MUIC

360°

Mahidol Unive

AI
MEETS
MUIC

Copter
MUIC AI ASSISTANT

EDITORIAL
TAMING TECHNOLOGY

Let's face it. Artificial Intelligence (AI) is here to stay. Amidst the public fear that AI would eventually supplant human beings in many areas, the best course would be to learn more about it and use AI's potential for the benefit of the majority. This sounds like a tall order since AI promises to be the instant assistant we all dream of which will lighten our workload. But MUIC has taken the necessary steps to better understand this latest technology and determine the best way to harness it to benefit both teachers and students at the same time ensuring that us humans stay on top of it. In this issue of MUIC 360° Magazine, we asked the college's policy makers and administrators and the teachers and students about their ideas and find out more about the steps being taken to make technology remain a productive tool for humans.
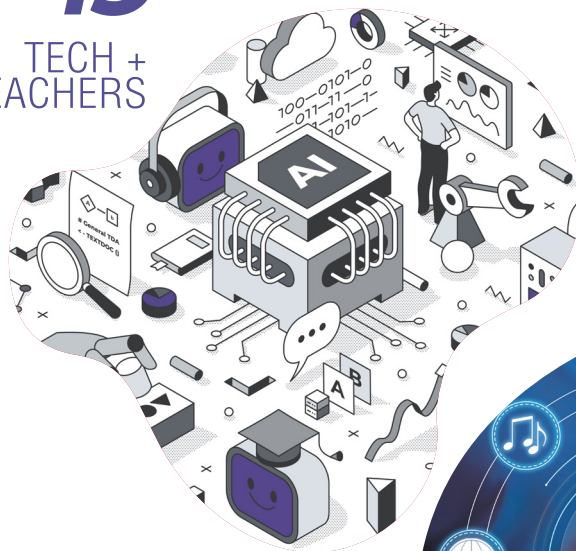
TAKE THE 360 SURVEY!
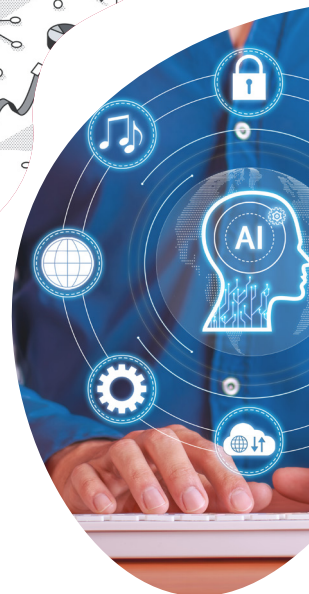Let us know your thoughts about MUIC 360° Magazine by scanning this code.

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TECH + TEACHERS

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AI MEETS MUIC

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MESSAGE FROM THE DEAN

MUIC: BLENDING INNOVATION WITH INTEGRITY

Welcome to this special issue of **MUIC 360° Magazine**, where we explore how artificial intelligence is shaping the future of education at our college.

At Mahidol University International College (MUIC), we believe that technology should empower—not replace—the human spirit of curiosity, creativity, and connection. The rapid rise of AI offers exciting opportunities to enhance learning, personalize support for every student, and inspire innovative ways of teaching. Yet, as with all powerful tools, it also challenges us to act thoughtfully and responsibly.

In this issue, you will discover stories from students and faculty members who are finding new ways to learn, teach, and support one another through artificial intelligence (AI). From our pioneering Copter platform—your personal academic co-pilot—to our flexible AI policy and the upcoming Helix initiative for faculty members, MUIC is taking bold yet thoughtful steps to ensure technology serves the best interests of our entire community.

Our goal is clear: To help every student thrive in a world where AI is part of daily life, while never losing sight of the values and wisdom that define what it means to provide an educational experience that enriches and expands the human potential, as well as aims to shape the community and the world we inhabit. This means that MUIC remains committed to providing guidance and encouragement, as well as the physical and social environment that allow students, faculty, and staff to thrive.

Thank you for joining us on this journey. I invite you to read on and discover how MUIC is blending innovation with integrity by being technology driven while remaining human centric. And in the process, we are helping you turn potentials into achievements, one thoughtful step at a time.

PROF. CHULATHIDA CHOMCHAI, M.D.
Dean, Mahidol University International College

MEETS MUIC: YOUR NEW ACADEMIC BUDDY

WHEN TECH JOINS THE STUDY GROUP: A STUDENT'S STORY

For Mr. Nattapong Weschayanwiwat, a Computer Engineering freshman, artificial intelligence isn't just a futuristic buzzword—it's a vital implement in his academic toolkit. Between marathon math problems and dense coding assignments, he describes AI as "a 24/7 tutor" always on call.

"I can organize my thoughts, look up information faster, and double-check my understanding before exams," Nattapong said. *"Instead of spending hours stuck on one problem, I can keep moving and feel confident."*

But he's quick to point out that there's a line between getting help and letting AI do everything for you. *"It's a smart guide, not a replacement for my own effort,"* he explained. *"I still have to think critically and do the work myself."*

He also credits his lecturers for making expectations clear from the start. *"They remind us that AI is here to support learning, not to replace it,"* he added. That balance, he says, is what makes the technology so valuable.

AI UNLOCKED: YOUR NEW ACADEMIC SIDEKICK

Imagine having a digital co-pilot for every challenge at university—from finding your classroom to writing your next big essay. At MUIC, that's quickly becoming a reality. We're not just talking about high-tech gadgets; we're giving students and teachers smart tools to make learning easier, faster, and a lot more fun. So, how is AI changing the way we study? Read on to find out how members of the MUIC community are embracing the future.

A CAREFUL ROLLOUT

MUIC is integrating AI thoughtfully instead of diving in headfirst. College leaders see the potential for AI to transform classrooms and help students learn in new ways, but they also understand the risks—like over-reliance or academic shortcuts.

Their first step, according to **ASST. PROF. DR. CHOMPUNUCH PONGJIT**, Associate Dean for Educational Affairs, was to introduce the MUIC's first official AI policy: the AI in Assessment Scale (AIAS). Based on a model by M. Perkins and colleagues*, the AIAS provides a clear framework for integrating AI into coursework.

"The AIAS has five levels," she explained. *"They range from assignments that must be completely AI-free to those that encourage full use of AI tools."* This flexible structure helps instructors design assignments that match their learning goals while making sure students know exactly what's allowed.

To ensure the AI policy is *"inclusive, practical, and reflective of our multidisciplinary environment,"* Dr. Chompunuch said the college established the AI Usage in Academic Working Committee, a team of 13 faculty members from all six academic divisions and the Preparation Center for Languages and Mathematics (PC). This group was tasked with studying how students and teachers are already using AI and figuring out how to build policies that fit MUIC's culture.

One of the committee's first moves was launching a college-wide survey to gather insights. The results highlighted areas where faculty needed more support and where clearer guidelines could help everyone stay on the same page.

Dr. Chompunuch emphasized that the point is not just to regulate AI—it is to help students build crucial skills like creativity, critical thinking, and digital literacy. *"MUIC aims to develop a nuanced understanding of AI's role in higher education. This approach ensures that our graduates are not just users of AI, but thoughtful and ethical contributors in an AI-augmented world."*

THE FUTURE STARTS HERE

By pairing innovation with clear guidelines, MUIC hopes to empower students to use AI responsibly. Whether you're tackling a tricky essay, exploring a new topic, or just trying to organize your workload, AI can be an incredible ally—if you use it wisely.

So next time you're stuck, remember: AI is ready to help you level up your learning.
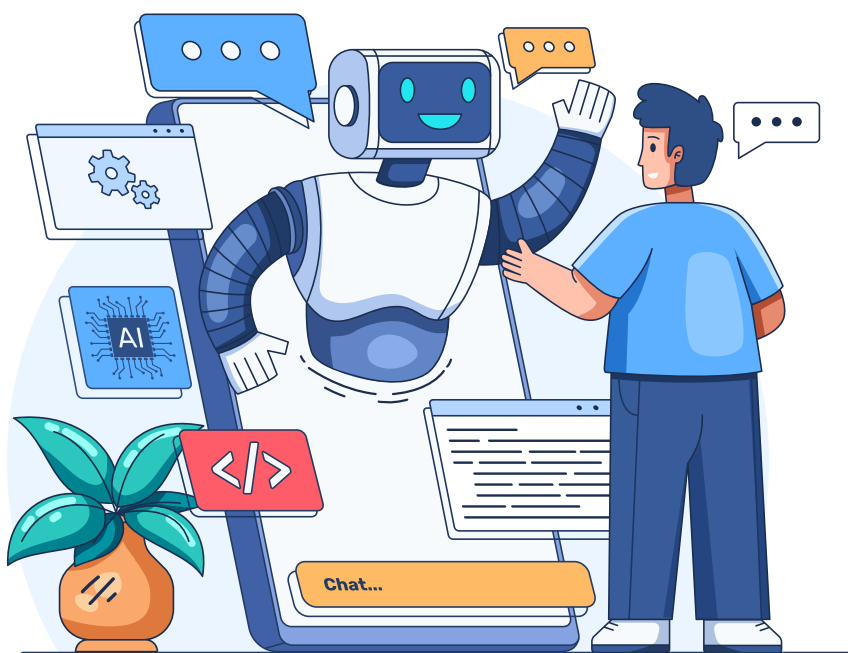
UK TEACHERS' USE OF AI AT WORK RISES

2023
30%

2024
47.7%
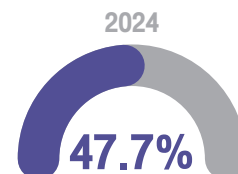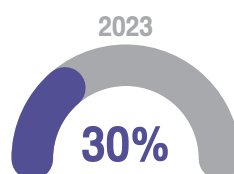
> **MUIC expects AI to support more personalized learning experiences, improve efficiency in instructional design, and help faculty focus on mentoring and deepening student understanding.**

ASST. PROF. DR. CHOMPUNUCH PONGJIT

AI ASSESSMENT SCALE* (AIAS) categorizes AI usage into five distinct levels to align with different educational objectives:

• No AI (Level 1): Students complete assessments without any AI assistance, relying solely on their knowledge and skills.

• AI Planning (Level 2): AI is utilized for preliminary tasks such as brainstorming and outlining, while the main work is independently developed by students.

• AI Collaboration (Level 3): Students engage AI tools for drafting and feedback, but are expected to critically evaluate and refine AI-generated content.

• Full AI (Level 4): Extensive AI usage is permitted, with students directing AI to achieve assessment goals, emphasizing critical thinking and problem-solving.

• AI Exploration (Level 5): Encourages creative and innovative use of AI to generate novel insights or solutions.

**Source:
Perkins, M., Furze, L., Roe, J., & MacVaugh, J. (2024). The Artificial Intelligence Assessment Scale (AIAS): A framework for ethical integration of generative AI in educational assessment. Journal of University Teaching and Learning Practice, 21(6), 49-66.*

BYTE BY BYTE:
LEVELING UP LEARNING WITH AI

For **MR. ADRIANO QUIETI**, Director of the English Studies Program, exploring AI felt like a natural next step. As he worked on his PhD in Science and Technology Education, ChatGPT's launch inspired him to see what AI could really do in class.

In May this year, he teamed up with **MR. JOSEPH SERRANI**, Director of MUIC's Preparation Center for Languages and Mathematics (PC), to run a workshop on AI literacy and classroom applications. Mr. Quieti even developed an AI-Enhanced Learning Framework to help teachers figure out how to use AI better. *"Next term, we'll look into using AI in assessment,"* he said. *"At the end of that term, everyone will share what they tried and what they learned."*
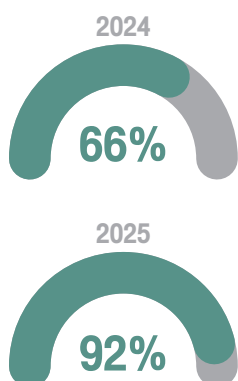
TESTING, TWEAKING, AND TRAINING

At PC, Mr. Serrani encouraged instructors to experiment with GenAI tools to enhance lessons and feedback. He's been to ThaiTESOL, CamTESOL, and TESOL International conferences this year, bringing back fresh ideas to share with colleagues. *"I've spent a lot of time learning about prompt engineering,"* he said. *"Better prompts mean better output."*

When asked if formal training is needed, Mr. Serrani said some teachers are figuring it out on their own but structured training would help everyone feel more confident. Mr. Quieti agreed, saying a mix of organized support and self-paced learning would be ideal. Right now, most students are still beginners with AI, but both educators expect that to improve as tools become more familiar.

"We can start by using AI in ways that directly improve teaching, like better feedback tools, customized materials, or language support. But to really benefit, we need to invest in training, create guidelines, and keep experimenting with what works in our context."

MR. ADRIANO QUIETI

AI USE BY UK STUDENTS

2024
66%

2025
92%

ASSESSMENT: THE AI TESTING GROUND

MUIC is taking its first big step into AI by using it mainly for assessment support. Mr. Quieti pointed out that tools like Grammarly and ChatGPT can help with feedback on grammar, clarity, and structure, but they shouldn't be the final judge. *"These tools are best for formative feedback,"* he explained. *"They're not reliable enough for final grading."*

According to Mr. Serrani: *"Gen AI isn't accurate or stable enough to assess student work directly. It can help draft assessment items, but you must check everything carefully."*

Despite the challenges, the mood remains optimistic. Asst. Prof. Dr. Chompunuch Pongjit noted, *"MUIC sees AI as* a strategic opportunity to boost innovation and prepare students for the future. Through the AIAS framework, we're encouraging flexible, responsible use of AI to promote creativity and higher-order thinking."*

OPPORTUNITIES AND WARNINGS

The educators see real benefits. Mr. Quieti highlighted *"more efficient planning, better feedback, and personalized learning."* Mr. Serrani added, *"Generative AI (GenAI) can make lesson preparation faster and more effective."*

But they're also aware of the downsides. Mr. Serrani warned, *"Some students may just copy and paste AI-generated text. They'd just be skipping the actual learning."*

Mr. Quieti agreed, citing risks like plagiarism, overreliance, and blind trust in AI outputs. *"Students have to learn to think critically,"* he said.

> **"**
> *We can teach students how to use GenAI to learn English… but GenAI has not removed the imperative that everyone must learn.*
>
> **MR. JOSEPH SERRANI**
> **"**

AI TOOLS WISH LIST OF UK TEACHERS

63%
Content creation

58%
Lesson planning

55%
Report writing

50%
Continuous professional development

46%
Exam / test generation

39%
Grading

BALANCING ACT FOR THE FUTURE

So what's the answer? Mr. Quieti believes it's all about balance: *"We need clear guidelines, open conversations, and better AI literacy for everyone. AI is just a tool— powerful if used with purpose."*

Is AI changing teaching? Mr. Serrani thinks it's just another tool in the box: *"Teachers' roles have not changed much."* But Mr. Quieti sees a shift: *"It's changing how we plan and teach. Our role now is to help students use AI wisely and stay focused on real learning."*

With policies like AIAS and a proactive mindset, MUIC is blending innovation with responsibility, ready to prepare students for a digital world.
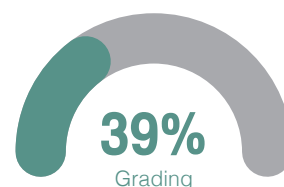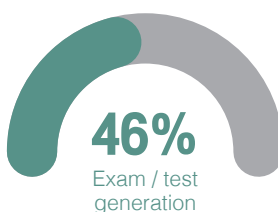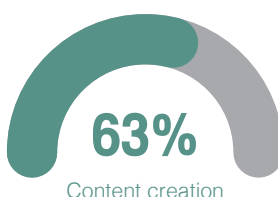
HOW SOCRATIC AI SUPERCHARGES YOUR IDEAS

Many lecturers say the Socratic brainstorming method is a game-changer when using GenAI in class. Instead of just giving answers, AI becomes a thoughtful question partner. Students explore every side of an issue, think critically, and grow more confident in their own ideas. They reflect, connect concepts to their experiences, and avoid shallow responses. **MR. VORODOM VIRAVONG**, an instructor from PC shared that this strategy helps teachers keep learning goals clear while boosting independent thinking. He even uses a student-friendly Socratic AI exercise to guide discussions **as follows:**

Step 1

Frame the Task Clearly
Students start by giving the AI a direct instruction like: *"Use the Socratic method to help me generate ideas for this opinion essay: 'Should students be required to wear school uniforms?'"* This sets the stage for a question-led, inquiry-based session.

Step 2

Discover Ideas Before Seeing Examples
The AI begins by asking students to share their own thoughts first. A good opening question could be: *"What is one possible benefit of requiring school uniforms?"*
Then, it digs deeper with prompts like:
• How might uniforms create a sense of equality?
• Could uniforms limit freedom of expression?

Step 3

Prioritize Student Responses
Students should answer these questions on their own before asking the AI for more examples. This keeps the focus on student-generated ideas.

Step 4

Use a Two-Column Chart
A simple chart helps keep thoughts organized: one column for "agree," one for "disagree." Students can list their points alongside the AI's best suggestions. Comparing arguments becomes easier and clearer.

Step 5

Ask for Academic Vocabulary
After brainstorming, students can request stronger words. For example:
"What are more formal words for 'bad' or 'good'?"
This step helps build an academic tone.

Step 6

Reflect and Stay Ethical
Finally, students reflect on which ideas were theirs and which came from AI. This step reinforces responsible AI use and respect for academic integrity. By making AI a questioning guide rather than an answer machine, the Socratic method empowers students to think deeper, write better, and learn with confidence.

FLYING HIGH WITH COPTER: YOUR PERSONAL CAMPUS CO–PILOT

Imagine stepping onto campus as a freshman, totally overwhelmed by choices—what classes to take, how to join an exchange program, or even where your first classroom is located. At Mahidol University International College (MUIC), there's now an AI sidekick ready to help you figure it all out.

Meet **Copter**, your academic co-pilot. Launched in March 2024, this AI-powered platform acts like a personal assistant in your pocket, offering 24/7 support for everything from course planning to career advice.

Assoc. Prof. Dr. Yingyot Chiaravutthi, MUIC's Associate Dean, explained Copter's mission: *"It's designed to help students navigate the flexibility that makes MUIC unique."*

And that flexibility is no joke— MUIC offers 17 majors, 35 minors, and 27 certificates, creating more than 16,000 combinations of study paths. Add in 24 student clubs and 135 exchange partners, and the possibilities are almost endless. Copter makes sense of it all in seconds, something no human advisor could do alone.
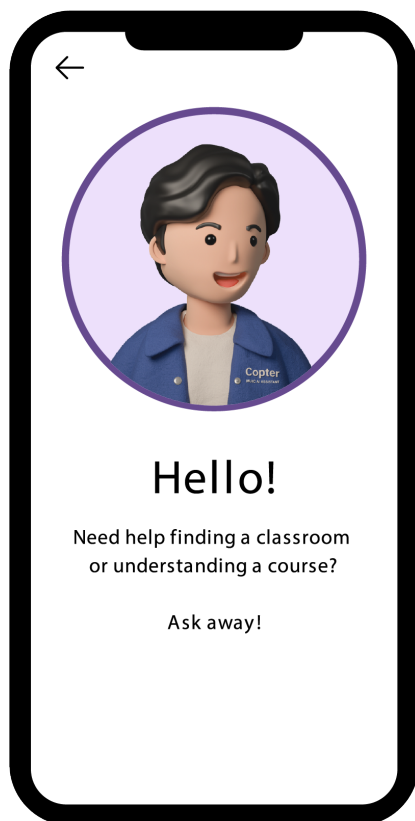
> **"**
>
> *We envisioned an intelligent assistant that could empower both students and advisors to master this complexity, ensuring every choice adds meaningful value to a student's life and future career.*
>
> **ASSOC. PROF. DR. YINGYOT CHIARAVUTTHI**
>
> **"**

Hello, can you provide an overview details on the Marketing course curriculum?

Sure!

The Marketing program includes foundational business courses and specialized marketing subjects:

Year 1: Intro to Business, Principles of Marketing, Microeconomics

Year 2: Consumer Behavior, Digital Marketing, Market Research

Year 3: Brand Management, Advertising, Sales Strategy, Electives

Year 4: Strategic Marketing, Capstone Project, Internship

Electives include Social Media Marketing, International Marketing, and Data-Driven Marketing.

Would you like more details on any specific course?

Message Copter

Hello!

Need help finding a classroom or understanding a course?

Ask away!

It was a successful team effort. Dr. Kanat said the Computer Science faculty members provided crucial insights and feedback. Students from various majors helped through focus groups, testing, and verifying Copter's answers. His team also coordinated with various departments in MUIC—Curriculum, Registrar, Student Affairs, and International Affairs—to ensure Copter was truly useful across departments.

COPTER TAKES FLIGHT

ASST. PROF. DR. KANAT TANGWONGSAN, Copter and Helix's technical project manager, said Copter took a year from concept to launch, refining key features through testing and feedback using Google Gemini and a method called retrieval-augmented generation (RAG). *"This let us train Copter on MUIC-specific content atop an already powerful model. We spent extra time polishing its responses and reducing misinformation—what we call 'hallucinations,'"* he said.

ORIGIN STORY: BEHIND THE NAMES

Copter's name has its own origin story. During development, the team realized students needed help navigating MUIC's online system, known as SKY. *"To navigate the SKY, you need a helicopter,"* Dr. Yingyot explained. That's how Copter was born.

Soon after, MUIC started work on Copter's other half—Helix, a faculty-focused AI platform set to launch in July. Helix will give instructors secure access to professional AI tools—like ChatGPT, Gemini, and Claude—while protecting user data.

Dr. Kanat shared: *"Unlike free public tools, Helix offers privacy and reliability so faculty can use AI with confidence."*
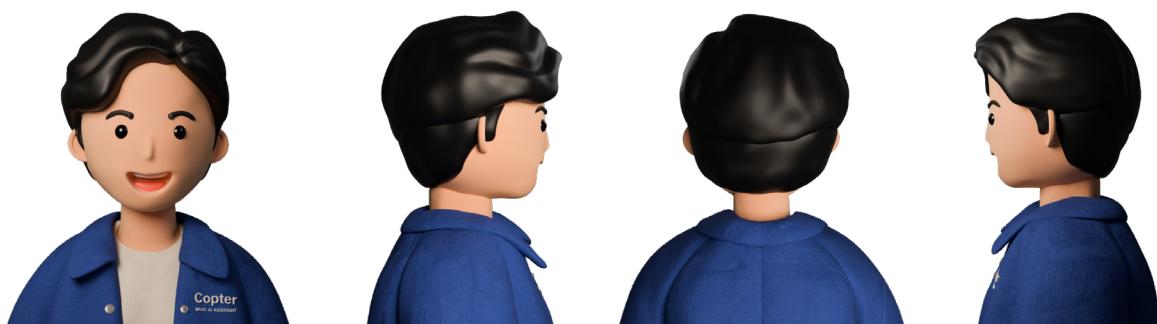
WHAT DOES THIS MEAN FOR YOU?

1. Always On
Forget waiting for office hours. Copter is ready whenever you are—late-night study sessions included.

2. Customized Guidance
Whether you're exploring electives or mapping out your entire degree, Copter tailors recommendations to your goals and interests.

3. Huge Scale, Zero Stress
When faced with 52 million possible paths, Copter filters them into a manageable plan, saving you time and anxiety.

4. More Than a Chatbot
It's not just answering questions. Copter helps you brainstorm ideas, prepare for internships, and even plan study abroad adventures.

5. A Friend, Not a Replacement
While Copter is powerful, MUIC still believes in the power of human connection. *"Face-to-face advising remains the gold standard,"* Dr. Yingyot emphasized. *"Copter is here to complement, not replace, our (human) advisors."*

GEN Z APPROVES

Since going live, Copter has earned rave reviews, especially from first- and second-year students.

WHAT'S NEXT?

MUIC has big plans for Copter's future:

• Mid-2025: Expanded career guidance, internship planning, and study abroad support.

• Early 2026: Full integration with the course management system for real-time academic services.

Though no AI can be perfect, Dr. Yingyot said the college is committed to constant improvement: *"Our team is working nonstop to train Copter. We're confident that as technology evolves, it will become even more precise and indispensable."*

MR. NATTAPONG WESCHAYANWIWAT, a Computer Engineering freshman, shared:

"As a new student, I had so many questions—how to register, what courses to take—and Copter made everything simpler. It feels like it knows me, not just my name, but what I care about."

MS. PATCHARITA RUCHIRANGSINAN, a Marketing sophomore, agreed:

"Copter is so easy to use. It's up 24/7, and the English responses are clear. I even asked it for classroom directions, and it got it right. When I needed help planning my schedule, it suggested a full term plan."

AI IN MUIC 5 YEARS FROM NOW

"If things go well, we'll see AI driving hyper-personalized learning—tailored to each student's pace, interests, and style. That frees educators to focus on mentoring and teaching critical thinking while AI handles repetitive tasks. This could transform education into something more accessible, adaptive, and empowering.

"But challenges lie ahead too. As AI evolves, we'll need to rethink what we teach, how we teach it, and even the role of educators. Which skills will truly matter in a world where AI can do so much? The biggest question is: How do we work with AI—not against it—to stay relevant, capable, and human in the best ways possible? This isn't just about adapting— it's about thriving in a rapidly changing world."
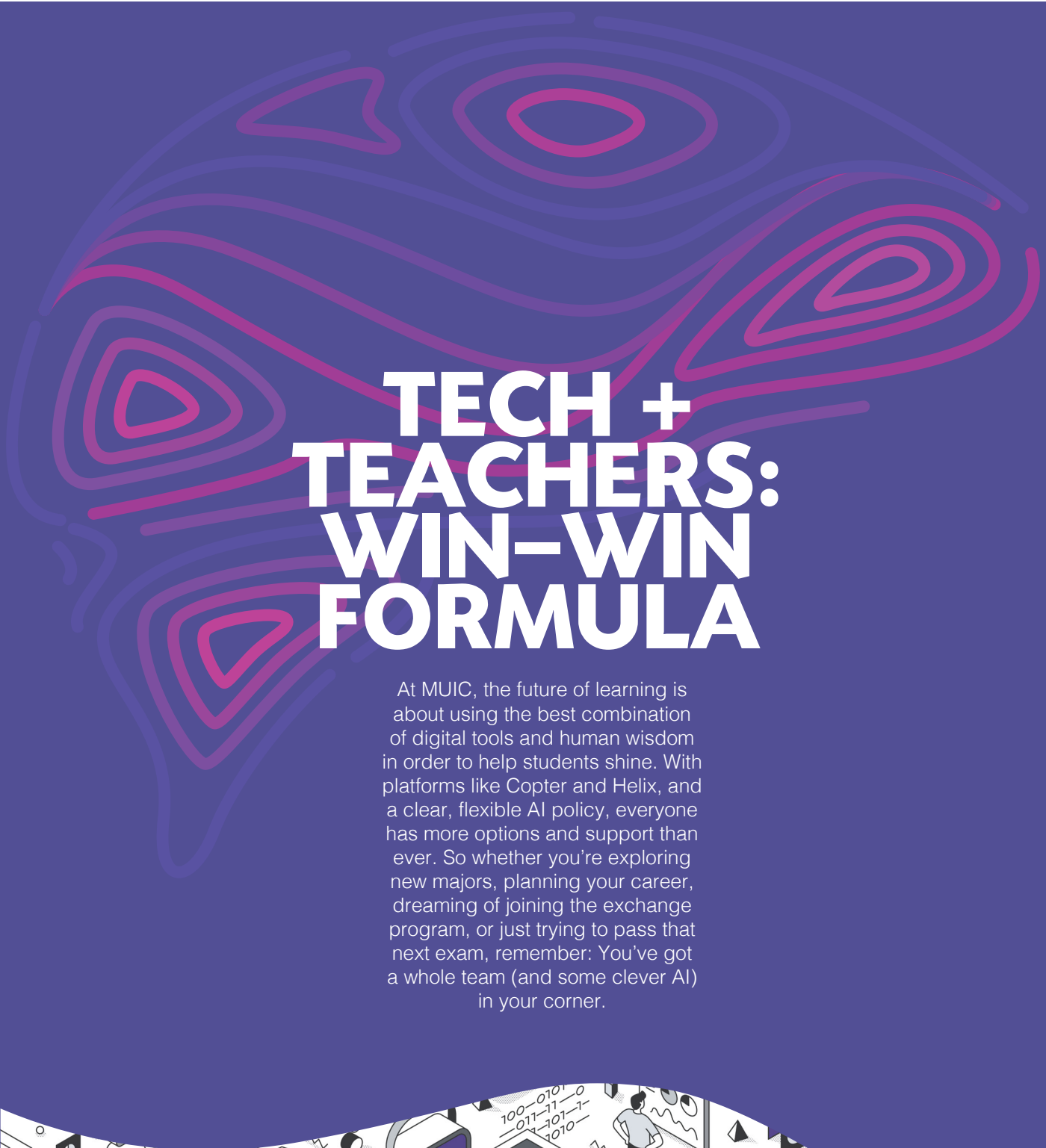
- ASST. PROF. DR. KANAT TANGWONGSAN

TECH + TEACHERS: WIN–WIN FORMULA

At MUIC, the future of learning is about using the best combination of digital tools and human wisdom in order to help students shine. With platforms like Copter and Helix, and a clear, flexible AI policy, everyone has more options and support than ever. So whether you're exploring new majors, planning your career, dreaming of joining the exchange program, or just trying to pass that next exam, remember: You've got a whole team (and some clever AI) in your corner.
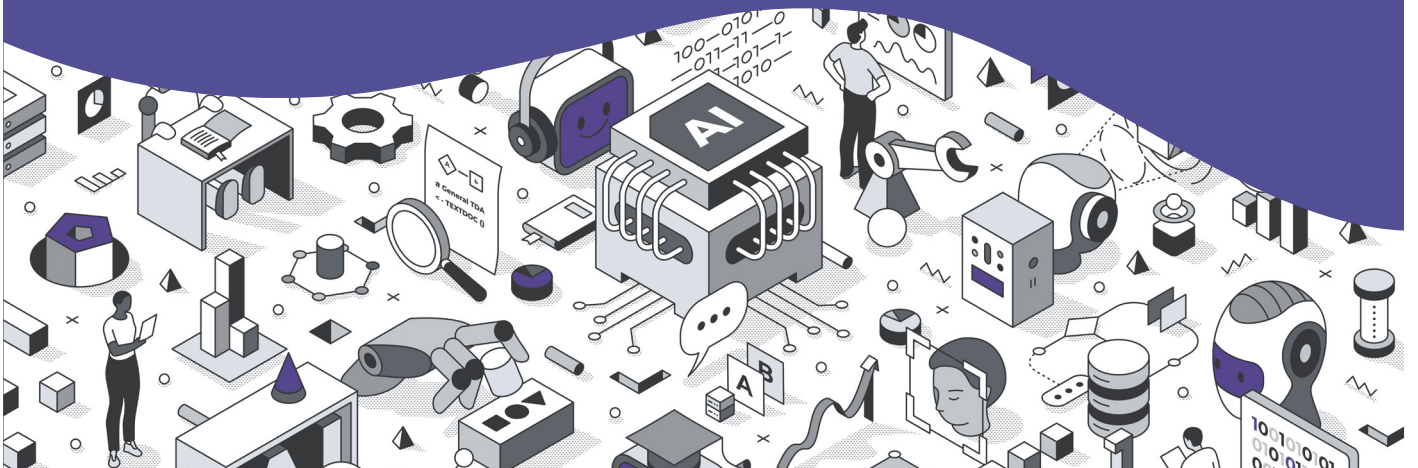
MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE

ENRICHING LIVES | EXPANDING POTENTIALS | SHAPING FUTURES

No.1 Mahidol University's rank in Thailand (Times Higher Education)

40+ nationalities of students, faculty and staff members

1986 since of providing quality international education

140+ partner universities around the world

650+ exchange students (inbound and outbound) every year