



# KaleidoScope

January 2014  
Mahidol University International College Newsletter



**ISDP**  
Then



**MUIC**  
Now



# LIFE @ MUIC

Members of the Mahidol University (MU) community gathered together at the Prince Mahidol Hall on the evening of December 5, 2013 to celebrate the birthday of His Majesty the King of Thailand.



## *Looking Back, Looking Forward*

MUIC started out as an international program of Mahidol University back in 1986. It was a fledgling program with a handful of students and faculty that eventually grew into an international college that now services thousands of students, both Thai and foreign. Though MUIC had held several alumni reunions in the past, it organized for the first time in November a homecoming solely for graduates of the International Students Development Program (ISDP). It was a significant move as the College tried to reach out to the graduates from its early years. By this time, the oldest of them would be several rungs up their career ladder, undoubtedly in a good position to help out their alma mater. In this issue, we feature ISDP—a brief recounting of its history and what it stood for. We also include an account of the reunion and there are also profiles of one of its alumni and one of the original and longest-serving faculty members. It pays to look back to the past in order to be prepared for the future.

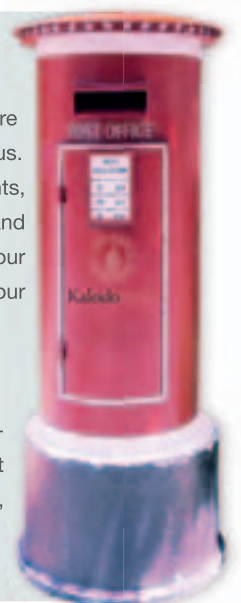


## Cover Photo

During its first decade of operation, Mahidol University International College was known as the International Student Degree Program. From a handful of students and lecturers and a couple of classrooms, it has grown into the leading international college in a public university in Thailand.

Got something to say? Tap those keyboard keys and share your thoughts with us. We welcome comments, questions, requests, and suggestions from our readers. Just send your emails to this address: [icpr@mahidol.ac.th](mailto:icpr@mahidol.ac.th)

**KaleidoScope** reserves the right to edit readers' mail for legal, ethical, brevity and clarity purposes.





The MUIC community attended the opening ceremony of His Majesty The King's 86th Birthday exhibition held on December 3, 2013 at the Lobby of Building 1. Prof. Dr. Maleeya Kruatrachue, Dean of the College, presided over the ceremony. Executives, faculty members and staff paid their respects to HM the King by singing the royal songs and signing the homage book.



## ORIENTATION FOR INTERNATIONAL STUDENTS

Some 140 exchange and visiting students attended the orientation for international students on September 12, 2013, at the NUT Auditorium, ASEAN Institute for Health Development. The following day they were brought to Sampran Riverside and Rose Garden for a field trip to learn more about the Thai way of life. The students, mostly from the US, Germany, Japan, and France, enrolled during the 1st Semester of the Academic Year 2013-14.

## STUDY ABROAD & EXCHANGE FAIR

The International Affairs Section organized the "MUIC Study Abroad and Exchange Fair" on November 19, 2013, at the Hall of Fame, on the 2<sup>nd</sup> Floor of MUIC Building 1.

Some 300 students attended and visited the booths of the University of North Texas (USA), Deakin University (Australia), Heilbronn University of Applied Science (Germany), Lucerne University of Applied Science (Switzerland)—all partner universities of MUIC—and Nuffic Neso (Netherlands Education Support Office). Around 15 inbound exchange students also assisted their respective home universities during the fair.

## RETIREEES HONORED

Five retiring lecturers were honored during the Recognition and Appreciation Day held on September 24, 2013, at the Salaya Pavilion Hotel.

In her speech, Prof. Maleeya Kruatrachue, MUIC Dean, thanked the five retirees for their services. Mr. Barry Clements (BBA), Dr. Marja-Leena Heikkila-Horn (SS), Mr. Phillip Steins (HLD), Dr. William Bloch (HLD), and Dr. Charles Windish, Associate Dean for International Affairs, were asked to stay on at the College, subject to an annual contract.



## 'WAI KRU'

As part of MUIC's school opening traditions, a Wai Kru ceremony was held in the auditorium on September 26, 2013. Dean Maleeya Kruatrachue presided over the ceremony during which students paid their respects to their teachers. Some 300 students participated in this event which was organized by the Office of Student Affairs. Afterwards, students who had performed well in the past semester were awarded certificates and scholarship grants.



## LESSONS ON THAI TOURISM

Tourism officials from 10 African countries participated in the most recent Sustainable Tourism Management Project, a joint project of MUIC and the Thailand International Development Cooperation Agency (TICA) of the Ministry of Foreign Affairs.

Held from November 2 to December 1, 2013, the month-long training gave the 21 participants from Egypt, Ethiopia, Gambia, Madagascar, Mozambique, South Sudan, Tanzania, the State of Eritrea, Uganda and Zambia ample opportunity to learn more about Thailand's tourism sector.



They attended seminars on Thai culture and language and the tourism industry, facilitated by MUIC faculty members and officials and lecturers from other universities as well. The participants also visited popular tourist areas.

## PROMOTING BUDDHAMONTHON PARK



The College assisted the National Office of Buddhism in promoting Buddhamonthon Park, Thailand's center for Buddhism. Prof. Rajata Rajatanavin, M.D., Mahidol University President, and Prof. Maleeya Kruatrachue, MUIC Dean, together with MU executives and officers, recently turned over to Mr. Kanok Sanprasert, Deputy Director General, National Office of Buddhism, a promotional package which is part of the Buddhamonthon Development for Creative Tourism Project. The promotional material, developed by MUIC, consisted of a book profiling Buddhamonthon Park, academic research papers, a website about the park, a promotional video, and information billboards to be erected on the park. The turnover ceremony was held at Buddhamonthon Park, Nakhon Pathom Province, on September 16, 2013.

## QS-APPLE

AWARDS

MUIC was one of the nominees in the recently concluded QS-APPLE (Asia Pacific Professional Leaders in Education) Creative Awards, a competition for education promotional materials. The contest was among the events in the 9th QS-APPLE Conference and Exhibition, held from October 31 to November 1, 2013, at Sungkyunkwan University (SKKU), Seoul, South Korea.

Mr. Nutthaboon Pornrattanacharoen, Assistant Dean for Marketing and Public Communications, and Ms. Supida Wangrattanakorn, Admissions Unit Head, represented the College. They also visited Dongguk and Hanyang universities on October 29.



## VISITORS FROM FRENCH EMBASSY

Prof. Rajata Rajatanavin, M.D., President of Mahidol University, and Dr. Maleeya Kruatrachue, Dean of MUIC, recently welcomed a delegation of French government officials. The delegation was composed of Mrs. Yamina Benguigui, Minister Delegate for Francophony, attached to the Minister of Foreign Affairs, French

Ambassador Thierry Viteau and Embassy officials. A reception was held for them at the Salaya Pavilion Hotel and Training Center on October 15, 2013. Afterwards, they toured the Fine and Applied Arts Division and met with its faculty and students. Prior to entering government service, Minister Benguigui had been a noted filmmaker.

## OSAKA

CONFERENCE

Mr. George Amurao, editor of MUIC's KaleidoScope magazine, presented his paper entitled, "Determining Demand in Thai Job Market for Communications-Related Degree Title: A Survey of an Online Job Website" at the 5th Annual Asian Conference on Education 2013 held in Osaka, Japan, on October 23-27, 2013. He also served as session chair.

Meanwhile, Ajarn Maria del Mar Calero Guerrero, a lecturer from the Humanities and Languages Division (HLD), presented her research on "Critical Thinking in Second Language Learning: An Intercultural Approach." Ajarn Analiza Liezl Perez-Amurao, also from HLD, discussed her paper entitled, "Transnational Migration as an Emerging Feature of Migration."

## LESSONS LEARNED FROM US TRIP

Mrs. Somluck Lunsuchep, Assistant Dean for Administration attended on October 6-9, 2013 the Association for the Advancement of Sustainability in Higher Education (AASHE) Conference and Expo 2013 held at Nashville, Tennessee, where presenters discussed environmental sustainability.

She also visited the University of North Carolina (UNC) at Chapel Hill on October 10-14. Aside from meeting her counterparts in the UNC administration, she was also given a tour of the university. Mrs. Somluck also met with several MUIC students who are studying at UNC under its exchange program.



## VISIT TO KYUNG HEE UNIVERSITY

An 18-person delegation led by Ms. Sumalee Visetratana, Associate Dean for Administration, visited Kyung Hee University in Seoul, South Korea on October 25, 2013. The objective of the visit was for the delegates, who mostly comprised section chiefs and unit heads, to learn more about Kyung Hee University (KHU) which has been a partner university of MUIC since 2006.



# USR



## COMPUTER SKILLS TRAINING

As part of its community outreach program, MUIC conducted four training sessions among residents of Tambon Klong Jinda, Sampran, Nakhon Pathom province this year.

Dubbed “i2COM Learning Center,” the project aims to equip the community with computer and Internet literacy skills. It has a computer center in Baan Pard Mhon School equipped with 20 PC units. Some 126 participants—teachers, students, and parents and guardians—underwent training under the professional staff of MUIC.

## FUND DRIVE FOR TYPHOON SURVIVORS



The Student Association, with support from MUIC executives, faculty, and staff, held on November 18-29 a fund-raising drive for survivors of super typhoon Haiyan in the Philippines. They were able to collect 95,879.90 Baht which was then donated to the Philippine Red Cross.

An exhibition, featuring photographs, information and video footage of the devastation caused by the super typhoon, along with a message board, was set up at the ground floor of Building 1. The Student Affairs Office said in a statement that “the campaign provides an opportunity for students, faculty and staff to contribute and show their support during this time of hardship of our Filipino friends.”

## FREE USE OF BIKES

The Saving Energy Committee of Mahidol University International College (MUIC) launched its JAKKA Clean Energy Project on September 27, 2013. Faculty, staff and students can borrow bicycles provided by the College for use around the campus. Mrs. Sumalee Visetratana, MUIC Associate Dean for Administration, presided over the ceremony held on the ground floor of Building 1.



## PC CHARITY RUN

The Preparation Center for Languages and Mathematics (PC) raised a total of 140,000 Baht from its “MUIC Charity Run 2013” held on November 16, 2013, at the Salaya campus.

A total of 220 people participated in the fund-raising event, which was divided into three-, five- and nine kilometer races. Among the beneficiaries were the Faculty of Veterinary Science of Mahidol University and various dog shelters, including the Home for Handicapped Animal Foundation, the Thai Society for the Prevention of Cruelty to Animals, and the Auntie Samruay Dog Shelter in Nakhon Nayok Province.



# GRADUATE CENTER

## MUIC-LUCERNE EXECUTIVE SEMINAR

The Graduate Center at Sathorn and the Academic Services and Special Project Unit, in conjunction with MBA-Lucerne University of Applied Science and Arts, organized the “1<sup>st</sup> Executive Seminar in Thailand” on October 6-11, 2013.

This seminar combined incentive classes in Thai Business Environment, Tourism Industry and Competitiveness of Thai Hospitality Service, Global and Thai Retail, Transformative Leadership in Modern Organization and Information Technology,



and Supply Chain Management, with visits to the Anantara Bangkok Resort and Spa, Big C hypermart, the Mae Fah Luang Foundation under Royal Patronage(MFLF), GS1 Thailand and Sampran Riverside. There were 25 participants, including Swiss and Thai students and professors from both universities. This kind of short-term program developed a better understanding of cultural differences, both in daily lifestyle and business perspectives.

## GRADUATE CENTER REUNION

The Graduate Center held its first-ever reunion on September 28, 2013, at the Sheraton Grande Sukhumvit Hotel in Bangkok. A hundred alumni from several batches attended the event which had the apt theme, “Old Friends...New Connections.” There were also games and other



fun activities. The alumni also lent a helping hand by passing around the hat and donating a total of 16,171 Baht to the Ramathibodi Foundation.



### Miss Siriporn Apichaikul

32 years old  
Living Consultant, Galerie Rue de 39 Project, (Asian Property Public Co. Ltd.)  
BBA (Marketing), Bangkok University International College (BUIC)  
Master of Management (International Hospitality Management)  
Year graduated from MUIC: 2013

## Our Graduate Says...

“ I enrolled in MUIC because I really want to experience new things. I am the type of person who constantly wants to network with people. I also want to continue improving my English skills. The location of Sathorn campus is also close to my home and workplace.

My Master’s education appealed to my inquisitiveness and helped develop my study skills in both theoretical and practical aspects. Working on my thesis taught me the values of patience and punctuality.

Aside from being more competent in research, participating in non-academic events and activities (whether as an individual or part of a group) also taught me to be adaptable, optimistic, cheerful and respectful. I currently work as a Living Consultant in a project that targets the high-end market. My MUIC education helped developed a more positive attitude and more pleasing personality in order to face the pressures at work.

The MM program is designed for aspiring business leaders and managers of the future. Graduates are trained to be effective and successful managers in the tourism and hospitality industry.”



# FAA

## JAPAN STUDY TRIP

Three Entertainment Media students of the Fine and Applied Arts (FAA) Division were selected by Thailand's Ministry of Culture to participate in the Japan-East Asia Network of Exchange for Students and Youth Program (JEN-ESYS) 2013 held from September 30 to October 9, 2013.

The program gave Mr. Patradol Kitcharoen (4<sup>th</sup> year Animation major), Mr. Anon Sumruailhan (3<sup>rd</sup> year Film major) and Mr. T-ThawatTaifayongvichit (2nd year Film major) the chance to attend several events in Japan's Kyushu and Kansai regions.

Established during the 2<sup>nd</sup> East Asian Summit in January 2007, this program aims to deepen mutual understanding among young people who would assume important roles in the next generation in each Asian country.



## FILM FESTIVAL SCREENING

Nine students from the Fine and Applied Arts (FAA) Division's Entertainment Media Production Program screened their creative works at the 3<sup>rd</sup> Annual 9FilmFest at the Siam Paragon Cinema on September 21-22.

The students and their outputs (film, TV and animation) included "In Flames" by Sita Lerdjarudech, "A Million Minds" by Christopher Roberts, "POV" by Praveena Danchaiviroj, "The Rebirth of Jimmy" by Charmanvudh Vancharoen, "Revolver" by Panakom Santayakon, "Clouds of Memories" by Natthaphon Sakulvanaporn, "To The Moon" by Chayanit Hansaward, "Charlie's Garden" by Jonathan De Hoop, and "Us" by Tassapol Teeravithayapinyo.



## INTERNATIONAL ANIMATION DAY

FAA hosted the ASIFA International Animation Day 2013 on October 28, 2013, at the Mini-Theater, Learning Resources Centre. The highlight of the event was the screening of the animated feature, "Echo Planet," with its director, Mr. Kompin Kemgumnird in attendance and who later answered questions from the audience. The event was well-attended by FAA students, many of whom are Animation students of Ajarns Millie Young and Aaron Schmidt.



## MUSIC VIDEO WORKSHOP

Entertainment Media Program Director Bryan Ott, along with Animation lecturer Aaron Schmidt, conducted a film-making workshop at the International School of Bangkok (ISB) Nichida Campus on November 8, 2013. Several students aged 15- to 18 years old wrote, directed and edited music videos which they later screened for representatives of ISB.



# ACHIEVEMENTS

## EMERGING LEADERS CONFERENCE

Mr. Krongton Soontornvinit and Ms. Parawee Techapermphon (both Social Science majors), Ms. Nicha Kong-somboon (Marketing), and Ms. Pawitra Chuaychoowong (International Business), attended the Emerging Leaders Conference held on September 19-21, 2013 in Manila, the Philippines, which had the theme: 'The Development Paradigm: A World Beyond 2015.'



Ms. Nicha, who is also an officer of the Rakkaew student club, delivered a speech with the topic, 'University-Community Partnership toward a Sustainable Society: Experience from Thailand' during the breakout session, during which participants gave speeches and discussed social issues. They also attended plenary sessions where guest speakers talked about relevant topics.

## BEIJING YOUTH CAMP

A Social Science major attended the 2013 International Youth Organization Forum and Beijing Sister City Youth Camp held on October 20-26, 2013, at Beijing, People's Republic of China.

Mr. Raja Asvanon joined more than 130 other students from 32 sister cities of Beijing

The week-long youth camp, with the theme, "Youth Gives the City More Vitality," included several forums along with sessions on basic traditional Chinese etiquette, calligraphy and other crafts like fan-making. The participants also visited noted Beijing landmarks like the Forbidden City, Olympic Park, and several university campuses.



## BRONZE MEDAL IN BADMINTON

The president of MUIC's Badminton Club won 3rd Place in the B Men's Double at the Badminton SS.SU Open 2013 held at Silpakorn University in Nakhon Pathom Province on September 21-22, 2013. Mr. Pheem Chokrasamesiri is an International Hospitality Management major.



## SPECIAL PRIZE FOR ANIMATED FILM

"The Wound," a short animation entry by Ms. Jane Horskul and Mr. Patradol Kijcharoen from the Fine and Applied Arts (FAA) Division, won a special prize in the Moving Image Contest held on October 31, 2013, at the Bangkok Art and Culture Center. "The Wound" tells the story of a soldier and his young son, showing how war does not only physically hurt soldiers but also breaks the heart of their families.





## HARI INDONESIA in MUIC

MUIC celebrated 'Hari Indonesia' or Indonesia Day on November 25, 2013, highlighted by a speech by His Excellency Lufti Rauf, Indonesian Ambassador to Thailand in the college auditorium.

The ambassador briefly discussed the history of ASEAN and its positive contributions to its regional members. He then gave the audience a profile of his country, emphasizing that his country shares many basic traits with its Southeast Asian neighbors.

Prof. Maleeya Kruatrachue, MUIC Dean, talked about MUIC's Southeast Asian Studies Program and then announced the newly-created Indonesia language course offered by the Humanities and Languages Division. Prof. Rajata Rajatanavin, welcomed the guest speaker and enumerated Mahidol Universities' programs involving



Southeast Asia and ASEAN.

Included in the program were a brief talk on Southeast Asia by Dr. Marja-Leena Heikkila-Horn, Head of the MUIC Southeast Asian Studies Program, and an Indonesian AIMS exchange student, Mr. Brian Bernadi Tanuwijaya from Bina Nusantara University, who spoke about his experiences of studying in Thailand. A travelling dance troupe from Indonesia also performed four traditional Indonesian dance numbers, namely Tari Ronggeng Nyentrik, Tari Pendet, Tari Topeng Kelana and Tari Srikandi Vs Mustakaweni.

## REGIONAL MEDIA ISSUES

The executive director of a regional non-government organization (NGO) based in Bangkok spoke at a forum on the topic "Current Situation of Freedom of Expression in Southeast Asia." Ms. Gayathry Venkiteswaran of the Southeast Asian Press Alliance (SEAPA) talked about the various issues confronting the media in Southeast Asia, including censorship, legal barriers, impunity and ethical concerns. Some 40 students and faculty members attended the forum which was held on November 14, 2013, in Room 1504. The event was organized by the Social Science Division's Southeast Asian Studies Program as part of its Research Notes on Southeast Asian Affairs lecture series.



## CONFERENCE ON SOUTHEAST ASIA

Two faculty members from the Social Science Division presented their research papers at the 1st International Conference on Constructing Southeast Asia, held on October 23-24, 2013, at Yogyakarta, Indonesia. They comprised one panel, "Contentious Politics and Nationalism in Southeast Asia: Historical Perspectives." Dr. Marja-Leena Heikkilä-Horn talked about "Revisiting Furnivall: 'Plural Society' and Religious Violence in Post-Colonial Southeast Asia" while Ajarn Christian Oesterheld discussed "Social Division and Historical Tropes in Electoral Politics: The Case of Cambodia's National Elections 2013."

## JAKARTA ROADSHOW

A MUIC team participated in the World Education Expo Indonesia 2013 (WEEI 2013) held at Balai Kartini Convention Center in Jakarta on October 4-6, 2013.

Mrs. Kurniati Wirakotan, who teaches a Bahasa Indonesia course in the Humanities and Languages Division, Ms. Supida Wangrattanakorn, Admissions Unit Head, and Ms. Ketvaree Phatanakaew, PR Unit Head, comprised the team.

They also visited five schools in Indonesia's capital on October 1-2: Tunas Indonesia High School, St. John Catholic School Meruya, BinaBangsa School, Springfield International School and SMA Kristen Petra (Petra Christian High School). Several MUIC students who are in exchange programs in several Indonesian universities under the AIMS program also met with the team and assisted them during the exhibition.



# ISDP Revisited

We begin this feature with the obvious: Mahidol University International College is alive and well. Student enrollment continues to consistently increase, with a projection of 3,800 students by 2015; the college's Study Abroad Program for both inbound and outbound students is thriving; student clubs have proliferated, embracing a wide range of interests and activities; plans are currently underway to introduce additional majors in an effort to consolidate MUIC's liberal arts focus; construction on the new Kitimas Building began in September which is expected to accommodate 2,000 MUIC students.

All of the progress over the past 17 years could not have been achieved without the pioneering spirit of the administration, faculty, staff members and, most especially, the students during the first 10 years of the College's history, when it was designated as the International Students Degree Program (ISDP). What had seemed at times improbable was incrementally and unwaveringly made real.

It all began in March of 1985. Mahidol University proposed the creation of an international program which would be based on the Salaya Campus, Thailand's first international bachelor degree program at a public university.

Dr. Natth Bhamarapravati, MU President, announced the formation of two planning committees, among whose members were Dr. Peter Smith and the current MUIC Dean, Prof. Maleeya Kruatrachue, which developed and finalized the program's administrative and academic structures.

In the third trimester, in 1987, Dr. Charles Freeland joined ISDP as a full-time lecturer. At the beginning of the second year, in September of 1987, Ms. Somluck Lunsucheep and Mr. Sitta Kutsang arrived at ISDP to serve in the general administration department. One year later, Ms. Udomrat Tivasub was also employed by the College.



## 1985

## 1987



## 1986

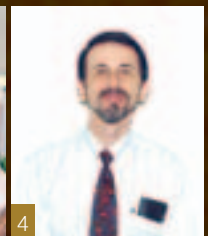
After 18 months, in September of 1986, the ISDP was formally established, located on the second floor of the MU Social Science and Humanities building, occupying several offices and three classrooms. Classes were also conducted at the Faculty of Science, the Salaya Center and the Phayathai campus in Bangkok.

The program was administered by Dr. Serene Piboonniyom<sup>1</sup>, Director of ISDP; Dr. Thawatchai Chajjirachayakul<sup>2</sup>, Deputy Director for Academic Affairs; and Dr. Chalong Boonyananta<sup>3</sup>, Deputy Director for Administrative Affairs, supported by a small secretarial staff.

## 1989

In the beginning there were some doubts as to whether the program would succeed. However, more students continued to enroll, particularly in the Travel Industry Management Program, and in 1989 ISDP honored its first 18-member graduation class.

Forty-five students were enrolled in the program during that first trimester year, majoring in Biology, Chemistry, Physics, Computer Science and Travel Industry Management. Dr. Smith<sup>4</sup> was the only full-time lecturer who also assumed administrative responsibilities. Other instruction was provided by visiting lecturers from MU and other educational institutions.



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One year later, in 1990, the student population had increased to almost 300. This constituted a turning point. It became increasingly clear the ISDP would not only survive but would also require its own accommodations.



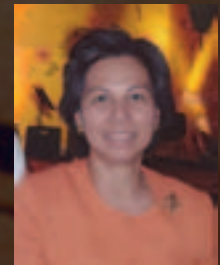
1990



Another development occurred in the summer of 1994 when a small group of visiting students from Orange Coast College in California arrived at ISDP in order to enroll in a number of classes. This visitation was the beginning of the College's current Study Abroad Program for inbound and outbound visiting and exchange students.

1994

In 1997 Dr. Serene and her administrative team resigned. Dr. Chariya Brockelman was appointed as new MUIC Director.



1997

1992

Construction had already begun on a separate facility, situated next to the Social Science and Humanities building. In 1992 ISDP officially dedicated its new three-story building, which at that time accommodated 486 students.

At this time ISDP also introduced two new majors, Business Administration and Food Science and Technology, to meet the growing student demand.

1996

Student enrollment continued to increase, due in large measure to the Business Administration major and the student population was beginning to approach 1,000. Not surprisingly, construction on a new and larger facility had already begun.

In 1996, with the approval of the Mahidol University Council, ISDP was officially named Mahidol University International College, giving it the full stature of a faculty.





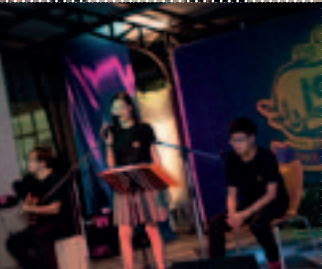
The MUIC Alumni Association, in collaboration with the Office of Student Affairs, sponsored a reunion on November 9, 2013, on the ground floor of Building 1 for those alumni who studied at the College during its first 10 years when it was designated as ISDP. The theme of the reunion was "ISDP Returns."

Admittedly, there was not an onrush of ISDP returnees. Fifty-eight alumni, some of whom were accompanied by family members, attended the reunion. However, that did not dissuade the guests from enjoying the evening as they reminisced with former classmates and engaged in taking photos to remember the occasion.

At the beginning of the evening Mr. Rachan Woramunee, President of the MUIC Alumni Association, welcomed the alumni and cited the presence of ISDP's first administrative team, Dr. Serene Pilboonniyon, Director of ISDP; Dr. Thawatchai Chajirachayakul, Deputy Director for Academic Affairs; and Dr. Chalong Boonyananta, Deputy Director for Administrative Affairs. Professor Maleeya Kruatrachue, Dean of MUIC, then offered her own welcoming remarks.

Later in the evening Ajarn Michael Naglis, Assistant Dean for Students Affairs, briefly addressed the participants and asked Dr. Serene to speak about her own assessment of ISDP's highlights.

The reunion included an exhibit of ISDP's 10-year history and a display of photos from that period. The guests were also entertained by an ensemble from the MUIC Music Club and a performance by the Cheer and Dance Club. Food and drinks were provided by the Salaya Pavilion Hotel.



# One of the Pillars of ISDP

Dr. Peter Smith was one of the founding members of our College and has enjoyed the unique status of being the longest serving full-time member of the MUIC community. Unfortunately, that distinction no longer prevails. Given the regulations of Mahidol University concerning age, Dr. Smith has officially tendered his resignation, effective October 2013. However, he will continue to serve the college in a part-time capacity as both lecturer and researcher.

Dr. Smith arrived in Thailand in 1985 and secured a position as Lecturer in Religious Studies in the Department of Humanities of Mahidol University's Social Science Faculty. That same year he was appointed as a member of the original planning committee which established the International Students Degree Program (ISDP), the first international degree program at a public university. ISDP opened in 1986 and Dr. Smith taught general education courses in Psychology, Sociology, Physical Anthropology and World History, in addition to writing and developing the initial course catalogue.

In 1998, as part of MUIC's continued expansion, he was appointed Division Chairman and Program Director of the Social Science Division. During that time he designed and implemented a new Social Science Major, with concentrations in Southeast Asian Studies, International Studies, and Modern World History, as well as minors in Psychology, World History, International Studies and Southeast Asian Studies. He also developed and taught new courses in Social Theory, Major Social Institutions, Genocide and Ethnic Cleansing, History of Psychology and three overview courses on World History.

tors and an introduction to MUIC's program structure and curriculum.

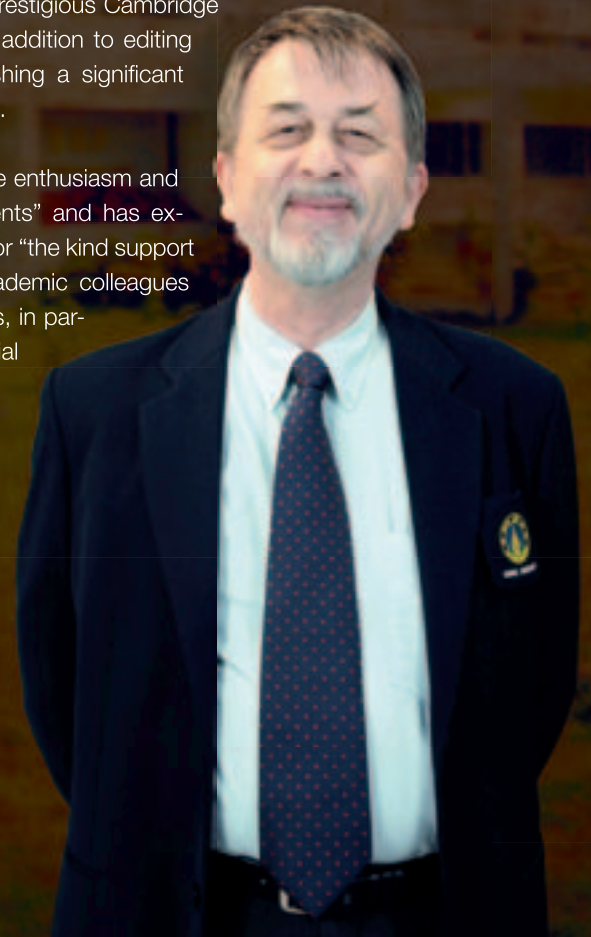
In recent years, Dr. Smith has been active in using the Internet for educational purposes and has produced over 100 educational videos for video-sharing site Youtube in addition to developing several academic Facebook groups and pages. He also has his own blog, which largely focuses on academic material.

Apart from his considerable contributions to the College which have earned him the respect of his peers and students, Dr. Smith has received other kudos. In 1993 he was awarded Commander of the Most Noble Order of the Crown of Thailand, Third Class, and currently serves on the editorial boards of two academic journals. He has published five books—two of them with the prestigious Cambridge University Press in England, in addition to editing another two books and publishing a significant number of chapters and articles.

Dr. Smith is full of praise for "the enthusiasm and good-heartedness of his students" and has expressed his deep appreciation for "the kind support and encouragement of his academic colleagues and support staff over the years, in particular the members of the Social Science Division."

On behalf of the entire MUIC community, *KaleidoScope* extends its own appreciation for Dr. Smith's unprecedented contributions and its gratitude that he will continue to serve the College, even in a part-time capacity.

In 1999 Dr. Smith was appointed Deputy Director for Academic Affairs, remaining in that post until 2003. He not only coordinated all academic programs in the college, including curriculum development and the introduction of new majors, but also maintained academic standards and promoted effective communication and consultation among administrators, faculty and students. He also produced a teaching guide for MUIC instruc-





MRS. SDUPPIN  
KAMNUANTHIP



# Coming Home

**M**rs. Sduppin Kamnuanhip has been climbing the corporate ladder since her graduation from ISDP in 1992. After working in two multinational companies, she joined L'Oréal Thailand in 1998 as its first PR Manager. Two years later, she was promoted as Corporate Communications Manager, then as Corporate Communications Director in 2004 and was included in the multinational company's Management Committee. She also played a major role in the launching of L'Oréal's CSR projects like "For Women in Science Fellowship Program" and has been assigned to help with similar projects and activities in neighboring countries as well. She was recently chosen as one of the Quality Persons of the Year 2012 in the "Role Model in the Private Business Sector: Personal Grooming and Pharmaceutical Products" category. The award is given by the Chulabhorn Research Institute. In December 2013, she was invited to speak at the Myanmar Women's Forum, which had Aung San Suu Kyi deliver the opening remarks.

It has been a long time since she last visited the MUIC campus. Mrs. Sduppin, who belongs to Travel Industry Management graduating class of 1992 was pleasantly surprised by the changes she saw in her alma mater when she attended the first reunion of ISDP graduates last November 9, 2013.

More than 20 years ago, there were no Salaya Link buses yet and no BTS, that would shorten the distance between Salaya and downtown Bangkok. It took her three hours every morning to reach school. Mrs. Sduppin reminisced: "The campus was also rather quiet, with only a few buildings among the green. Our 'special' place for lunch was a small noodles shop across from Putthamonthon Sai 4 Road, and the most 'trendy' hang-out place back then was PataPinklao. Can you imagine that?"

## Her advice to MUIC students

- Once you choose a program which matches your interests the most, go all the way.
- Explore careers you find appealing. Try to get as close to the people who hold your dream job as much as you can.
- Develop a good attitude at a young age. You must have passion. Believe in the impossible. Think positive. Help others. Skills may get you a job, but a good attitude will take you far in your career.

Although it may have been a faraway place, Mrs. Sduppin chose to study at the then fledgling ISDP. It may not have been her first choice, but she was confident of the quality of the education she would get. "The name 'Mahidol' was something prestigious, highly respected," she said.

She also remembers her professors well, like Ajarns Charles Freeland and Peter Smith, and the lessons she had learned from them. Asked what values she learned from ISDP, she answered: "An appreciation of diversity. My classmates were from many different nationalities and backgrounds. It taught me to be open to different opinions, beliefs and approaches. At L'Oréal Thailand, we never try to make employees think alike. Instead, we appreciate and encourage diversity. I am thankful for the ISDP years which prepared me for this."

As an alumna who has done well in her career, Mrs. Sduppin said she would be very happy to share lessons she had learned from her work experiences with students who might be interested in either making corporate communications a career or joining a multinational company.



## MU STUDENT COUNCIL

Seven MUIC students were recently appointed as college representatives to the Mahidol University Student Council. The Council serves as the link between the students and the university. It is also responsible for allocating the budget for student activities.

The students are: Ratima Komkai (4<sup>th</sup> Year); Phonthip Chaisrisoponkit, Thitiporn Sriprasert, Galewalin Hsueh (3<sup>rd</sup> Year); and Oranat Tanprasertkul, Muntana Horsuwan, and Chakrit Sajatast (2<sup>nd</sup> Year). Their term of office started on November 13.

According to Ms. Phonthip, they would try to serve as a bridge between MUIC students and Mahidol University and assist students to interact and blend into a wider network.



## CLUB EXPO

To give freshman students a chance to learn more about MUIC's student clubs, the Office of Student Affairs and the Student Association organized a Club Expo on September 25, 2013, on the ground floor of Building 1.

Some 871 students visited the exhibition booths manned by 93 student club members. To provide entertainment during the four-hour event, members of the Music, Muay Thai, THM, Thai Music, Social Dance, Choir, Cheer and Dance and Thai Cheer Cubs each presented performances.



# CYCLISTS JOIN BIKE FEST

On November 9, 2013, 15 members of the MUIC Cycling Club biked from the Salaya campus to the Makkasan Station of the Airport Link. The group was invited to join the “A Day BIKE FEST 2013” organized by A Day Magazine. The students participated in a talk on “Bi-cycle Culture within Universities.”

One of the active Cycling Club members, Ms. FitraJehwoh, went on stage with four other representatives from King Mongkut’s University of Technology Thonburi, Kasetsart, Thammasat, and Silpakorn Universities. The event was organized to promote Bangkok as a bike-friendly city. Also part of the event were booths, activities and more than 100 bicycle shops.



## ALUMNI TALK

The THM Club organized “Afternoon Talk,” featuring three THM alumni on November 20, 2013. The event, which had the theme, “Management Trainee Program,” focused on building a better understanding of careers that THM students can explore,” according to Club secretary Amika Settheewongsakun. The guest speakers shared with students in the audience some guidelines on how to have a successful career based on the speakers’ own experiences. The guest speakers were Mr. Peerasin Rattanakoson, Mr. Nattawut Wetprasit, and Ms. Sukalin Pumisuthapol, all of whom are currently management trainees.

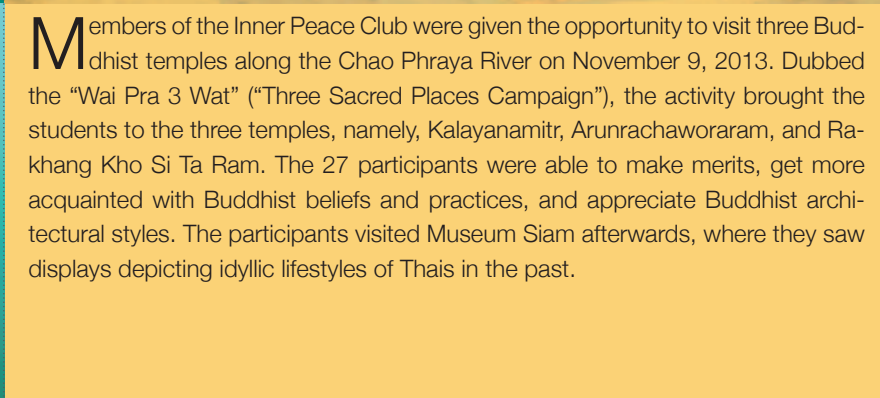
## DIVING OFF KOH LARN

A dozen members of the Diving Club went to Koh Larn off the shores of Pattaya on October 5-6, 2013. The members conducted three dives that served as both refresher sessions and opportunities to improve their buoyancy control and underwater breathing skills. Bad weather hampered the group from performing conservation tasks but the organizers concluded that the diving sessions at sea gave the members more confidence in their skills.



## TEMPLE VISITS

Members of the Inner Peace Club were given the opportunity to visit three Buddhist temples along the Chao Phraya River on November 9, 2013. Dubbed the “Wai Pra 3 Wat” (“Three Sacred Places Campaign”), the activity brought the students to the three temples, namely, Kalayanamitr, Arunrachaworaram, and Rakhang Kho Si Ta Ram. The 27 participants were able to make merits, get more acquainted with Buddhist beliefs and practices, and appreciate Buddhist architectural styles. The participants visited Museum Siam afterwards, where they saw displays depicting idyllic lifestyles of Thais in the past.





Mahidol University  
International College

August 13<sup>th</sup> -15<sup>th</sup>, 2014

# Media Impacts on Culture and Social Communication

## 7<sup>th</sup> International Forum<sup>on</sup> Public Relations and Advertising BANGKOK, THAILAND

The 7th International Forum on Public Relations and Advertising is one of the most prestigious international conferences in Asia-Pacific. This innovative forum is for anyone interested in expanding their creative dialogue and opening up their minds to a new era in media impacts on culture and social communication.

This forum will explore the impacts and effects of social media on our modern culture.

### Practical Information

The conference will be held at Mahidol University International College, Salaya Campus.

Detailed information on fees, place, access and hotel possibilities will be provided in due time.

Please check [www.muic.mahidol.ac.th/conferences/pr/](http://www.muic.mahidol.ac.th/conferences/pr/) for regular updates.

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

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