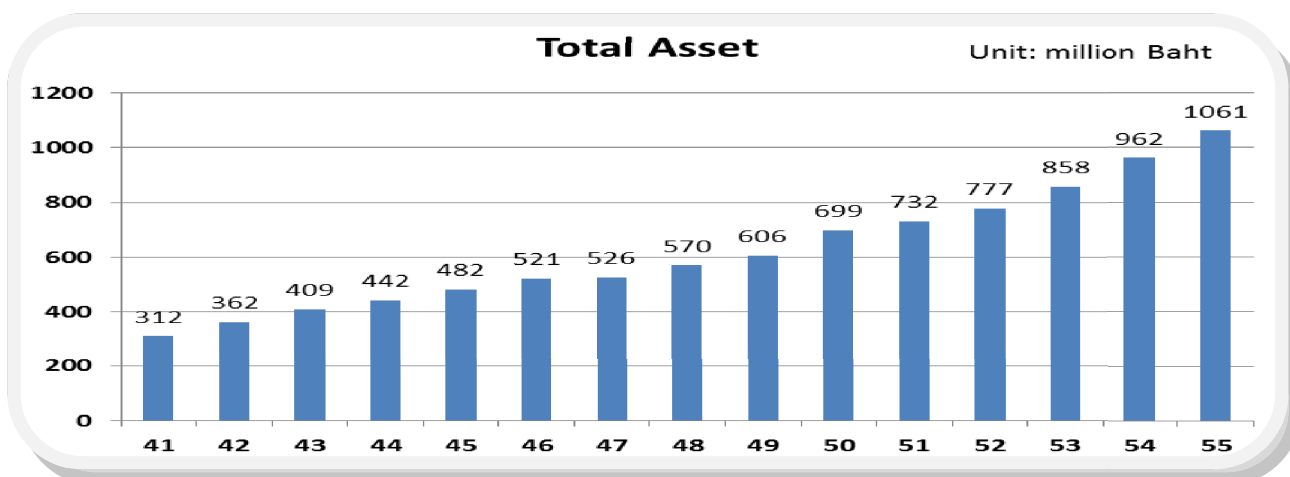
15.51 million Baht. The asset in fiscal year 2012 is 1,061.51 million Baht which is increased from 2011 and 2010 at 10.29% and 22.66% respectively.



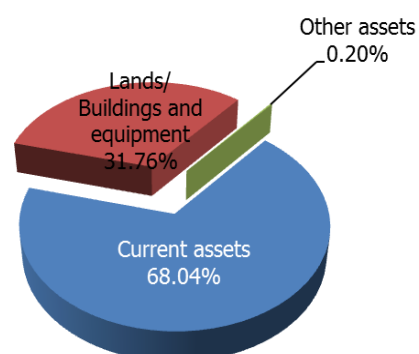
Historical Performance
(Fiscal year 1998 to 2012)

Overall financial operation in fiscal year 2012

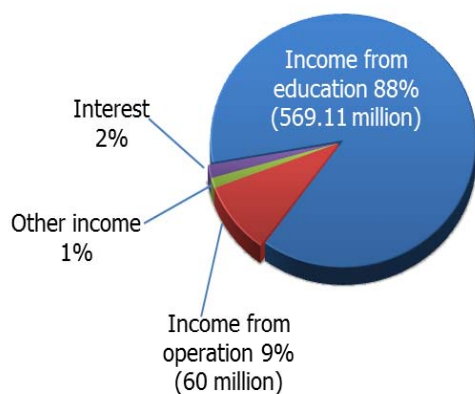
| As of September 20, 2012 | |
|---|-----------------------|
| Total assets | 1,061.51 million Baht |
| The entire year (end at September 30, 2012) | |
| Total income | 648.38 million Baht |
| Total expense | 539.90 million Baht |
| Income is larger than expense (net profit) | 104.48 million Baht |



Assets
1,061.51 million Baht



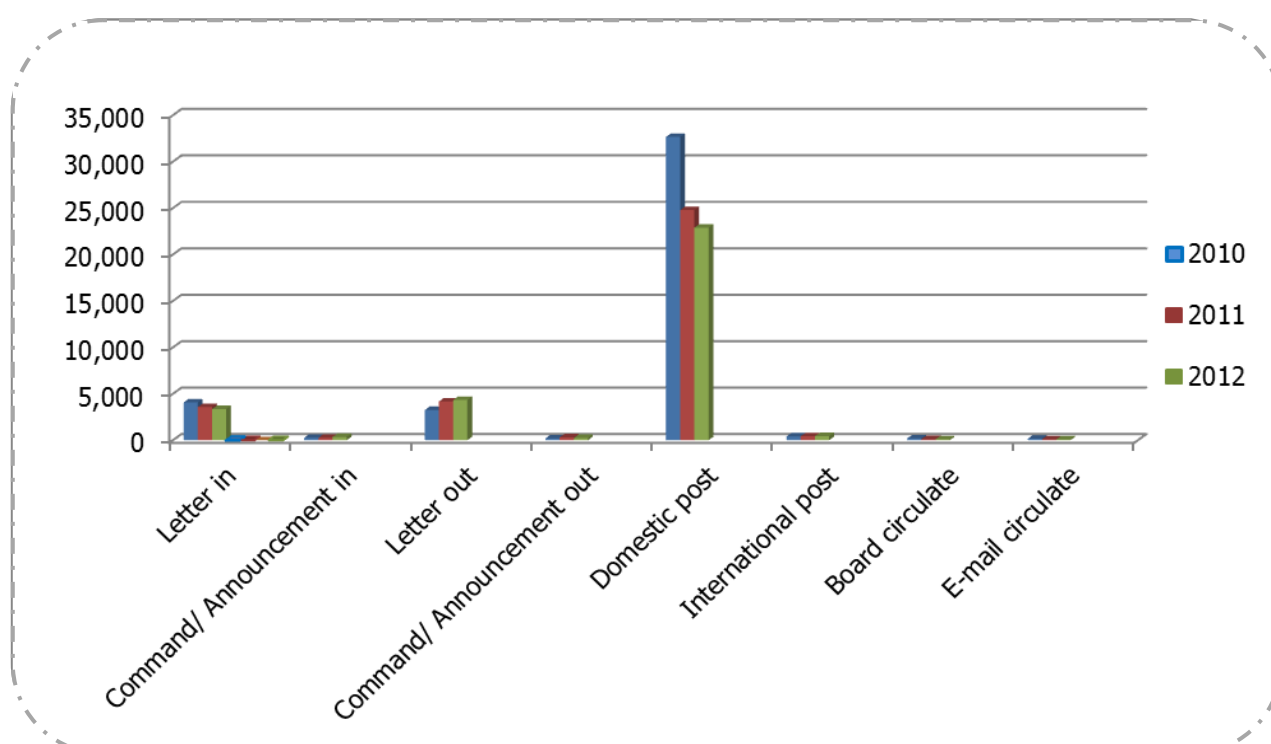
Total income
648.38 million Baht



2. Document Managing

Document managing work is consist with control send-in and out documents via MUSIS system, circulate news and information, draft letters, write command, announcement and regulation documents as well as develop the systems of MUSIS, filing, searching and destroying documents, post service and arranging meetings.

**Document Managing Achievements
(Fiscal year 2010 – 2012)**

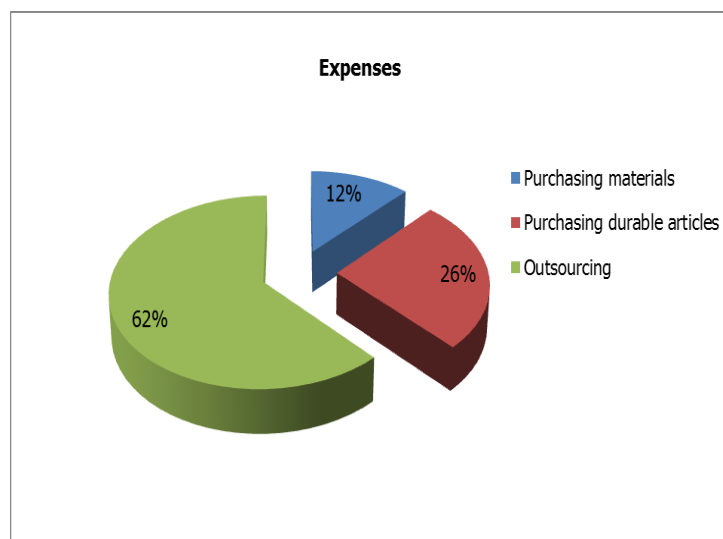


| Fiscal year | Send-in Documents | | Send-out Documents | | Post | | Circulation | |
|-------------|-------------------|----------------------|--------------------|----------------------|----------|---------------|-------------|--------|
| | Letter | Command/Announcement | Letter | Command/Announcement | Domestic | International | Board | E-mail |
| 2010 | 4,061 | 262 | 3,252 | 190 | 32,653 | 410 | 195 | 156 |
| 2011 | 3,574 | 254 | 4,167 | 307 | 24,777 | 422 | 107 | 103 |
| 2012 | 3,353 | 349 | 4,326 | 246 | 22,885 | 437 | 103 | 79 |

3. Procurement

Procurement managing is consist with Purchasing and Inventory work. Procurement performance in 2012 as the following chart and table.

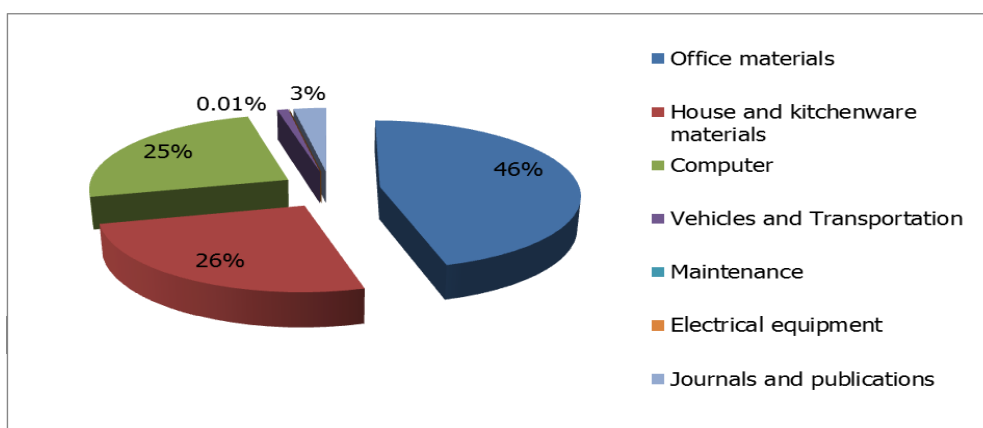
Purchase Procures



| No | Items | Numbers | Amount (Baht) |
|----|-----------------------------|---------|----------------------|
| 1. | Purchasing materials | 444 | 12,758,960.47 |
| 2. | Purchasing durable articles | 116 | 29,919,942.70 |
| 3. | Outsourcing | 58 | 5,677,459.49 |
| | Total (Baht) | | 48,356,362.66 |

Materials from the Inventory

| No | Item of Materials | Number of Items | Total (Baht) |
|----|---------------------------------|-----------------|---------------------|
| 1. | Office materials | 1,374 | 1,321,882.76 |
| 2. | House and kitchenware materials | 273 | 740,273.73 |
| 3. | Computer | 119 | 723,790.60 |
| 4. | Vehicles and Transportation | 1 | 360 |
| 5. | Maintenance | 5 | 427 |
| 6. | Electrical equipment | - | - |
| 7. | Journals and publications | 38 | 86,391.62 |
| | Total (Baht) | | 2,873,125.91 |



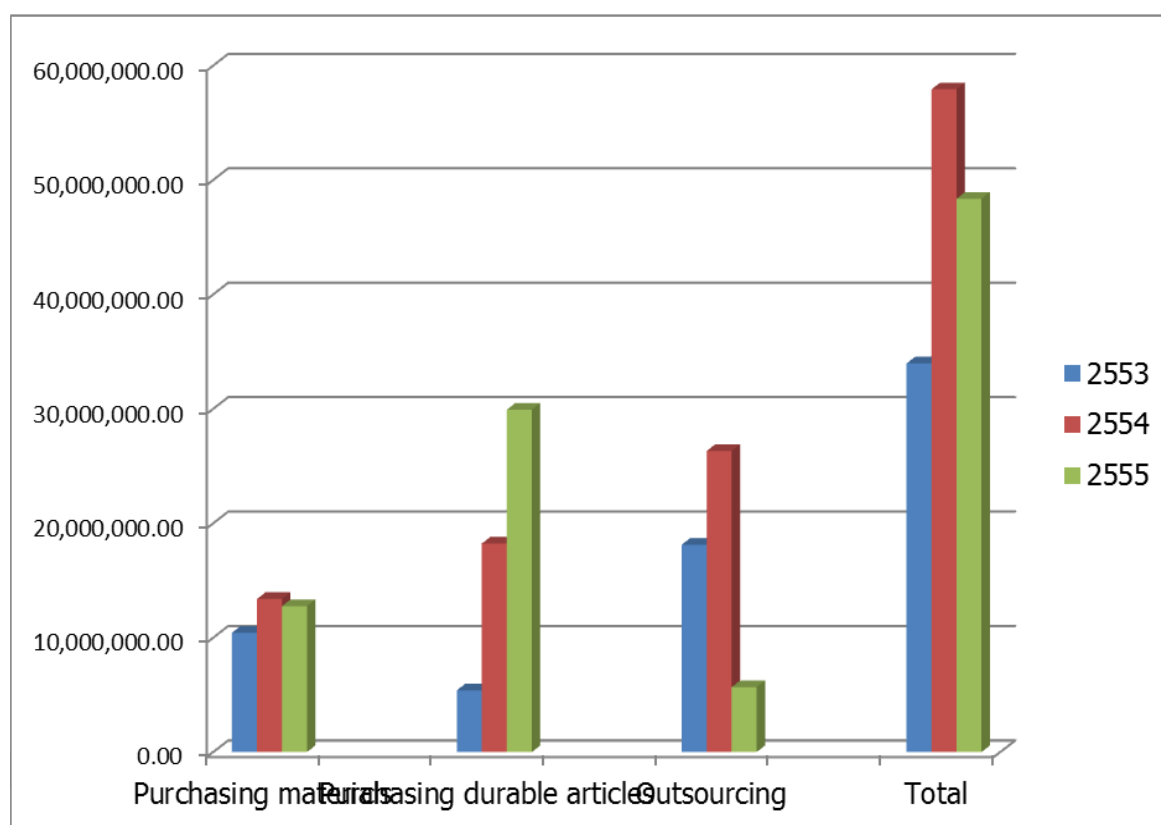
Comparison the Expenses of Purchasing Procures (fiscal year 2010-2012)

Unit: Baht

| No | Items | 2010 | 2011 | 2012 |
|--------------------------|-----------------------------|----------------------|----------------------|----------------------|
| 1. | Purchasing materials | 10,438,903.40 | 13,382,913.60 | 12,758,960.47 |
| 2. | Purchasing durable articles | 5,404,598.15 | 18,225,311.37 | 29,919,942.70 |
| 3. | Outsourcing | 18,124,847.20 | 26,314,368.62 | 5,677,459.49 |
| Total of expenses | | 33,968,348.75 | 57,922,593.59 | 48,356,362.66 |

Remarks: In fiscal year 2012, the expenses are higher than other years because there are purchasing items of Fine and Applied Arts Division which are expensive. While in fiscal year 2011, the expenses of outsourcing is higher than other years because there are renovations such as office, classrooms computer laboratory and computer network system room.

Expenses (Baht)



Planning & Quality Assurance Activities

1. Visit of the MU President and his Team on January 19, 2012 at seminar room 1210, MUIC



2. Visit of the Office for National Education on February 22, 2012 at seminar room 1210, MUIC

กำหนดการประชุมคณะกรรมการการอุดมศึกษา ประจำปีงบประมาณ 2554
จากสำนักงานทบวงมหาวิทยาลัยและสำนักงานคณะกรรมการการอุดมศึกษา (สกอ.)
และกระทรวงมหาดไทย

วันที่ 20-24 กุมภาพันธ์ 2555

| วันที่ 19 กุมภาพันธ์ 2555 | |
|---------------------------|---|
| เวลา | กิจกรรม |
| 15.00 น. | ประชุมผู้เข้าร่วมการประชุมและรับประทานอาหารว่าง |
| 18.00 - 19.00 น. | รับประทานอาหารค่ำ |
| 19.00 - 21.00 น. | ประชุมคณะกรรมการการอุดมศึกษา (สกอ.) และกระทรวงมหาดไทย |

วันที่ 22 กุมภาพันธ์ 2555

| กิจกรรม | | | | |
|------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| เวลา | กิจกรรม | เวลา | กิจกรรม | เวลา |
| 08.30 - 09.00 น. | 08.30-12.00 น. รับประทานอาหารว่าง | 07.30-12.00 น. รับประทานอาหารว่าง | 08.30-12.00 น. รับประทานอาหารว่าง | 09.00-12.00 น. รับประทานอาหารว่าง |
| 09.00 - 09.30 น. | 09.30-12.00 น. รับประทานอาหารว่าง | 09.30-12.00 น. รับประทานอาหารว่าง | 09.30-12.00 น. รับประทานอาหารว่าง | 09.30-12.00 น. รับประทานอาหารว่าง |
| 09.30 - 10.00 น. | 09.30-12.00 น. รับประทานอาหารว่าง | 09.30-12.00 น. รับประทานอาหารว่าง | 09.30-12.00 น. รับประทานอาหารว่าง | 09.30-12.00 น. รับประทานอาหารว่าง |
| 10.00 - 10.30 น. | 10.00-12.00 น. รับประทานอาหารว่าง | 10.00-12.00 น. รับประทานอาหารว่าง | 10.00-12.00 น. รับประทานอาหารว่าง | 10.00-12.00 น. รับประทานอาหารว่าง |
| 10.30 - 11.00 น. | 10.30-12.00 น. รับประทานอาหารว่าง | 10.30-12.00 น. รับประทานอาหารว่าง | 10.30-12.00 น. รับประทานอาหารว่าง | 10.30-12.00 น. รับประทานอาหารว่าง |
| 11.00 - 11.30 น. | 11.00-12.00 น. รับประทานอาหารว่าง | 11.00-12.00 น. รับประทานอาหารว่าง | 11.00-12.00 น. รับประทานอาหารว่าง | 11.00-12.00 น. รับประทานอาหารว่าง |
| 11.30 - 12.00 น. | 11.30-12.00 น. รับประทานอาหารว่าง | 11.30-12.00 น. รับประทานอาหารว่าง | 11.30-12.00 น. รับประทานอาหารว่าง | 11.30-12.00 น. รับประทานอาหารว่าง |

3. Visit of the MU Quality Assessment Committee on May 2-3, 2012 at seminar room 1210, MUIC



**4. MUIC MIS-GSS Group Meeting on August 14, 2012
at room no. 3415, MUIC**



**5. Workshop on the "Strategic Plan 2012-2015" on 6-8 September 2012
at Anantara Resort & Spa Hua Hin, Prachaub Khiri Khan Province.**



The Public Communications Section promotes positive impressions of the College by delivering information to MUIC's target audiences in a variety of ways. The Section focuses on the conception and execution of in-person public relations, as well as conducts campaigns in advertising and the media.

A Summary of the Public Communications Section Activities in 2010-2012

| No. | Activities | Year | | |
|-----|---|-----------|-----------|-----------|
| | | 2010 | 2011 | 2012 |
| 1 | Road Show Activities | 41 | 47 | 49 |
| 2 | Protocol Visits | 12 | 8 | 12 |
| 3 | Press Releases | 83 | 380 | 540 |
| 4 | Visibility website (www.muic.mahidol.ac.th) | 1,790,308 | 1,753,937 | 2,035,197 |
| 5 | Amount of attendances in Open House activities (every other year) | - | 7,600 | - |





Future Plan

1. Kitimas Building

2. AACSB and AUN Accreditation

3. EdPEX

4. OASIS II

5. New programs

6. Ready for ASEAN 2015