



# KaleidoScope

January 2011

Mahidol University International College Newsletter



ANNIVERSARY 1986-2011

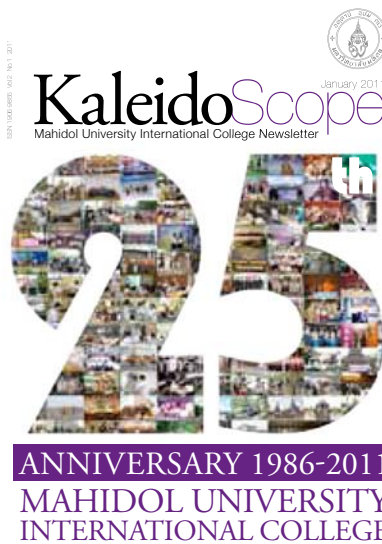
MAHIDOL UNIVERSITY  
INTERNATIONAL COLLEGE

# Editor's Note

The calendar year 2011 constitutes a milestone for MUIC as it celebrates the 25<sup>th</sup> anniversary of its founding. In March of 1986 the Mahidol University Council approved the formation of an international program, the first of its kind at a public university. Six months later, in September, that hope and promise was realized when the International Student Degree Program accepted its first group of students.

A great deal has transpired over the past 25 years. The college currently enjoys a reputation as one of the leading international institutes in the region and is internationally recognized for its academic and cultural outreach efforts. Throughout this landmark year there will undoubtedly be a variety of activities commemorating this 25<sup>th</sup> anniversary, all of which will be covered by Kaleidoscope.

## Cover Photo



Our cover, designed by Pratchaya Leelaprachayanont, introduces this calendar year as MUIC's 25th anniversary. Moreover, the logo featured on the bottom of this page will appear in subsequent issues of KaleidoScope as it reports on anniversary activities.

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# 25<sup>th</sup> MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE

# Anniversary 1986-2011



# Best Practice Award

Mahidol University (MU) and MUIIC participated in the annual National Academic Conference, sponsored by the Commission of Higher Education, Ministry of Education, on December 13, 2010, at the Bangkok Convention Center, Central Plaza, Ladprao.

During the past year universities were asked to submit proposals highlighting the effectiveness of specific academic programs. MU selected MUIIC to submit an overview of its Study Abroad Program for both inbound and outbound students in accordance with seven Key Performance Indicators (KPI), namely, (1) the relationship between the college's vision/ mission and its exchange program, (2) the number of formal agreements, (3) the existence of a database for the past three years, (4) the number of nationalities represented, (5) the credit transfer process, (6) evaluation and follow up and (7) facilities and infrastructure.

The Commission of Higher Education was particularly impressed with the range of formal agreements from five continents, the diversity of inbound students in terms of their nationalities and MUIIC's mechanism by which it recruits international students, offering them a wide range of academic choices and providing an efficient credit transfer process.

On the first day of the Conference, December 13, MUIIC received the Best Practice Award for its exchange program among the more than ten Thai universities and their international programs. Mr. Chinnaworn Boonyakiat, the Minister of Education, presented the award to Professor Napatawn Banchuin, Vice President of Mahidol University.

This Best Practice Award is a testimonial to and further validation of MUIIC's thriving Study Abroad Program for both inbound and outbound students.

# Creative Academy Awards

Thailand's economy has been dependent on the labor-intensive manufacturing sector for many decades. More recently, however, the country has been developing creative industries that are driven by knowledge and access to information for economic growth and development. This focus on Thai knowledge and culture is the basis for creativity-based production which will add more value to Thai products.

The government asked universities to submit ideas and proposals that will help to generate a more vibrant creative economy. Seven universities were cited for their proposals at a special ceremony presided over by H.E. Mr. Abhisit Vejjajiva, Prime Minister of Thailand, at the Royal Thai Government House on December 23, 2010.

Mahidol University (MU) was recognized and granted funding for: (1) MUIIC's proposal to establish a center that will promote historical and cultural tourism, in collaboration with other MU faculties; (2) the Faculty of Medicine, Siriraj Hospital, in collaboration with the Faculty of Pharmacy for its promotion of traditional Thai medicine and (3) the College of Music for performing arts.

Associate Professor Rassmidara Hoonsawat, Dean of MUIIC, accompanied by Associate Professor Yaowalark Sukthana, Associate Dean for Planning, Research and Development, received the award from Prime Minister Abhisit on behalf of MUIIC.





# QS-APPLE Conference

Mahidol University (MU), in cooperation with the QS Educational Trust, hosted the 6th Asia Pacific Professional Leaders in Education (APPLE) Conference and Exhibition, which promotes the building of world-class universities in the Asia-Pacific region through global partnerships and collaboration. The convention, which was held at the Suntec Singapore International Convention and Exhibition Center on November 17-19, 2010, welcomed 721 delegates (a record number) representing 240 institutions/universities from 43 countries around the world.

The Welcome and Opening Plenary Sessions included remarks by Professor Nigel Healey, Chair of the QS-APPLE Advisory Board, after which Dr. Sumeth Yamnoon, Secretary General, Office of the Higher Education Commission, Thailand, delivered the keynote address. Clinical Professor Piyasakol Sakolsatayadorn, President of MU, also addressed the delegates as did Professor Yongyuth Yuthavong, former Minister of Science and Technology. The sessions concluded with an impressive performance by the Mahidol University Pop Orchestra.

In conjunction with other MU faculties,

colleges and institutions, MUIC sent its own delegation: Associate Professor Rassmidara Hoonsawat, Dean, Professor Maleeya Kruatrachue, Associate Dean for Academic Affairs, Ms. Sumalee Visetratana, Associate Director for Administration, Ms. Udomrat Tivasub, Assistant Dean for Academic Affairs, Ms. Somluck Lunsuchep, Assistant Dean for Administration, Mr. Brian Phillips, Assistant Dean for International Affairs, and Mr. Michael Naglis, Assistant Dean for Student Affairs. They were accompanied by Mr. Nutthaboon Pornratancharoen and Mr. Korrachai Lekpetch of the Public Relations Unit who served as official photographers.

The MUIC delegation had an opportunity to attend a range of sessions which covered 43 diverse subject areas. In addition, they met with partner universities and initiated new contacts in order to broaden the college's collaborative efforts.

A contingent of 21 MUIC students also participated in the APPLE Conference; they served as hosts in welcoming the delegates and assisted with the logistics of

the conference by being in attendance in all presentation rooms and in other locations throughout the three-day event. Two of the students, Thaweesak Thananan and Korapat Suebphanwong also provided a demonstration of Muay Thai (Thai boxing) for the delegates.

According to post-convention interviews and reports, delegates gave high marks to these students for their communication and organizational skills, their courteous demeanor and their willingness to be of assistance in even the most difficult of circumstances.

Finally, Mahidol was awarded the Most Creative Corporate Institution Video, a collaborative effort among MU staff members, the College of Music and MUIC's Fine and Applied Arts Division, and the Creative Idol as the overall winner.

The next QS-APPLE Convention will be hosted by the University of Santo Tomas in November in Manila, the Philippines.



## Notable Departures

Associate Professor Yaowalark Sukthana, who has served as MUIC Associate Director for Planning, Research and Development for the past five years, announced her resignation, effective December 31, 2010.

Dr. Yaowalark has been invited to be a lead guest editor for the international



Dr. Yaowalark



Ms. Prapaporn

on-line Journal of Tropical Medicine for its special issue on toxoplasmosis and intends to devote more time to her research, which ultimately will enable her to secure a full professorship.

One of MUIC's longest-standing staff members, Ms. Prapaporn Jongsomjit, Chief Librarian, has also resigned, effective December 31, 2010, after 19 years of service.

After the tragic death of her youngest brother in an accident two months ago, Ms. Prapaporn felt compelled to return to Suphanburi Province where she will assist with her family's business.



## Japanese Fair 2010

The Committee for Cultural Promotion, in collaboration with the Public Relations Unit, organized the MUIC Japanese Fair 2010 on the ground floor of Building 1 from November 10 to 12.

Associate Professor Rassmidara Hoonsawat, Dean of MUIC, and Mr. Hiroshi Tomita, First Secretary of the Japanese Embassy in Thailand, presided over the opening ceremony.

The purpose of the three-day event was twofold: to promote the college's international character and its Japanese Minor Program and to highlight the culture and traditions of Japan. An exhibit featured the geography, climate, politics, religions, arts and par-

ticular customs of Japan. Visitors also had an opportunity to enjoy assorted Japanese foods and desserts and learn the art of both origami (traditional paper folding) and calligraphy. There were also intermittent performances of Cosplay, short for costume play, in which performers wear costumes and accessories to represent a specific character or idea drawn from popular fiction in Japan.

Ajarn Takayoshi Fujiwara, who served as an advisor and consultant in organizing the Japanese Fair, thanked members of the MUIC community for their support and participation.

## MU iPhone Application



Wireless and internet communication have become increasingly important features in our globalized world and Mahidol University (MU), an ICT-based institution, has been at the forefront of public universities in advancing information and communication technology in order to further develop its educational services.

According to a recent survey of mobile phone users in Thailand, the iPhone is the most popular because of its distinctive features. Subsequently, the MUIC Educational Technology Section has developed an even more convenient way to access MUIC news and information.

Associate Professor Soranit Siltharm, MU Vice President for Policy and Informatics Technology, Ms. Sumalee Visetratana, MUIC Associate Dean for Administration and Dr. Boonyanit Mathayomchan of the college's Computer Science Program held a joint press conference on December 1, 2010, in the Seminar Room for the print (newspapers and magazines) and television media to announce the launch of a new iPhone Application which provides users with easy and fast access to MUIC news and information. This service was implemented on December 15. Anyone interested in this service can download the MUIC Application from any App Store through iPhone or iTunes.

Eventually students will be able to access other information and services as well, including academic offerings, class schedules, the registration process and student evaluations. MUIC will serve as the pilot project in developing this new feature, after which other MU faculties, colleges and institutes will also participate.

The college has also developed an AV-SMS system through the mobile phone network by which lecturers and students can ask an audio-visual assistant for technical support if they confront any problems with teaching and learning in the classroom setting.

## Study Fair Abroad

The Office of International Relations organized an MUIC Study Abroad Fair on November 4, 2010, in the Seminar Room. Over 30 universities, educational agencies and embassies from Europe, North America, Australia, New Zealand and Asia participated in the fair, whose purpose was to promote the college's outbound exchange program.

The participating universities were given the opportunity to highlight the academic offerings in their undergraduate and graduate programs. In addition, a number of current exchange students represented their home universities and encouraged MUIC students to broaden their experiences by participating in the college's outbound Study Abroad Program.



# Learning Outside the Classroom

The course, **Introduction to Thai Language and Culture**, is designed not only to teach “survival Thai” for short-term visiting and exchange students but also to introduce them to the customs and traditions of Thailand. In that spirit, Assistant Professor Anchalee

Pongpun and Ajarn Arpaporn Iemubol, Thai lecturers, escorted 35 students to Benchamaborpitr Temple where they participated in a merit-making ceremony by offering food to the monks.

The group then proceeded to the Ananta Samakom Throne Hall, Dusit Palace, to visit the Arts of the Kingdom V exhibition, featuring exquisite but rarely seen traditional Thai crafts that reflect the decades of work by the SUPPORT Foundation under the Royal Patronage of Her Majesty Queen Sirikit.



agement, ecotourism, ecosystem services, climate change and threats to the environment, all associated with the topics covered in class.

The second group was accompanied by Ajarn Takayoshi Fujiwara, who provided some aesthetic observations on nature, along with Mr. Thammachart Kanjanapinyo, Mr. Chayanon Poonthong and Ms. Yubol Boonjaran from MUIC’s Audio-Visual Unit who made video recordings of the excursion which will be edited for inclusion in the e-learning component of the course.



Students in the **Southeast Asia Ecology** course, taught by Dr. Ramesh Boonratana, undertook a field trip to Khao Yai National Park, a UNESCO World Heritage Site. The 33 students were divided into two groups, one on October 16 and the other on November 13. They were introduced to the tropical lowland forest ecosystem and its distinctive features, protected area man-

# A Creative Writing Project

Students in Section 1 of the Creative Writing course, taught by Ajarn Mark Rodell, were assigned a final project: to write a children’s book with a maximum of 400 words and illustrations, bound with a spine, written for an age group between 5 and 10 years old, grammatically correct and instructive in terms of living correctly.

According to Ajarn Mark, students all too often write without motivation; they write only for a grade and

without a general audience in mind. This particular assignment motivated the students in several ways. First of all, placing the students in the role of instructor empowered them inasmuch as they have a specific purpose, namely, to teach. Secondly, asking the students to create a book raises the work out of the normal genre, such as an essay, and into a more prestigious class. Another motivating factor involved language control. Students are constantly asked to push their limits regarding language which can lead to uncertainty and a lack of confidence. By writing for children, the students employed more basic grammar and spelling, safer and more rooted in familiar ground, which in turn generated more confidence.

The outcome of this assignment was remarkable. A number of the submissions were very well constructed and professional, particularly with the inclusion of illustrations. The students were required to call upon their additional talents or else consulted others in the Communication Design and Animation

Productions majors.

All of the children’s books were subsequently given to the Volunteer Club which, in turn, donated them to the Baan Phu Sawaan School, Kaeng Krachan District in Petchaburi Province during their eight-day visit in December.



# e-Learning Project

Members of the MUIC Audio-Visual Unit conducted the second in a series of workshops, entitled “Microsoft Producer for e-Learning,” on November 12 in the college’s fifth-floor computer lab. Ten lecturers representing a cross-section of academic disciplines participated in the workshop. Its purpose was to create learning-teaching materials and increase the potential of lecturers so that they can develop multimedia lessons on the MUIC network system.



## Farewell to Dr. Sarayut Nathaphan



Assistant Professor Sarayut Nathaphan, Director of the MBA Program, announced his resignation, effective November 30, 2010. He is currently an instructor at the Faculty of Commerce and Accountancy, Thammasat University.

During his 13-year tenure at MUIC, Dr. Sarayut served in a number of capacities: lecturer, Managing Director of the on-campus internship, Cup-pa Coffee House (now Brew and Bev) and a member of the Board of Directors for the Salaya Pavilion Hotel and Training Center.

Dr. Sarayut was appointed Program Director for the Finance Major from 2001 to 2004; two years later he became Vice Chairman of the BBA Division. When, in 2008, MUIC launched its first postgraduate major program, the MBA in Business Modeling and Analysis, Dr. Sarayut was asked to serve as its Director.

In recognition of his years of service and his considerable contributions, the college hosted a special farewell and thank-you luncheon on December 24, 2001, in the Lord Jim's Restaurant at the Mandarin Oriental Hotel, attended by MUIC executives and divisional chairmen.

## ExxonMobil Graduate Fair

MUIC has enjoyed a long-standing association with ExxonMobil Thailand and is grateful for its continued support in sponsoring college and students projects. It was expected, then, that the MUIC Graduate Center, along with other universities from the Bangkok



metropolitan area, would participate in the ExxonMobil Graduate Fair.

The two-day event was held on November 29 at the company's Esso Building on Rama 4 Road and again on December 3 at the Q-House Lumpini Building on Sathorn Road, both of which attracted over 100 participants.

The purpose of the Graduate Fair was to provide interested ExxonMobil employees the opportunity to explore various master degree programs in business. Staff members Mr. Autthasit Sawadinam and Ms. Chanathip Kruythong, along with Mr. Nutthaboon Pornrat-tanacharoen, Head of MUIC's Public Communications Section, were available to promote the MBA in Business Modeling and Analysis, the only one of its kind in Asia.

## Mind-Set Trip

A group of 38 MBA and MM students, comprised primarily of those who entered the program in the first trimester, participated in a Mind-Set Trip at the Legacy River Kwai Resort in Kanchanaburi on December 18-19, 2010.

The participants engaged in a number of team-building activities. They also had an opportunity to visit the Kanchanburi School for the Deaf, where they donated food and gifts to the children



## Academic Achievements

In December the Graduate Center announced the second group of students who completed their graduate requirements, successfully defended their theses and subsequently received an MBA in Business Modeling and Analysis.

Ms. Alisa Tongsir  
Mr. Pakpoom Vipassapan  
Ms. Saranya Rattanathaworn

Ms. Buranit Rattanachuen  
Mr. Peerapat Srisukont  
Ms. Thajjing Sae-liu

Ms. Jirawan Phromtawepong  
Mr. Sang Mahachassada  
Ms. Vilasinee Leowarin

Two of the above recipients, Mr. Sang Mahachassada and Mr. Pakpoom Vipassapan, distinguished themselves academically by achieving Grade Point Averages of 3.92.

# ISDP/MUIC

# Alumni

# Association



Mr. Rachan Woramunee  
The President of MUIC Alumni Association



Alumni began arriving in the early hours of the evening for the ISDP/MUIC Alumni Reunion which was held on October 10, 2010, on the ground floor of Building 1. They registered in the main lobby at a number of computer stations that were manned by MUIC supporting staff and volunteers from the MUIC Student Association, a process that enabled the college to verify and update its alumni database system.

While many of the approximately 400 alumni were relatively recent graduates, others were more seasoned alumni, representing graduating classes when the college was the International Student Degree Program, some of whom were accompanied by their husbands, wives and children. The participants represented a broad range of professions, from business, finance, government and medicine to the hospitality industry, entertainment, the arts and education.

The proceedings officially began when the master of ceremonies, Ajarn Michael Naglis, an MUIC alumnus (98) and Assistant Dean of Student Affairs, introduced Dr. Rassmidara Hoonsawat, Dean of MUIC, and Dr. Chariya Brockelman, former Director of and current Advisor to the College, both of whom offered their welcoming remarks.





The expansive ground floor area was divided into a number of sections, including a stage area on which a band from the MUIC College of Music performed, a dining area, a variety of food stations featuring international cuisine, an area for photographs and a “business corner” at which alumni were able to exchange information and business cards.

As with any other reunion, the main feature was a social one as alumni met their former classmates and reminisced about their time spent at ISDP and MUIC, updating one another on their personal and professional lives.

However, the Alumni Association sponsored this reunion with an additional purpose in mind, namely, to elect a president. Three alumni announced their candidacy, Mr. Rachan Woramunee (98), Mr. Thanakorn Jirapasukksakul (98) and Mr. Sripoom Tinmanee (93); each of them had an opportunity to address the gathering and articulate their respective visions for the association, focusing primarily on creating networks of communication and possible alumni activities.

A polling station was available, allowing the attendees to vote during the course of the evening. Mr. Rachan was elected President of the ISDP/MUIC Alumni Association. He will select his own leadership team which will be responsible for all future alumni reunions and activities.



# Consolidating Its Outreach Projects

The MUIC chapter of Students in Free Enterprise (SIFE) devoted much of the first trimester to assessing the progress and sustainability of its outreach efforts. Several members traveled to Koh Mak Island on the weekend of November 11-14 to evaluate the status of its three projects: the artificial reefs called "Mak Rocks," the Banara enterprise which promotes making creative products from banana sheaths and Econ Child, a program that targets elementary and high school students to become ethical entrepreneurs with a focus on environmental awareness.

In spite of the difficulty with transportation on the island, the SIFE members also conducted a survey that elicited opinions from members of the island community concerning the projects, including what benefits may have been gained and people's expectations.



On November 14 another group of 14 SIFE members went to Nakhonchaisri to collect the rice product from farmers under the Parachute Rice Plantation (PRP) project. Unfortunately, the rice farmers needed more time to complete the packaging. While they were in the area, the SIFE group visited the Thai Farmers Museum and engaged in discussions with farmers concerning the obstacles they faced, among which were the lack of educational opportunities and the grinding cycle of poverty.

The following Sunday, November 21, the group proceeded to Ayutthaya to assess the damage from the recent floods and evaluate the progress of that PRP project. Interviews with farmers, housewives and village representatives revealed three major problems: addiction to drugs, alcohol and gambling, a lack of basic business know-how and health issues such as malnutrition and illnesses from the frequent use of pesticides.

SIFE will review and discuss these findings in order to decide which strategies should be implemented to ensure the continued success and sustainability of its projects.



# Multicultural Day



The Multicultural Club organized the college's annual Multicultural Day, which was held on November 9, 2010, on the ground floor of Building 1. Approximately 500 members of the MUIC community - faculty, staff and students -- participated in the festivities.

The participants enjoyed an assortment of international food and desserts and were treated to a fashion show that featured traditional costumes and dress from countries represented at MUIC. There was also a performance by the MUIC Cheer and Dance Club in addition to Indian, Spanish and Indonesian dances performed by exchange students.

emony on the ground floor of Building 1.

Ceremonial candles and joss sticks were lit as nine monks chanted their prayers and blessings. The participants, both students and staff members, then offered the monks food and monetary donations. This ceremony was meant not only to promote Buddhist traditions but also to encourage student to engage in the spirit of giving.

# Inner Peace Club

The Inner Peace Club is a new student enterprise whose purpose is to provide MUIC students with opportunities for self reflection and the discovery of their inner lives. The club launched its first activity on the morning of November 16 with a special Alms-Giving Cer-





## Fundraising Event and Workshop

Members of the Music Club joined forces with students from the TIM310 Event Management course in sponsoring a fundraising event on November 18, 2010. The Event Management students conducted a sale on the ground floor of Building 1 that featured food and women's products, particularly accessories. Later in the day one of the Music Club's bands and the band Instinct from Grammy performed in the garden area in front of Building 2. All proceeds were donated to the House of the Blind and Disabled, located in Bangkok's Ramintra area.

One week later, on November 25, the Music Club organized a workshop in the Seminar Room. The afternoon session provided a showcase of performances by various members of the club after which they offered instruction on playing musical instruments for those students who had expressed an interest. The workshop was also an opportunity to recruit new members for the club.



## Karate-Do Championship

The MUIC Karate-Do Club participated in the Thai Karate-Do Goju-Kai Association Senior Championship 2010 on October 3 at the King Mongkut Institute of Technology, Ladkrabang. Mr. Pasakorn Jiaratuwanont was the second runner up (bronze) for the Kata event. He and Mr. Samat Khovitoonkij were third runners-up for the Kumite event.



## Volunteer Club Activities

Members of the Volunteer Club, along with several MUIC alumni, joined other organizations as part of a larger relief effort in assisting flood victims in Lopburi and Ayutthaya in October. With money raised from previous fundraising efforts, the club donated two fiberglass boats and hundreds of survival kits that contained food, blankets and medicine.

In November 50 members of the Volunteer and Music Clubs visited the Bangkok School for the Blind. The club members spent the day with the children, engaging them in ice-breaking activities, playing games and providing musical entertainment. They also treated the children to break-time snacks and a dinner, in addition to donating two microphones and an assortment of t-shirts.

Fifty-five volunteers, accompanied by Advisor Arpaporn Lemubol and two Art Club members, participated in the annual Volunteer Camp at the Baan Phu Sawaan School, Kaeng Krachan District in Petchaburi Province from December 17 to 26, 2010.

The volunteers were assigned different projects. One group constructed a cement area in front of the school which will serve as an assembly station and playground while others groups painted the school gates and repaired the fountain. Another major project was renovating the school library which will also be available to members of the community. After its completion, there was an official opening ceremony which was attended by parents and local government officials.

Other volunteers engaged the children in both class and out-of-class activities, with an emphasis on creative learning. They conducted a "Health Day," focusing on personal hygiene and a balanced diet as well as a "Sports Day" and "Christmas Day" celebration, both of which involved the community.

# *Congratulations*

Mahidol University International College

## *Best Practice Award*

*for its  
Exchange Program*



## *Creative Academy Award*

*for  
Promoting Historical  
& Cultural Tourism*



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