



Kaleidoscope

Jan-Apr 2015

Mahidol University International Col... er



MUIC
APPROACHING

30 Years
of Academic Service

A Stronger Partnership

Prof. Atsushi Nishida
VP International Affairs, Chiba University

KaleidoScope is environment-friendly.



Recycled post-consumer waste fiber



100% of the wind-generated electricity used to manufacture



Mohawk manufactured with renewable, non-polluting wind-generated electricity



Environmental standards for a sustainable world

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EDITORIAL

Adapt and Change

Starting with this issue, *KaleidoScope* will sport a new look and a new format to go with a refocused target readership. To enhance MUIC's communications strategy, it has been decided to publish not just one but two magazines. The first is *CAMPUS* magazine, a bimonthly publication that caters to MUIC's students. Its first issue has just been published. The second is a reformatted *KaleidoScope* which would mainly target MUIC's external publics—partner universities abroad, high schools in Thailand, internship centers, embassies, and other stakeholders.

It is only fitting that this landmark issue will feature as its cover story MUIC's growing partnership with Chiba University, a public university selected as one of the participants in Japan's Super Global University Project. There is also an article on MUIC's third decade of academic service and a profile of the first recipient of MUIC's ASEAN scholarship grant.

KaleidoScope not only continues to highlight the achievements of the MUIC community and chart the College's progress, but also changes with the times and adapts with the readers' tastes: Informative and easy-to-read features, vivid photographs and a no-nonsense layout design. And to signify MUIC's pro-environment stance, *KaleidoScope* now uses recycled paper even as it strengthens its online presence.



This Issue's Cover

MUIC and Chiba University are making their current partnership stronger with more long-term projects. Prof. Atsushi Nishida VP International Affairs of Chiba University was the keynote speaker in the recent anniversary celebration of MUIC.

Almost 3 Decades of Academic Service

Mahidol University International College (MUIC) traces its roots from the International Students Degree Program that was opened in 1986. It started with just 45 students taking classes in two rented rooms with two full-time lecturers at the Faculty of Social Sciences building of Mahidol University.

Now, the College is considered as one of the leading international colleges in Thailand, where more than 3,000 students—15% of whom are from various countries abroad—are enrolled in 20 bachelor's degree programs and two graduate programs. They are housed in MUIC's main building along with several others, and with enrollment figures projected to be on the upswing, a new building is currently being constructed.

Assoc. Prof. Phitaya Charuponphol, the College Dean, credited the MUIC community for the College's progress. "[All of you] shared the MUIC vision and worked hard to make that vision a reality. Every one of you deserve to be praised for your contributions," he said.

It was also apt that as MUIC observes close to 30 years of academic service, three of its former deans were present during the celebration: Prof. Serene Piboonniyom, Prof. Chariya Brockelman and Prof. Rassamidara Hoonsawat.

Aside from its thrust to be a truly liberal arts college, MUIC is also determined not to be left behind by the times.

Dean Phitaya in his speech summarized his vision for MUIC as follows: "[T]o truly make MUIC a liberal arts college, make its international network stronger, and use transformational education to continue producing global citizens."

The administration is working on expanding MUIC's international network beyond the 100 MOUs it currently has with universities in North America, Europe, Oceania, Asia and Latin America.

A pending agreement with Chiba University (see cover story) is seen to push MUIC's internationalization to another level. Chiba



University's Vice President for International Affairs, Prof. Dr. Atsushi Nishida, delivered the keynote speech which served as one of the highlights of the event. His speech, entitled "New Era of Liberal Arts Education in Japan—Chiba's Challenge," was very apt for the occasion as MUIC commits itself in achieving a truly liberal arts focus soon.

MUIC also gave recognition to its outstanding faculty and staff members in a program called MUIC Achievement 2015.

Earlier in the morning, two religious services were held: a merit-making ritual held at the Por Khun Toong shrine and a Buddhist merit-making ceremony at the seminar room.



Rising with Chiba

You can't help but agree with Chiba University's (CU) latest slogan "Rising Chiba University" as it accelerates its globalization program with the help of overseas partners like Mahidol University International College (MUIC).

CU is already among Japan's top-ranked public universities, with four campuses spread in proximity to Tokyo, housing some 11,000 undergraduate students and 3,500 graduate students. Its nine faculties and five research centers are dedicated to the University's thrust for research excellence.

In 2014, the Super Global University Project of Japan's Ministry of Education began its 10-year program to launch the country's public universities to be among the Top 100 universities in the world. The project aims to increase educational mobility, foreign student recruitment and research linkages through selected public universities that have demonstrated capabilities of strengthening their internationalization programs. Under the Super Global University Project, these universities were awarded with generous funding, enabling them to hire international faculty and staff and offer scholarship grants for Japanese students to study abroad.

CU was among the 37 universities chosen among the 104 that had applied.

Aside from being a sister university of Mahidol University (MU), Chiba University signed a Memorandum of Agreement (MOA) with MUIC. Under this agreement, CU will send its students to MUIC for short term courses on Thai culture and English.

Three batches of CU students have already undergone training in the English program, conducted in spring and summer last year and spring this year. The number of participants has doubled to 24 by the time the spring program was held from February 15 to March 1.

The courses included Thai Language for Survival, Thai Dance, Thai Kickboxing, and Thai Cooking, plus field trips to Sak Island, the Sea Turtle Conservation Center of the Thai Royal Navy, the Institution of Marine Science in Burapa University in Chonburi province, Ayutthaya National Park, and Amphawa Floating Market, giving the students a well-rounded exposure to environmental science and Thai way of life.



One notable activity during the most recent batch was a tree-planting event held at Buddhamonthon Park, Thailand's center for Buddhism noted for its tall Buddha statue and wide expanse of greenery. The activity was part of MUIC's social responsibility campaign.

There are bigger plans ahead. Apart from the ongoing short-term English programs, there are plans for faculty exchanges and semester-long studies for CU students, study tours in Japan for MUIC students, staff training, and joint research projects.

The two institutions are also on the verge of finalizing a joint plan for MUIC to host CU's International Faculty of Liberal Arts on the MUIC campus.

During his recent visit to MUIC, Prof. Atsushi Nishida, Vice President for International Affairs of Chiba University, said CU is strengthening its liberal arts focus as part of its Super Global Universities initiative. He stressed the need for a more intense liberal arts education for Japan's next generation along with exposure to a multicultural setting for their students. Hence, one of CU's goals is to send 50% of its students to study abroad.

Chiba University will establish an International Faculty of Liberal Arts with an office and campus in MUIC. Prof. Nishida said their students will be required to spend two years of study in this overseas campus, taking up liberal arts courses like sciences, arts, humanities, literature, and philosophy, along with Thai language and cultural classes. By fusing Chiba University's research-oriented-programs with MUIC's liberal arts courses, the Japanese officials expect their graduates to become well-rounded citizens.

MUIC is just as well-prepared for this next level in the two institutions' partnership. Assoc. Prof. Chanuantong Tanasugarn said such a link is advantageous to both parties, noting the uniqueness and relevance of MUIC's educational offerings as encapsulated in its slogan "Liberal Arts Education in an Asian Setting."

Several classrooms and offices in one wing of the soon-to-be-finished Kitimas Building on Salaya campus will be reserved for the use of CU.

According to MUIC authorities, this overseas campus project will serve as a template for joint projects with other partner universities as well, making MUIC a pioneer in yet another trail-blazing project in the area of international education in Thailand.



History and Culture ▲

Chiba University and MUIC agree that learning under a liberal arts program includes lessons in history and culture. The English Program introduces Japanese students to Thai history through field trips. They also take courses in Thai culture like traditional Thai dance and martial arts.



Chiba's CSR ▲

The English Program is not only a language course; it also includes corporate social responsibility lessons through experiential learning. Activities include cleaning up a beach and planting trees in a park.





Everything's Fine with MUIC's *First ASEAN Scholar*

With the Association of Southeast Asian Nations' (ASEAN) formation of a regional economic community scheduled at the end of this year, Mahidol University International College (MUIC) put into motion its plan to strengthen its regional network and recruited qualified students from neighboring countries. This included offering scholarship grants. Ms. Yupar Win Lei from Myanmar is the first recipient of MUIC's ASEAN Scholarship Grant.

A graduate of Yangon Academy, an international school in Myanmar's capital city, Ms. Lei, or "Rachel" to her friends, said she learned about MUIC and the scholarship when an MUIC delegation visited her school in early 2014. Demonstrating her independent spirit, Rachel successfully applied for the scholarship on her own, joining MUIC in the first semester of 2014-15.

As of the time she was interviewed by KaleidoScope, Rachel had already finished her second semester. She said she has been adjusting well, and even considers MUIC as a second home.

"MUIC definitely has a homey atmosphere while being diverse at the same time," she said. *"Even after finishing classes, I don't feel the need to rush back to my dorm. My friends and I would just hang out at the canteen or the 'under-building.' And I haven't been homesick so far! My Thai classmates are very friendly. They make sure I don't feel left out and they are always ready to help me."*

Needless to say, she also has been doing well in her studies. *"Maintaining a scholarship is definitely not trivial because it is very easy to get distracted. There has to be a balance between academic studies and other things. So far, I am managing it well since I keep up with my school work on a regular basis and I intend to continue that while I study at MUIC."*

Her thoughts about ASEAN integration and its impact on her and her peers?

"AEC will raise the educational standard requirements of human resources and that may lead to competitiveness among the younger generation."

• **Conference on Tourism and Business**

Mahidol University International College (MUIC) organized and hosted the International Conference on Tourism and Business that drew in almost a hundred participants on January 12, 2015. It was held at the Salaya Pavilion Hotel and Training Center on Salaya campus.

The conference, organized with Lucerne University of Applied Science and Arts, Switzerland featured the following industry authorities as keynote speakers: Mr. Lothar R. Pehl, Senior Vice President Operations and Global Initiatives of Starwood Hotels and Resorts Asia Pacific; and Prof. Bob Mc Kercher, Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University. Another speaker was Mr. Santi Chudintra, Deputy Governor, Policy and Planning, Tourism Authority of Thailand (TAT), who discussed the future plans of the TAT.

The three-day conference aimed to enhance and develop opportunities for further research and foster research networking in finding global partners for future cross-institutional intellectual collaborations.

On the last day of the conference, Prof. Mc Kercher gave a seminar on how to ensure publication of one's research paper in an academic journal.



• **Public Speaking Contest Winner to Compete in the UK**



A Junior Social Science student bagged the 1st Place in the recently concluded Thailand Public Speaking Competition 2015 jointly sponsored by the English Speaking Union Association of Thailand and the Ministry of Education.

Ms. Thitree Lapanaphan delivered her winning speech on the topic, "Culture is not a Luxury, But a Necessity," at Sukosol Hotel in Bangkok on March 13, 2015.

Ms. Lapanaphan won 1st Runner-up when she joined the contest last year after being sent officially by MUIC. This year, she decided to participate on her own, having been trained by an MUIC alumnus who was her fellow Debating Club member. For winning 1st Place, she was awarded with several books, a voice recorder, and an all-expense paid trip to London to join the International Public Speaking Competition on May 11-15 this year.

• **New Degree Offerings**

Two bachelor's degree programs have been added to MUIC's list of academic offerings.

The Bachelor of Arts in Intercultural Studies and Languages is a degree program that adheres to the liberal arts tradition. It fosters cultural appreciation, critical thinking skills, ethical leadership and creative problem solving among its students. There are three concentrations, namely, Foreign Language and Culture, Critical Studies of English Language, and Ethics, Philosophy and Economics. The program is under the Humanities and Language Division.



The Bachelor of Communication Arts in Media and Communication program, on the other hand, is uniquely positioned to prepare students for today's converging media environments. They will learn critical thinking, develop skills in journalistic writing, create strategic communication campaigns, discuss major media issues, engage in interactive media, create performing art projects, and craft media policies, among others. The program has two concentrations, Mass Communication and Journalism and Creative Content. The program is under the Fine and Applied Arts Division.



Media Com

Mahidol University
International College

If you are imaginative, creative, pro-active and critical, Media Com is For YOU

The Media and Communication Program is the first degree program in Thailand that both focuses on today's converging media environments and designs to prepare students for emerging ASEAN markets.

The courses combine the fields of Mass Communication and Journalism, and creative content i.e. acting, directing and scriptwriting.

Our graduates will understand, initiate and use media creatively as a communication tool, from the personal, to corporate, to community, to national and global levels.

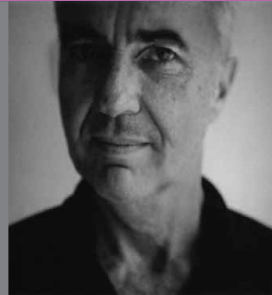
Bachelor of Communication Arts (B.Com.Arts) in

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and build your future
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