



Jan-Mar 2016

# KaleidoScope

Mahidol University International College Newsletter

## MUIC *at* 30 *Moving Forward*



Prof. Dr. Chariya Brockelman  
1997 - 2009

Prof. Dr. Rassmidara Hoonsawat  
2009 - 2011

Assoc. Prof. Dr. Phitaya Charupoonphol  
2014 -

Prof. Dr. Serene Piboonniyom  
1986 - 1997

Prof. Dr. Maleeya Kruatrachue  
2011 - 2014



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Environmental standards for a sustainable world

*KaleidoScope* magazine is the official publication of Mahidol University International College (MUIC). It is published three times a year.

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## MUIC's 30 Years of Academic Excellence

Mahidol University International College (MUIC) has come a long way from its humble beginnings 30 years ago. It is now highly regarded as an international college in a Thai public university, with more than 3,000 students and 100 partner universities abroad. Many of its alumni now occupy key positions in the business, public service, tourism and hospitality, diplomatic, medical and allied health, science and engineering, non-profit, and education sectors. KaleidoScope joins the MUIC community in celebrating the College's achievements and contributions to society. In this issue, we trace the highlights of MUIC's development in the past 30 years through a historical timeline. At the same time, we feature an interview with the current Dean on his plans for the College's immediate future.



### This Issue's Cover

In observance of Mahidol University International College's (MUIC) third decade, we offer tribute and thanks to the former Directors and Deans of the College. Each of them have contributed significantly to the growth and development of MUIC, making it one of the country's leading institutions of higher learning. The incumbent Dean, Assoc. Prof. Phitaya Charupoonphol, joins his predecessors in this collage of photos. In this issue, he discusses his near-term plans for the College.

## HOW TO ENTER INTERNATIONAL COLLEGE THE WRIGHT WAY

Popular TV host and English Teacher Chris Wright gave a special talk on January 16, 2016 before 150 high school seniors interested in applying for admission at Mahidol University International College (MUIC).

At the event dubbed "One Day Live @ MUIC," Mr. Wright—who is also an MUIC alumnus—cited three phrases that would serve as guidelines to high school seniors on how to successfully enter the international college. These are:

**1** Outgoing personality. "Students should be outgoing with all the people they come across in order to learn how to build relationships with and respect for everyone in their lives regardless of who they are."

**2** Outstanding English. "Students have to have truly good English skills in order to maximize their learning opportunities."

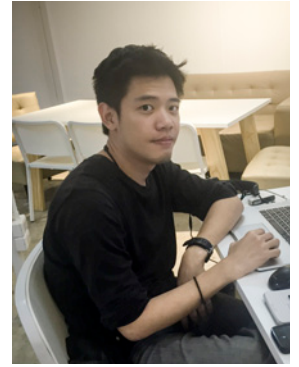
**3** Be open to other cultures. "Students need to jump out of their comfort zones and cultural boxes to learn new cultures and adopt a lot of positive aspects from other cultures so that they could be ready in a diverse and globalized world."



## PHOTOGRAPHY GRANT FOR MARINE CONSERVATIONIST



A marine conservationist who uses his photography skills to raise public awareness was recently chosen to be one of two recipients of the Marine Conservation Photography Grant 2016 by the Save Our Seas Foundation (SOSF).



Mr. Sirachai "Shin" Arunrugstichai, who graduated with a bachelor's degree in Environmental Studies in 2010, will receive a \$2,000 cash prize and a paid three-week photo assignment to document an SOSF-supported marine research or conservation project.

In a statement, SOSF said the assignment could be both a learning and earning opportunity for the winners as they would be mentored by veteran photographers. They would also have the opportunity to showcase their works at international exhibitions. Their photographic outputs will also be published in the SOSF magazine.

In an interview, Mr. Sirachai told KaleidoScope, "(This grant) would definitely help boost my career. Receiving mentorship and guidance from among the best in this field would help me make better photos with a stronger conservation message to the wider audience."

Mr. Sirachai previously worked with New Heaven Reef Conservation Program in Koh Tao and he currently helps out non-profit organizations in their campaigns.

"Even if I didn't win the grant, I would still keep going on since I think this is what really matters to me, marine conservation photography, to inspire and spread awareness, bridging the gap between scientists and conservationists and the public," he said.

## 2 Alumni Get Medical School *Scholarships Abroad*

Come the beginning of school year 2016-2017, two Biomedical Science alumni will enter St. George's University, a prominent medical school in the Caribbean, on scholarship.

Mr. Chandra Bahadu from Myanmar, who had graduated with a bachelor's degree in Biomedical Science, was awarded a scholarship valued at 75% (approximately US \$190,000) of his total tuition fees. On the other hand, Ms. Natnicha Noppornmongkul was given a partial scholarship, valued at US\$85,000.

Mr. Bahadu gave credit to MUIC for preparing him for further studies abroad. He cited the College's international and diverse environment, the major and core courses offered in the Bio-



medical Science program and the mentors who guided him during his undergraduate years as major factors in his success.

On the other hand, Ms. Natnicha praised the liberal arts education offered by MUIC for preparing her for medical studies. "The knowledge from community health and medical ethics classes are important." She added that she learned much from her mentors and her volunteer work in non-profit organizations.

Assoc. Prof. Phitaya Charupoonphol, Mahidol University International College (MUIC), thanked the President and Chief Executive Officer of St. George's University, Dr. G. Richard Olds, as well as the Chancellor and Founder, Dr. Charles R. Modica, for their support for the scholarship awards during a ceremony held at MUIC on March 3, 2016.



# MUIC TIMELINE



**1986** The International Students Degree Program (ISDP), under its first Program Director, *Prof. Dr. Serene Piboonniyom*, opens its doors to its first batch of students, comprising 45 enrollees majoring in Biology, Chemistry, Physics, Computer Science and Travel Industry Management.

**1989** Eighteen students comprise ISDP's first graduating batch. A year later, the student population reaches nearly 300, ensuring the fledgling program's survival.

**1992** ISDP officially dedicates its new three-story building (the current Building 2), as 486 students enroll.  
Two new majors are introduced: Business Administration and Food Science and Technology.

**1994** ISDP receives its first group of visiting students from abroad (Orange Coast College in California).

**1996** The Mahidol University Council approves the transformation of ISDP into a full-fledged faculty and renames it Mahidol University International College (MUIC).

**1997** *Prof. Dr. Chariya Brockelman* is appointed Director of MUIC.

**1998** Designed to accommodate 2,000 students, Building 1 is completed and officially dedicated.  
The Pre-College Program (now the Preparatory Center for English and Mathematics) is established.  
Salaya Pavilion Hotel and Training Center opens with 17 rooms, a conference center, the Mango Bar and Herb Garden Restaurant.

**2000** A new major, Social Sciences, is introduced, with concentrations in Southeast Asian Studies and International Relations. The Business Administration program also begins offering majors in Finance, Information Systems, International Business, Management and Marketing. Two years later, two more majors are introduced, Environment and Nursing.

**2005** The Food Science and Technology Program moves to the renovated ground floor of the old faculty of science Laboratory building. The Princess Café subsequently opens in the same year.

# MUIC Celebrates 30<sup>th</sup> Year



Mahidol University International College (MUIC) reached another milestone this year when it celebrated its third decade as an international college in a public university in Thailand.

To mark this special event, the College set aside March 25, 2016 as a special day, complete with religious rituals, a keynote speech and a recognition event for faculty and staff.

Assoc. Prof. Phitaya Charupoonphol, MUIC Dean, led executives, faculty and staff in a ritual offering before the "Chao Por Kuntoong" Shrine on the southwest corner of the campus. This was followed by a Buddhist ceremony at the Seminar Room.

Shortly before noontime, Assoc. Prof. Varakorn Samakoses, noted economist and former Deputy Education Minister, delivered the keynote speech of the anniversary event entitled, "*The Challenges of Thai Education in the Next Decade.*" In

his speech he enumerated the advances in modern technology and the resulting changes in human communication and culture, necessitating the need for educational institutions to implement necessary reforms. It was a timely topic for an international college entering its 30<sup>th</sup> year.

It was also noteworthy that present during this occasion were two former deans who steered the College through its earlier years: Prof. Chariya Brockelman and Prof. Rassamidara Hoonsawat.

And to show how much the College values its community members, selected faculty and staff who gave outstanding performance in the areas of academic research, rank, tenure and sports were given recognition during the "MUIC Achievement 2016" event held in the afternoon.

Two days later, some 300 executives, faculty, staff, students and alumni joined the Family Fun Run held in the Salaya campus to commemorate the anniversary.





# Beyond the 30<sup>th</sup> Anniversary

## Dean Looks to the Future

As Mahidol University International College (MUIC) observes its 30<sup>th</sup> year, Assoc. Prof. Phitaya Charupoonphol, MUIC Dean, reveals the major accomplishments of his administration since he took office 18 months ago and also discusses how he would tackle the challenges facing MUIC.

Two of the Dean's accomplishments includes the revision of MUIC's Vision, Mission, Strategy and Action Plan—a logical first step when it comes to charting the direction the College will take under his leadership. The second one involves refining the management system to ensure good governance and transparency.

The other achievements are reorganization of Salaya Pavilion Hotel, which also serves as MUIC's in-house training center, maintaining the momentum of the Business Administration's accreditation process with the Association to Advance Collegiate Schools of Business (AACSB), and the soft opening of Kitimas Building by August 2016.

Dean Phitaya also enumerates the external and internal challenges confronting the College and how he intends to address them.

**Launching of the ASEAN Community.** With the opening up of borders between ASEAN countries comes the competition for student recruitment. Dean Phitaya, however, sees this as an opportunity for the College to attract the best students in Southeast Asia.

**Looming economic recession.** Dean Phitaya wants MUIC to offer students access to good quality inter-

national education despite the economic slowdown.

**Competition among international colleges.** As various faculties of many public universities, including Mahidol University, start offering their own respective international programs, Dean Phitaya is confident that MUIC can hold its ground through its own brand of international education, numerous choices of exchange program destinations and high quality partner universities, students and staff to maintain its edge.

**Ongoing accreditation.** One of the concrete ways of ensuring quality education is through accreditation with reputable international entities like the AACSB and the ASEAN University Network (AUN). The requirements are stringent but are undeniably needed to maintain the College's academic excellence.

Asked how MUIC's Executive Team is expected to address these concerns, Dean Phitaya says that he has created ad-hoc committees for each critical challenge. They would be headed by either the Dean himself, an Associate Dean, or a Division Chairperson, and will handle specific issues like accreditation or strategy development. Each committee is tasked to be pro-active and tackle said challenges by coming up with good solutions, solid policy and a corresponding budget.

Another key element in his administration, according to Dean Phitaya, is that he gives emphasis on constant and clear communication between executives, faculty, staff and students and ensures that every stakeholder agrees on the same objectives and proposed actions.



The Graduate Center is established, with the campus located at the Sathorn City Tower.

Two programs—the Communication Design and Entertainment Media programs with majors in TV Production, Film Production and Animation Production—are consolidated under a new Division, the Fine and Applied Arts.

Prof. Dr. Rassmidara Hoonsawat assumes office as MUIC Dean.

The College receives the Creative Academy Award for its “proposal to establish a center that will promote historical and cultural tourism.”

MUIC is the recipient of the Best Practice Award from the Office of Higher Education for its outstanding exchange program.

Prof. Dr. Maleeya Kruatrachue is selected as Dean of MUIC after serving for several years as the College's Associate Dean for Academic Affairs.

MUIC receives the Prime Ministers Export Award under its Best Service Provider Category.

The foundation stone-laying ceremony of Kitimas Building is held. The six-story building, with a total area of 60,187 sq.m., will house 70 classrooms including laboratories, multi-purpose hall, gallery and exhibition areas. It can accommodate 2,000 students.

The Ministry of Commerce grants MUIC the privilege of using the Thailand Trust Mark indicating the high quality of educational services that the College provides.

The BA Division's Finance, Information Systems, International Business, Marketing, Business Economics, and Tourism and Hotel Management programs pass the ASEAN University Network Quality Assurance (AUN-QA).

Assoc. Prof. Dr. Phitaya Charupoonphol is appointed as the new Dean of MUIC.

Two new programs have been added to MUIC's academic offerings: Bachelor of Arts in Intercultural Studies and Languages and Bachelor of Communication Arts in Media and Communication.

The Ministry of Commerce renews MUIC's right to use the Thailand Trust Mark in recognition of MUIC's academic excellence.

Number of MUIC exchange links (including ties-up with MU-initiated agreements) with universities abroad reaches 114  
Kitimas Building will have a soft opening on August.

2008

2009

2010

2011

2012

2014

2015

2016



## MUIC TEAM WINS FOOTBALL CUP

Mahidol University International College's (MUIC) Football Team reigned supreme in the 4th International Football Cup. The team broke the impasse with opponent Sirindhorn International Institute of Technology (SIIT) with a 3-2 score on January 18, 2016 at Chulalongkorn University Stadium.

Mr. Charlie Smuthkochorn, a Marketing major who plays defensive and was also the team's former captain, told KaleidoScope that this win is significant in the Team's history because "it was the first time that MUIC dominated in possession in every single game."

He outlined the team's winning game plan as follows: "Our strength this year was our passing game—we had to tire our opposition out and then seek for an opportunity."



## MU STUDENT COUNCIL PRESIDENT IS FROM MUIC

A senior student from Mahidol University International College (MUIC), Mr. Min Intapichet, was elected as President of the Mahidol University Student Council (MUSC) in February 2016.

Mr. Min, a Food Science and Technology major, said he started getting involved in student activities while he was still a freshman. He joined MUIC's Thai Music Club. Later, he underwent training through the MU Leadership Development Program (MULD4). Afterwards, he became more active in university-wide student activities until he was elected president of the university student council early this year.

Bearing in mind that many university officials have high expectations of him and his fellow officers, Mr. Min said he will do his best in performing his duties. Among his priorities are the training of potential young leaders and introducing changes to make the council's procedures to be more efficient.

"With the changing lifestyle of people, you have to be fast in providing your constituents' needs," he added.

Two other MUIC students were elected to council positions. Ms. Nuanprang Ritteepamorn, who is an International Business student is now an International Relations Assistant. The third student, Ms. Phatcharaporn Chokbunsuwan, a Business Economics major, was designated as a member of the International Relations committee.

The university student council has more than 40 members from various faculties and colleges. Its tasks include approving projects and the budget of the University Student Association, verifying and evaluating the Student Association's policies, and finding the best solutions to student grievances.



## 5 REASONS TO ENROLL AT SATHORN CAMPUS

By: Dr. Chairawee Ananthawat-Kierig

### • LOCATION

The Sathorn Campus is located on the 12th Floor of Sathorn City Tower at the intersection of Sathorn Road and Narathiwat Road and just 5 minutes' walk from the BTS Chong Nonsi Station. It is very ideal for students who work full-time in Bangkok's central business district.

### • MAHIDOL UNIVERSITY (MU) BRAND

Though MUIC is autonomous, the College and its International Graduate Studies also enjoy operating under the umbrella of MU, an institution of higher learning that has been ranked No. 1 in Thailand, also closely following the guidelines of the Office of Higher Education Commission (OHEC).

### • QUALITY STANDARDS

The MBA Program, together with the BA Programs, is currently undergoing accreditation with the Association to Advance Collegiate Schools of Business (AACSB). On the other hand, the MM Program in International Hospitality Management is working for its accreditation with the ASEAN University Network-Quality Assurance (AUN-QA).

### • UNIQUE OFFERINGS

Both programs are research-focused, following the 'research' university protocols of MU. The MBA Business Modeling and Development program is unique in offering "modeling" in both current business enterprises and for entrepreneurial start-ups. Meanwhile, the MM program offers both executives and employees in the hospitality sector to acquire graduate-level education (and not just short-course training) in international service. Both programs have a policy to invite industry professionals to co-teach all courses.

### • INTERNATIONAL EXPOSURE

One of IGS's strategies is to grow through strategic alliances. Our students have the opportunity to participate in short courses or exchange programs with MUIC's 100-plus international partner institutions.



# 3 Experts Give GLOBAL BUSINESS OUTLOOK



*The International Graduate Studies of Mahidol University International College (MUIC) presented a comprehensive view of the national and international economy and business through a panel discussion entitled “Global Business Outlook” held at Sathorn City Tower, Bangkok on March 8, 2016.*

*The three panelists included Dr. Kiatipong Ariyapruchya from the World Bank who spoke on the “Global and Thai Economy,” Mr. Kudatara Nagaviroj whose topic was “Retail and Service Industry Outlook,” and Mr. Andrew McBean of Grant Thornton, who discussed the “Realities of the AEC and the Digital Challenges and Opportunities It Creates for Thai SMEs.”*

**Dr. Kiatipong Ariyapruchya** from the **World Bank** in his presentation, “Global and Thai Economy,” anticipated the expected gradual recovery of the global economy growth in 2016-17, with emerging and developing countries showing a modest pick-up for the same period. However, there is the risk of an even weaker performance as a result of sharper slowdowns in large emerging countries, such as China, Brazil and Russia. That scenario would negatively impact Thailand. As for now, the Thai economy is showing some initial signs of economic recovery, mostly supported by domestic demand, but its performance could benefit tremendously from reforms that would address Thai structural vulnerabilities in the areas of fiscal management and fiscal stimulus, upgrading the value-added of exports in the production processes, making private investment more attractive, and addressing the skill shortage in human capital.

**Mr. Kudatara Nagaviroj** of **Big C**, whose topic was “Retail and Service Industry Outlook,” gave an overview of the Thai retail industry—a sector that has a value of 1.7 Trillion Baht with a 7% growth per annum, comprising 14% of Thailand’s GDP. He noted that four factors will change the retailing business in the Kingdom—changing lifestyle, changing demographics, more informed customers and volatile economy. He added that additional changes challenge the retail sector in the short and long term: blurring of segments, development of more niches, drive towards offering premium products and services yet, expansion of trade along Thailand’s border areas and with ASEAN countries, diversification, integration of different channels and the rise of online sales.

**Mr. Andrew McBean** of **Grant Thornton**, who discussed the “Realities of the AEC and the Digital Challenges and Opportunities It Creates for Thai SMEs,” emphasized the tremendous business opportunity that ASEAN represents to Thailand—“ASEAN’s combined GDP rose threefold between 2000 and 2014 and, if the region would continue with the current growth rate, as a single trading block could rank 6th in the global economy.” However, individual national issues for each of the 10 ASEAN countries and valuable business opportunities influenced by bilateral agreements outside ASEAN are two of the major roadblocks for the realization of ASEAN aspirations.

## Graduate Studies’ SATHORN CAMPUS Relunched

The International Gradual Studies (IGS) of Mahidol University International College (MUIC) relaunched its Sathorn campus on March 8, 2016 at the Sathorn City Tower in Bangkok with a panel discussion entitled “Global Business Outlook” and an open house.

After successfully complying with the Office of Higher Education (OHEC) and operating with the guidance of Mahidol University’s



Faculty of Graduate Studies, the Sathorn Campus started receiving applications for the 3rd term of the current school year.

Dr. Chairawee Anamthawat-Kierig, Chairperson of IGS emphasized the strengths of the Sathorn Campus, among

which are the unique and quality standards of the academic offerings, international linkages, the Mahidol University brand of education and the accessibility of the location in Bangkok’s central business district.





# IRSSM 7

7<sup>th</sup> International Research Symposium in Service Management



The Service Imperatives in the New Economy - Approaches to Service Management and Change

Hosted by Mahidol University International College  
2<sup>nd</sup> – 6<sup>th</sup> August 2016

IRSSM 7 is opened for international academics, researchers and students to present their studies in the field of service management. The symposium offers a forum for scholars and practitioners to discuss the most recent situations, the practical challenges encountered and the solutions adopted in order to develop potential concepts for the near future.

### Topics of interest

- |   |  |
|---|--|
| 1. Service management                     | 12. Communication services             |
| 2. Service innovation                     | 13. Professional services              |
| 3. Service localization and globalization | 14. Sports and event services          |
| 4. Service marketing and branding         | 15. Service operations and outsourcing |
| 5. Service design                         | 16. E-services and business            |
| 6. Relationship marketing                 | 17. Health care services               |
| 7. Human resources in services            | 18. Service dominant logic             |
| 8. Accounting and financial services      | 19. Public sector services             |
| 9. Transport & retailing services         | 20. "T" Shaped Thinking                |
| 10. Tourism and hospitality services      | 21. Health and Wellness Services       |
| 11. Supply chain services                 | 22. Other topics in services           |

# BOOK Now!

Regular Registration is  
from  
June 16 to 30, 2016



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