

KALEIDOSCOPE 2.07

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an energetic second trimester

OUR FRONT COVER, WHICH WAS PHOTOGRAPHED BY MR. PRATCHAYA LEELAPRATCHAYANONT, PUBLIC RELATIONS OFFICER, EXEMPLIFIES THE ENERGY AND SPIRIT OF THOSE MUIC STUDENTS WHO PARTICIPATED IN A VARIETY OF INDIVIDUAL AND COLLECTIVE ENTERPRISES, BOTH ACADEMIC AND OTHERWISE, DURING A DECIDEDLY ACTIVE SECOND TRIMESTER.

The first two days were devoted to an exploration of economic and environmental issues, during which the student leaders had an opportunity to meet and interact with high-level ministers and

Highlights of each report were presented at a special press conference. A white paper, consisting of all four student reports, was subsequently sent to the respective governments, relevant institutes and non-governmental organizations.

The participants also had an opportunity to engage in community service when they visited the SOS Village in Hanoi, an orphanage accommodating 160 children and their care providers. The objective was to educate the orphans about the importance of water in their community by taking them on a field trip to the city's waterways.



MS. NATTAKARN (SECOND LEFT) AND THE THAI DELEGATION WITH M.R. SUKHUMBHAND PARIBATRA AND H.E. KITTIPHONG NA RANONG

We begin our coverage with three MUIC students who have distinguished themselves in the arenas of leadership, science and women's issues, each of whom traveled to separate destinations in Vietnam, Japan and the US.

LEADERSHIP FORUM

For the past five years MUIC has consistently represented Thailand at the Hitachi Young Leaders Initiative, a forum which brings together the most promising and talented students from the

Southeast Asian region. This year was no exception.

MS. NATTAKARN NATVARAPAT, a fourth-year Marketing major and first class honors student, along with three other student representatives from Thailand, joined 24 young leaders from Singapore, Indonesia, Japan, Malaysia, the Philippines and Vietnam on January 21-27 in Hanoi, Vietnam, for the 8th Hitachi Young Leaders Initiative whose theme was "Empowering Asia: an Increased Role and a Common Voice as a Responsible Player."

industry leaders. Many of the presentations and discussions served as a preparation for the workshop sessions.

The young leaders were divided into four groups and spent the next four days developing extensive reports on specific issues. Ms. Nattakarn, who had earlier submitted a paper on water as a determinant of poverty, was assigned to the group that addressed water resource management and sustainability, a matter of considerable concern inasmuch as 1.2 billion people on our planet have no access to potable water.

A SCIENTIFIC EXPERIMENT

The Japan Aerospace Exploration Agency (JAEA) has been encouraging students in Japan to create innovate pilot projects for its program. This year the agency offered several spaces for students from Asia-Pacific countries; only Thailand met the criteria.

As a result, JAEA collaborated with Thailand's National Science and Development Agency in sponsoring the first Thailand Micro-Gravity Experiment Contest. Seven teams from four universities participated in the competition, with MUIC

STUDENT ACHIEVEMENTS

emerging as the final winner.

MS. APAPORN BOONYARAT-TAPHAN, a third-year Computer Science major, assisted by her sister SARUNPORN from St. John's International School, won the opportunity to conduct an experiment on the dispersal of pharmaceutical drugs "in space" and so become the first Thai students to participate in such scientific trials.

The idea arose out of a common family predicament. "Everyone in our family had a cold and we were taking medications," explained Apaporn. "I wondered if the medicine would still work if we were to take it while in space."

The two sisters were able to test that proposition when they traveled to Japan, where they joined nine Japanese teams. The experiments took place on a specially-designed aircraft which flew directly up and then plunged straight down for 20 seconds, during which time micro-gravity conditions were created.

During 9 of the 11 plunges Apaporn and Sa-

runporn injected the drugs into glass tubes and recorded on video how they were dispersed. Surprisingly, none of the passengers, all committed scientists, were in the least bit apprehensive during that daredevil, rollercoaster flight, so absorbed were they with conducting their experiments.

Apaporn and Sarunporn remained in Japan for several days in order to analyze their findings, under the guidance of agency scientists. The results indicated that under the earth's gravity the drugs were quickly dispersed and dissolved whereas under micro-gravity conditions, the dispersal was much slower and the dissolution not complete.

The sisters returned to Thailand where they are presently engaged in a further analysis of the results, after which they will submit a full report to the two agencies.

Their experiment was important enough to warrant a feature in The Nation newspaper. More significantly, however, is the fact that their efforts



MS. APAPORN (RIGHT) AND HER SISTER, SARUNPORN

will undoubtedly contribute to the development of new medicines for space travelers.

UN CONFERENCE

While a majority of MUIC students confine themselves to on-campus activities, others look for off-campus opportunities. Some are engaged in both.

MS. ALISHA SACHCHATHEP is a second-year Biological Sciences major and an active member of the Debate Club; she also belongs to Thai Women's Watch, an NGO that addresses women's rights issues.

In anticipation of the 51st Session of the United Nations Commission on the Status of Women – and with the recommendation of Thanpuying Sumalee Chatikavanij, an MU Council member – Ms. Alisha submitted a paper on gender equality in Thailand and consented to an interview. As a result, she was chosen by Thai Women's Watch and the Pan Pacific South East Asia

Women's Association of the USA to represent Thailand at the international conference which was held from February 23 to March 3, 2007, at the UN headquarters in New York City.

The conference, with its focus on the "Elimination of All Forms of Discrimination and Violence against the Girl Child," attracted participants from around the world. The sessions were not merely academic. A number of the young participants were themselves victims of armed conflict, sexual abuse, human trafficking and the slave trade; their presence brought a sense of immediacy to the proceedings.

Ms. Alisha participated in several workshops and caucuses and delivered a presentation on some of the women's issues plaguing Thailand and the Southeast Asia region.

Ms. Alisha has become even more active in promoting women's issues to both members of the MUIC student body and the Debate Club.



MS. ALISHA (BOTTOM LEFT) WITH OTHER DELEGATES



Korea, Singapore, Australia, and the United Kingdom (representing 30 universities)

REGIONAL CONFERENCE

MR. ITTIPOL RADSAMEE-PAITON and MR. ANNOP BOONKANANURAK, President and Vice President of the MUIC Student Association, respectively, were invited to present a paper at the 1st Asia-Pacific Conference on Healthy Universities in Hong Kong on March 8-10.

The conference, organized by the Chinese University of Hong Kong School of Public Health, was designed not only to stimulate an interest in public health issues but also to establish a workable network for the promotion of health and a sustainable environment among universities in the Asia-Pacific region.

Approximately 100 participants from Hong Kong, China, Taiwan, Thailand, the Philippines, Malaysia,

attended a series of presentations and workshops on physical and mental health, including SARS, HIV-AIDS prevention, nutrition, smoking and alcohol abuse, lifestyles, recreation and wellness clinics, among others.

During the conference special sessions were reserved for student participants who delivered presentations on relevant physical and mental health issues. Mr. Ittipol and Mr. Annop conducted a workshops on meditation, focusing on its practice and the subsequent benefits for university students, including greater powers of concentration, sustaining a connection between one's inner and outer life and mastering the ability to multi task and so become more involved in student activities.

OTHER ACCOMPLISHMENTS

L'OREAL COMPETITION

MUIC, along with Chulalongkorn, Thammasat and Assumption Universities, was invited to participate in L'Oreal Brandstorm, a unique international marketing competition for undergraduate students from around the world. The competition challenges participants to transform theory into practice as they assume the role of a marketing brand manager in order to revamp an existing L'Oreal product, in this case REDKEN, a professional hair product.

Thirty-six marketing majors, comprising 12 teams, entered the first phase of the competition, preparing a pre-case analysis of the market environment for the hair product industry, including the company, its competitors and consumers. Faculty members from the Business Administration Division reviewed and evaluated their

reports, finally selecting the top five contenders.

A L'Oreal management panel then chose the final two teams who will represent MUIC at the national competition. MS. VASU SRISUTTIRUCK, MS. NAPAPORN SUNTHORNWORACHEAT and MS. WARUNCHALEE THAMRONGVORAPORN constitute Team 1; MS. PHATHATHAI RATANATRIPHOB, MR. NATTA-PONG JUNCHAROENPANICH and MR. SUPAKORN SOONTORNJANNAGIT represent Team 2. Their participation in this competition is under the supervision of Ajarn Chompunuch Pongjit, Head of the Marketing Program, and Ajarn Kandapa Thanasuta.

The two teams are presently engaged in intensive preparations for the national competition in May, including briefing sessions at L'Oreal headquarters, and are developing strategies that will hopefully make the product REDKEN the number-one brand in the salon professional industry.



TEAM 1



TEAM 2

a flurry of student activities



DURING THE COURSE OF ANY GIVEN ACADEMIC YEAR, THE MUIC OFFICE OF STUDENT AFFAIRS AND THE STUDENT ASSOCIATION DEVOTE MUCH OF THEIR TIME AND ENERGY IN THE FIRST TRIMESTER INTRODUCING NEW STUDENTS TO THE POSSIBILITIES OF UNIVERSITY LIFE. SCHEDULES FOR UPCOMING COLLEGE EVENTS ARE DRAFTED WHILE STUDENT CLUBS RECRUIT NEW MEMBERS AND BEGIN THE PROCESS OF ORGANIZING ACTIVITIES.

The second trimester, however, is much more challenging. By then schedules have been finalized

and budgets duly allocated as students embark on a flurry of activities both on and off campus. This past

trimester was a particularly active one, demonstrating once again that learning also has its place outside the classroom setting.

THE EYE OF THE BEHOLDER

Beauty may well be in the eye of the beholder; however, it is the craft and vision of the artist, even the fledgling one, that validates beauty's universal character and appeal.

During the second trimester the ART CLUB not only sponsored regular weekly classes in watercolor and digital painting but also held its annual art trip. Twenty three club members, along with Advisor Anchalee Pongpun and art instructors Wanchai Phol-in and Suksan Chuayum, traveled to Amphawa and Bang Prom Districts in Samut-

songkram Province on the weekend of March 4-5.

The group enjoyed the hospitality of the Bang Kon Thee community over the weekend. They lived with host families and took full advantage of the area which provided a variety of scenic venues at which the students could give expression to their artistic skills, including local attractions, a floating market, a boat ride along the canal and an afternoon at the Rama II Garden.

An altogether different set of students likewise participated in an annual outing in order to test and measure the extent of their abilities. Twenty members of the PHOTOGRAPHY and MULTIMEDIA CLUB, accompanied by Advisor Korrachai Lekpetch and Mr. Pratchaya Leepratchayanont, journeyed to Sattathip District,



THE ART CLUB AT RAMA II GARDEN, AMPHAWA



Chon-
buri
Prov-
ince,
where they were
housed in the
guest quarters
at a major naval
base.

Club members took photographs from dawn to dusk, mastering the technique of both sunrise and sunset alignment. On the short trip to Koh Kram in a glass-bottom boat they attempted to capture the coral reefs and other marine life; the island itself provided a host of opportunities for landscape photography.

The group was also able to practice nighttime and studio photography and, with visits to a turtle conservation center and the Nongnuch Garden, discovered even more versatile subject matter.

The Art and Photography Clubs are currently planning to hold a joint exhibition featuring the best of their work sometime next trimester.

COMMUNITY SERVICE

Every year during the December holiday break

the VOLUNTEER CLUB sets out on a 10-day outing in order to serve the needs of rural communities, a major undertaking that usually includes follow-up visits. That does not mean to suggest, however, that club members are idle during the rest of the academic year.

Eighteen members of the club visited the San San Dek Orphanage in the Rangsit area, this past March. The facility accommodates 43 children, all boys, whose ages range from 7 to 15. The volunteers donated school supplies and games, provided a special lunch and spent the day socializing, joining in games and directing other organized activities.

The DIVING CLUB, too, made its own distinctive contribution to community service when 25 of its members departed for Koh Tao for a 5-day excursion in April. The island is one of Thailand's popular tourist

attraction for divers and non-divers alike and has experienced rapid development. According to Mr. Sirachai Arunrugstichai, club president and Environment major, "the trip was an opportunity to educate both new club members and young people from the community about the environment and to stress the importance of conservation."

Club members made a series of dives, before which they were briefed on how to minimize any risks; the divers were also given information about the site and its ecosystem and the marine creatures they could be expected to encounter. However, the dives were not meant to explore marine life so much as to collect debris in the sea such as ghost nets, bottles, plastic bags and other kinds of common litter.

These sessions were conducted under the



MUIC STUDENTS AT THE SAN SAN DEK ORPHANAGE

STUDENT ACTIVITIES

supervision of the non-governmental organization, Coastal Preservation and Development Foundation (CPAD), whose staff consists primarily of MUIC alumni.

Unfortunately, inclement weather and scheduling problems adversely impacted some of the activities, including sessions with children from the local community. Nevertheless, club members made the best of a difficult situation.

CELEBRATIONS

Observing VALENTINE'S DAY has become a firmly entrenched tradition at MUIC. This year's festivities, however, took on a distinctly different flavor, very much like the customary Temple Fair, which included a variety of food stalls, musical performances, carnival rides, an assortment of games and the sale of goods.

The event, which was organized by Ms. Pimsiri Pimaikland, a Student Association Project Manager, was held at the open area adjacent to the Princess Cafe. The venue was selected in order to attract both MUIC and Mahidol University students. And so it did, as evidenced by the large number of participants.

While February may have been a time to celebrate love and friendship, especially on Valentine's

Day, March ushered in its own special day in recognition of the increasing number of international students and the corresponding diversity of the MUIC student body.

The Study Association, under the leadership of Project Manager Thirata Subhapholsiri, sponsored MULTICULTURAL DAY on March 7, from 10:00 a.m. to 2:00 p.m., on the ground floor of Building 1. Twelve countries were represented at specially constructed booths: Thailand, Japan, Korea, South Africa, the United States, Canada, Vietnam, Germany, Malaysia, Senegal, India and China.

Each of the stations displayed information about the country and its cultural traditions, some with posters, charts and photographs and others with power point and video presentations. There were also exhibits of national art, costumes, crafts and games.

The focus wasn't entirely educational, however. Participants enjoyed



JAPANESE BOOTH ON MULTICULTURAL DAY AT MUIC

a variety of international foods: Korean fried chicken and kimchi, spring rolls from Vietnam, German sausages, South African barbecue, Chinese rice and dumplings, pancakes with Canadian maple syrup, American pies as well as Japanese and Thai desserts. In addition, entertainment during the four-hour celebration included American line dancing, classical Chinese music and traditional Thai dance.

PERFORMING ARTS

Three club committed to the performing arts engaged in special projects during the last trimester.

In late January the CHEER AND DANCE CLUB participated in the Song Kram Tao Fai Dance Competition at the Workpoint Studio in the Rangsit area.

The MUIC team, which performed Reggae and Hip-Hop routines, was one of 12 teams that were eligible to perform in a dance competition on Channel 5.

In February the DRAMA CLUB mounted a production of Neil Simon's comedy, "The Odd Couple," with a predominantly female cast. Three consecutive performances were offered in the college auditorium.

The MUSIC CLUB sponsored another of its charity concerts in March. Three MUIC bands, along with eight other guest ensembles, performed on the Salaya Campus. Approximately 500 people attended the event.

LESSONS IN SELF DEFENSE

The KARATE-DO, MUAY-THAI and TAEKWONDO CLUBS traveled to Ban Krood, Bang Saphan, Prachuabkhirikhan Province, for their annual self-defense trip on the weekend of March 9-11.

This year they were accompanied by members of the Cheer and Dance Club and other interested students.

The weekend was structured in order to promote a greater understanding of the martial arts. Facilitated



SINGER AT THE CHARITY CONCERT

STUDENT ACTIVITIES

by instructors and coaches, the students not only participated in a variety of technical exercises but also engaged in discussions about the value of the martial arts, focusing on their defensive and non-aggressive dimensions.

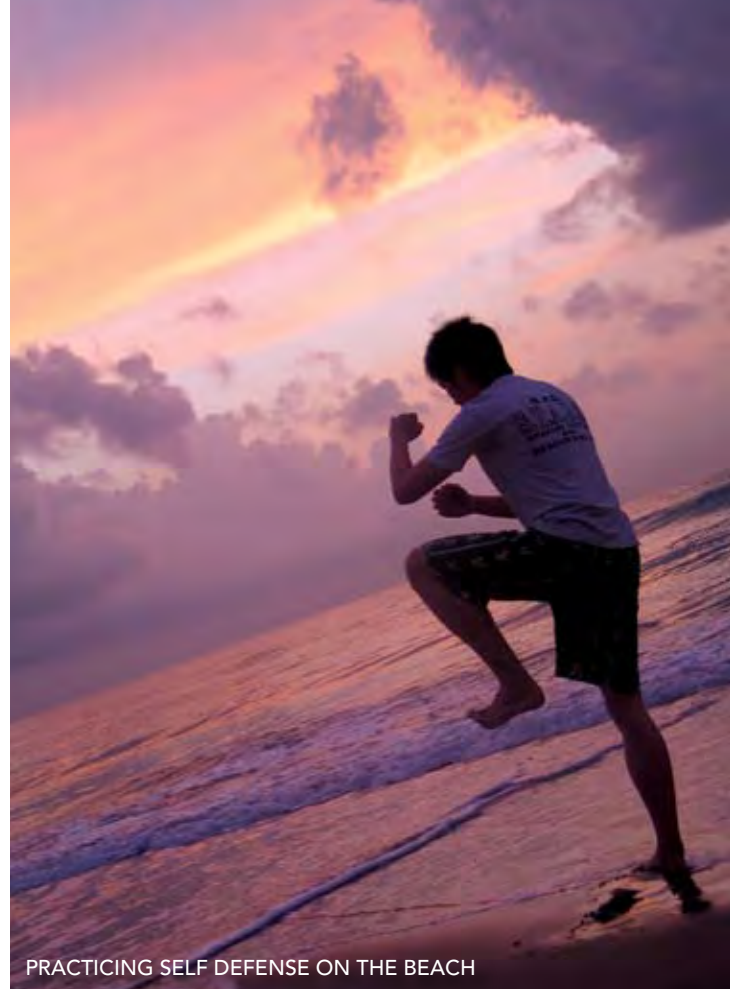
ANOTHER SUCCESS

During much of January and the first week in February members of the DEBATE CLUB were very busy, attending a European Union conference, engaging in extensive research and cross-training with other universities, all in preparation for their next challenge: the 3rd Thailand National European Union Thammasat University Debating Champion-

dominated the preliminary rounds and were technically eligible to continue with their challenge. However, according to the competition's rules and regulations, only the top three teams from any one institution could move on to the final rounds.

The MUIC delegation did exceptionally well. Team 1, represented by Jagruti Sampat, Phra Chainarong Sangsranoi and Sano Ibrahim, and Team 3, with Wan Luan, Alisha Sachchathep and Courtney James O'Connor, reached the semi finals.

MUIC's Team 2, consisting of Michael Mergy Krause, Choorai Dinesh and Sagar Jhalani, won the grand championship. Overall, the college se-



PRACTICING SELF DEFENSE ON THE BEACH

cured the competition's first, third and fourth places, a further testament to the Debate Club's strength and determination.

LEADERSHIP WORKSHOP

The MUIC STUDENT ASSOCIATION conducted a Leadership Workshop, coordinated by Thidarat Luangchangthong, Project Manager, on the evening of February 6 in the Seminar Room. Forty-two members of the association partici-

pated in the session which was facilitated by Assistant Professor Chaiwat Wong-Arsa, Assistant President for Student Development Affairs, Mahidol University. The group engaged in a number of activities that underscored communication, conflict resolution, team-building and leadership skills.

The purpose of the workshop was to foster the development of these life skills among the members in order to develop a stronger and more effective Student Association. A subsequent evaluation of the workshop showed a very positive response from the participants, citing in particular Dr. Chaiwat's contributions. In fact, there was a general consensus that this kind of exercise should be extended to other students and be included in the Freshman Seminar.



MUIC'S DEBATE CHAMPIONS

ship at the Tha Phra Chan Campus on February 10-12, 2007.

Forty teams from 12 universities participated in the competition, six of which were from MUIC. Not unexpectedly, all six of our college teams



LEADERSHIP WORKSHOP FOR A STRONGER STUDENT ASSOCIATION

ACADEMICS

WORLD UNIVERSITY RANKINGS

MUIC, in conjunction with Mahidol University's Faculty of Graduate Studies, College of Management and Office of International Relations, sponsored a Seminar on World University Rankings this past January in the college auditorium

Professor M.R. Jisnuson Svasti, Dean of the Faculty of Graduate Studies, welcomed an estimated 250 participants who represented 40 universities from around Thailand, after which Professor Vicham Panich, Chairman of the Mahidol University Council, formally opened the session.

Mr. Ben Sowter, Chief Researcher and Data Analyst, addressed the group concerning the criteria for world rankings, which include teaching and research quality, graduate employability and international commitment. The rankings have become increasingly significant, given the vast numbers of international students currently studying overseas, with the Asia region playing an important part in that equation.

After the formal sessions guests were escorted to the Banquet Hall of the Salaya Pavilion Hotel, where they were welcomed by Professor Chariya Brockelman, Director of

MUIC. Beverages and snacks were provided along with entertainment from Mahidol University's College of Music.

TRAVEL INDUSTRY MANAGEMENT

EUROPEAN VISIT

The Travel Industry Management (TIM) Division is currently undergoing a number of significant changes in its curriculum, the details of which will be reported in a future issue of *kaleidoscope*.

In light of these academic and structural developments, Professor Chariya Brockelman, Director of MUIC and Chair of the Division, and Assistant Professor Sompong Amnuay-Ngertra, Vice Chairman, traveled to Germany this past March for a visitation to Heilbronn University with two objectives in mind.

Heilbronn University is one of our college's long-standing exchange partners that regularly sends its students, most of whom are tourist majors, to MUIC each semester. Discussions were held in an effort to strengthen that spirit of collaboration, particularly in terms of faculty exchange agreements and joint research.



DR. CHARIYA AND AJARN SOMPONG WITH PROFESSORS HELMUT KLOPP (LEFT) AND PETER BRINZINGER (CENTER) WHO INITIATED THE MUIC-HEILBRONN PARTNERSHIP

Dr. Chariya and Ajarn Sompong also met with Professor Christian Buer, Dean of the Faculty of Economics, and faculty members to gain familiarity with the university's undergraduate offerings and two master degree programs in tourism: an MA in Tourism Management and an MA in European Tourism Management which is offered by a consortium of European universities from Germany, the United Kingdom, the Netherlands, Sweden, France and Spain. That exchange provided valuable insight into TIM's current efforts to re-structure its program and ultimately establish its own Master's in Tourism Hospitality and Management.

While they were in Germany, Dr. Chariya and Ajarn Sompong also had an opportunity to attend

the International Tourism Bourse in Berlin, the world's largest travel trade fair, where they met up with Mr. Daniel Fuchs, one of TIM's part-time lecturers.

PROFILE

Mr. Carsten Dirk Schmidt has been teaching the ICTIM 443 course, Planning and Operations of Food and Beverage Production, each trimester for the past four years. Although he is recognized as a master chef and is currently Managing Director of KC and Partners, Limited, an import-export company dealing in perishable goods, he is intimately familiar with all aspects of the hotel industry.

Mr. Schmidt received his master's degree in Germany and has traveled extensively in Europe, Australia and Asia. However, Thailand has been his base of operation for the past 20 years.

He was instrumental in setting up the Amari Atrium Hotel and Resort and has worked at a number of Bangkok hotels, including the Landmark and Raffles (formerly the Hilton) as





INTERSHIP BANQUET AT THE SALAYA PAVILION HOTEL AND TRAINING CENTER

well as the 5-star hotel chain associated with ANA Airlines over the years. Mr. Schmidt has also rendered his culinary services at a variety of important events and venues, including the royal palace.

A recipient of several prestigious culinary awards, including the *Chaine de Rotisseur*, Mr. Schmidt continues to offer his expertise and years of experience to the TIM program.

TRAINING PROGRAM

The TIM Division and the Tourism Authority of Thailand sponsored a special training program entitled “Coastal Beach Resort Development” in March for 10 Burmese officials engaged in the hotel industry.

The participants spent the first three days in Bangkok, visiting the major tourist attractions and attending lectures on the impact of the unprecedented 2005 tsunami, after which they arrived at the Salaya Campus for an intensive 3-day workshop that was conducted by faculty members of the TIM Division.

Ajarn Pisut Yuwanond engaged the group in a discussion of the management and development of coastal hotels and resorts within the framework of acceptable standards. On the second day Ajarn Naphawan Chantradon addressed the issue of crisis management, followed by a presentation on environment protection which was delivered by Dr. Ramesh Boonratana. The

last day was devoted to human resources for coastal development and training which included a case study, facilitated by Ajarn Nate-tra Tevabanchachai. The evenings were reserved for research and special projects.

The group then proceeded to Hua Hin in Prachuapkhirikhan Province and then on to Phuket, Krabi and Phangnga Provinces to witness the resoration of hotels, resorts and communities along the coast and meet with tourism officials.

A second training program, “Tourism Development and Management in the New Millennium” has been schedule in June for tourism officials from Kazakstan, Tajikistan and Uzbekistan.

INTERNSHIP BANQUET

Every trimester the TIM Division conducts a training session for its majors at the Salaya Pavilion Hotel and Training Center. At the completion of each internship, the trainees host a special banquet to demonstrate what skills they have learned.

At the end of the second trimester 17 trainees, under the leadership of intern Ezra Tantikijrungruang, organized a special dinner at the hotel’s Banquet Hall for Director

Chariya Brockelman and members of the executive staff, along with faculty from the TIM Division and parents. The guests enjoyed a western dinner set after which there was a cocktail show, entertainment and dancing.

HUMANITIES AND LANGUAGE DIVISION

TESOL CONFERENCE

MUIC participated in the Thailand TESOL/Pan-Asian Consortium International Conference 2007 on January 26-28 at the Imperial Queen’s Park Hotel in Bangkok. Its theme was “Beyond Boundaries: Teaching English for Global Communication in Asia.”

Director Chariya Brockelman was invited to attend the conference as a featured speaker and addressed the issue of Mentoring Services in an International College.

Ajarns Phillip Stiens, Russell Pattison, Jonathan Green, Nick Ferriman and Mark Rodell conducted workshops on English tutoring at MUIC, the structure of the narrative, encouraging writing across the curriculum, an out-of-class reading project and MUIC’s Creative Writing course, respectively.



SUPPORTING THE BURMESE HOTEL INDUSTRY

ACADEMICS

ASSISTANT PROFESSORSHIP



DR. FOUQUET

Dr. Gerard Fouquet arrived at MUIC in 1999 as a full-time lecturer in French and Film Studies. Three years later he was appointed Chairman of the Humanities and Languages Division. In recognition of his service, Dr. Fouquet was recently granted the academic rank of Assistant Professor.

SOCIAL SCIENCE DIVISION FUTURE INTERNS

MUIC established a formal exchange agreement with the University of Central Arkansas (UCA) in 2005. Over the past two years four Social Science majors have completed their internships at UCA's International Program by meeting the academic and social needs of the university's international students and participating in recruitment efforts.

In March Mr. Jim Brosam, Director of International Programs at UCA, and Ms. Danielle McGhee, Director of Student Abroad International Programs, visited MUIC in order to interview prospective Social Science candidates for future internships.

Although exchange arrangement have been taking place primarily with the Social Science Division, the UCA visitors expressed an interest in extending their network of cooperation to other divisions as well.

AN MUIC FIRST

If ever, years from now, MUIC were to chronicle and commemorate its early history with the creation of its own Mount Rushmore, the familiar features of Dr. Peter Smith would surely have its place on that monument of rock and stone.

As one of the college's longest-standing members, Dr. Smith has made his contribution in several capacities: consultant on curricular development, lecturer, former Assistant Dean for Academic Affairs and current Chairman of the Social Science Division. It seemed fitting then that, given his tenure and accomplishments, MUIC would award Dr. Smith the academic rank of Associate Professor, the college's first such honor.

GUEST LECTURER

Having completed much of his research on Vietnam's "Doi Moi"

DR. SMITH



THE UCA VISITORS WITH LAYLA KHOUDARI (RIGHT)

policy, an attempt to maintain socialism while simultaneously participating in the international economic system, Assistant Professor Eugene Jones was invited to present aspects of his findings at the University of Central Arkansas.

In April Dr. Jones traveled to the university where he delivered two lectures, "Doi Moi: Communism or Consumerism?" and "The Lasting Soviet Influence on the Vietnamese Political System."

learning ...

DR. RAMESH DESCRIBING
ELEPHANT MUD SMEAR
AND EXPLAINING
ELEPHANT ECOLOGY
AND BEHAVIOR



TWO CLASSES IN THE TRAVEL INDUSTRY MANAGEMENT DIVISION CONDUCTED EXPERIMENTAL PROJECTS, ONE IN NEIGHBORING LAOS AND THE OTHER IN THE IMMEDIATE VICINITY OF BUDDHAMONTHON DISTRICT. BOTH ACTIVITIES ENABLED STUDENTS NOT ONLY TO TRANSLATE THEORY INTO PRACTICE BUT ALSO TO ENGAGE IN COMMUNITY SERVICE.



COMMUNAL DINNER AT
DON DAENG VILLAGE

ECOTOURISM IN LAOS

The ICTM 319 Ecotourism Studies class, taught by Dr. Ramesh Boonratana, embarked on a field trip to the Xe Pian National Protected Area in Champasak Province, Laos, from March 1 to 6, 2007. This site was chosen because it best

conforms to the criteria for ecotourism: tourism activity is limited and its impact on the environment is negligible, the ecosystem is maintained with sustainable travel and a portion of the revenues are given to the local communities.

The students engaged in a number of activities, including visits to several

villages and the Phou Asa archaeological site, interaction with villagers in order to document their experiences, an elephant ride, a half-day trek through the protected forest and wetlands, learning about the flora and fauna of the region and discussions with officials from the Champasak Provincial Tourism Office and Mekong Tourism Development Project.

Before the trip class members raised funds for two Lao communities. The group donated two tents to the Don Daeng Village in order to prevent the construction of more tourist bungalows which would adversely impact the natural environment.

In addition, funds were donated to the Ta Ong community which is in the process of reviving its traditional gong music for the occasional ecotourists.

On their return to MUIC, class members were required to submit a detailed report on the trip and their experiences as well as an evaluation of ecotourism resources, products, services and transportation at the Xe Pian Protected Area.

According to Dr. Ramesh, the experience was a “win-win situation” for everyone involved, particularly for the MUIC students. In fact, he intends to incorporate this field trip in the Ecotourism Studies course each time it is offered.



PADDLING DOWN THE TA EUENG RIVER FROM BAN NONG PING TO PA LAY BOK

... and giving

PROMOTING TOURISM IN MAHASAWAT

In the last issue of *kaleidoscope* we reported on the college's efforts to assist flood victims, especially in the surrounding area, including the Mahasawat Canal community, a village that has always been an integral part of MUIC's outreach program.

Mr. Tawatchai Kaewkongka, Buddhamonthon District Officer, approached the Office of Student Affairs, requesting assistance in promoting Mahasawat's tourism of-

ferings, a request that was subsequently forwarded to the TIM Division. In response, Ajarn Brian Phillips and class members of the ICTM 329 Technology and Tourism course launched a special project addressing the Mahasawat community's tourism needs.

The class was divided into three groups, with each assigned a specific objective: (1) to create a website in English and Thai, (2) to explore marketing strategies for use on the Internet and (3) to establish an on-line reservation system. In preparation, students took the actual

tour, gathered pertinent information and met with members of

the community to calculate their needs, after which they set about completing their respective tasks.

Mr. Tawatchai was invited to attend a presentation of the results in the Seminar Room on March 18. The English version of the website, "Mahasawat Canal: Agricultural Tourism," was unveiled, featuring the Suwannaram Temple, lotus and orchid farms, the fruit garden, One Tambon One Product merchandise and an insight into the lifestyle of the community. There were also presentations on marketing strategies and an on-line reservations system.

Ajarn Brian commended the students on the quality of their work and their excellent presentations. Ajarn Anchalee Pongpun, Student Affairs Advisor, was also in attendance and pledged the support of the Student Association in further assisting Mahasawat in promoting tourism.

Given the success of this endeavor, Ajarn Brian will replicate similar projects at other venues in future Technology and Tourism classes.



A VIEW OF THE MAHASAWAT CANAL

research for muic development

IN LATE JANUARY MUIC'S OFFICE OF PLANNING, RESEARCH AND DEVELOPMENT, UNDER THE LEADERSHIP OF ASSOCIATE PROFESSOR YAOWALARK SUKTHANA, CONDUCTED A SEMINAR, "RESEARCH FOR MUIC DEVELOPMENT," WHICH PROVIDED AN OVERVIEW OF THE COLLEGE'S CURRENT RESEARCH ACTIVITIES.

Members of the faculty and supporting staff presented abstracts of their projects, ranging from science, business and education to student achievements, cross cultural experiences and motivational models.

COMPLETED PROJECTS

Two research projects have recently been completed: "A Random Walk Down the SET, Can We Really Beat the Market Using Technical Analysis?" by DR. JIRANAT SUTTHIRAT and "Predatory Pricing with the Existence of Network Externalities in the Laboratory" by DR. YINGYOT CHIARAVUTTHI, both of which are awaiting publication, the first in the Journal of Economics and the second in the journal, Information Economics and Policy.

IMMINENT PUBLICATION

Three other projects are near completion, with expectations for imminent publication: " β - β -Dihaloenones: Conclusive Structural Determination by X-ray Structural Analysis" by DR. PAKORN BOVONSOMBAT, "Use of Pulse Amplitude Modulated (PAM) Fluorometry for in situ Measurement of Photosynthesis of *Porites lobata*,

Samae San, Thailand. Is There Evidence for Photoinhibition and/or Photodamage?" by DR. WAYNE PHILLIPS and "Beliefs about Knowledge and Knowing of Thai University Students: Dimensions and Development of Personal Epistemology" by AJARN TAKAYOSHI FUJIWARA.

FACULTY PROJECTS

Other current faculty research projects include "The Effect of the Computer Based Self-Regulated-Learning Feedback System on Learning by Teaching" by DR. KRITTAYA LEELAWONG, "Pomegranate Cultivar UT and Betel Nuts, Grown in Thailand, Have Antioxidant Activities and Polyphenols Content More Than Triple That of Red Wine" by AJARN VALEERATANA SINSAWASDI, "Elementary Thai Curriculum Project" by ASSISTANT PROFESSOR GERARD FOUQUET, "Retention and Retrieval Rates of Vocabulary Learning by Exam

Fixated Word Lists and Learning Box Related Flash Cards" by AJARN THOMAS KREY, "Crisis Communication Plan: A Case of the Negative Events in Thailand and Effects on Tourism Businesses" by NAPHAWAN CHANTRADOAN, "The Changing Face of Communism in Vietnam" by ASSISTANT PROFESSOR EUGENE JONES and "Cross-cultural Experiences of International Students Studying in Thailand: Students' Expectations and Perceived Benefits of Their Studying-Abroad Experiences" by AJARN BRIAN PHILLIPS.

STAFF PROJECTS

The afternoon session was devoted to projects currently being undertaken by MUIC supporting staff members: "Survey of Use Satisfaction on the OASIS (Online Access to the Student Information Services) System" by AJARN UDOMRAT TIVASUB, "A Comparison of Academic Achievements of Mahidol University International College Graduates from Academic Years 1989-1997 and 1998-2005" by MS. PHATHITA SUWANWONG, "An Analysis of the Success Rates of PC Students Who Enter the Pre-College Program Throughout the Various Levels (BP-PC IV)" by MS. SATJA SOPHA, "MUIC Students Use of the MUIC Library" by MS. PRAPAPORN JONGSOMJIT, "The Opin-

ions of Graduates on Student Affairs" by MS. SASITHORN ROJSONGKRAM, "A Study of Suitability for Traveling to MUIC" by MS. SUCHANANT TANJAROENTHAM and "Work Motivation for MUIC Faculty and Staff Members" by MS. PHANIDA APHIRAMMETHA.



DR. YAOWALARK SUKTHANA (CENTER) WITH STAFF MEMBERS MS. JIRAWARA THONGSAKOL (LEFT) AND MS. WANNAPAN ONYAEM.

pre-college program update

FROM ITS VERY INCEPTION IN 1998 THE PRE-COLLEGE (PC) PROGRAM HAS FOCUSED PRIMARILY ON THE CLASSROOM EXPERIENCE, OFFERING INSTRUCTION IN ENGLISH SPEAKING, LISTENING, READING, WRITING AND TOEFL PREPARATION SO THAT ITS STUDENTS CAN MEET THE REQUIRED LEVEL FOR ENTRANCE TO MUIC. MORE RECENTLY, HOWEVER, THE PROGRAM HAS INTRODUCED OTHER ACTIVITIES AS WELL.

DONATION AND CHARITY DRIVE

The PC Program had a large number of textbooks and other teaching materials in storage, resources



DONATING TO AN ELEMENTARY SCHOOL

that were no longer suitable for its developing curriculum. The leadership team decided not only to donate the books and materials but also to enlist the participation of PC 4 students in launching a charity drive, an effort that generated a positive and generous response.

Dr. Charles Windish, Director of MUIC's English Studies Program who was also appointed Interim Director of the PC Program last October, led a contingent of PC faculty, staff and student representatives to Ban Kao Nang Sang Hua, an elementary school in Kanchanaburi Province. There they met with the 60

students and distributed books, teaching materials, clothes, school supplies and other usable items.

Proceeds and goods from the charity drive were also donated to Ban-Mhod School, Pechaboon Province, TV Burapha Company, Limited, for flood victims in Ang-Thong and Ayuthhaya Provinces and the International Volunteer English Center Network which targeted the Pak-Num Wittayakhom School in Bangkok.

ENGLISH SUMMER COURSE 2007

The PC Program is presently offering its Summer Course from March 12 to May 11, a program that began in 2004 and is specifically designed for high school students who want to spend their summer break in a productive way. Apart from developing English skills in speaking, listening, reading and writing, the 54 participants are developing study and social skills, practicing

their English in a variety of settings, including an excursion, and learning to use the Internet and other resources in English.

This year the PC Program offered two scholarships for students at Mahidol Wittayanusorn High School based on their Grade Point Average, an essay on the value of studying science at the university level and an interview. The scholarship committee, consisting of Dr. Charles Windish, Dr. Pakorn Bovonsombat of MUIC's Science Division and Ajarn Cindy Stewart selected Mr. Num-



MS. NUTTHAKARN RATANASEREERASERT



MR. KITTI WUTHISATHID



THE FIRST PC SOCCER WINNERS

chok Sasigornwong and Ms. Nutthakarn Ratanasereeprasert.

SOCCER TOURNAMENT

In February the PC Program held a soccer tournament for its students. Eight teams, each consisting of 7 students, faculty and staff, competed. The Krien Thep Team, with Nativut Leewairoh, Nukun Amnouyponnkulkit, Peeraphat Prasongdee, Rongrit Lomsucka, Ronnchai Numpituckchaikul, Woranit Chitpentama and Sutthasin Tanmanasir, won the championship. There will be ample opportunities for the others to win since this kind of tournament is expected to take place each quarter.

ENROLLMENT

PC's second quarter enrollment has always represented the largest intake of students.

This year, however, has seen the largest enrollment ever. The total student population is currently 333, consisting of 15 sections.

celebrating songkran



THE OBSERVATION OF THE POET, T.S. ELIOT – THAT “APRIL IS THE CRUELLEST MONTH” OF ALL – RESONATED WITH CHILLING CLARITY THIS YEAR, GIVEN THE TRAGIC LOSS OF LIFE AT THE SAI RUNG AND PHRAI SAWN WATERFALLS, THE UNRELENTING CARNAGE ON THE STREETS OF BAGHDAD, THE BLOOD AND FURY OF AN AMERICAN CAMPUS MASSACRE AND THE PROLONGED DESPERATION OF REFUGEES IN DARFUR AND ELSEWHERE.

And yet in that tapestry of violence and human failure, there were also threads of sanity and goodness, celebrations of hope and promise. For Thailand and other countries in the region, April ushered in Songkran, a festival of new beginnings

that has both religious and social significance.

Songkran celebrates the end of the traditional Thai year and the beginning of another. Millions of Thais visit the temples in order to make merit, offer food to the monks and participate in

the ritual of bathing Buddha images.

Children are instructed to honor and pay respect to their elders by pouring scented water over the hands of parents and grandparents. This focus on the family is one of the enduring aspects of this festival, as evidenced by the nearly deserted streets of Bangkok as tens of thousands return to the provinces to celebrate this time with their immediate and extended families.

The playful and most celebrated feature of Songkran is the splashing of water, a respite from the season’s sweltering heat. While some have recently bewailed the excesses of this custom, which sometimes include aggressive behavior and a disregard for safety, the spirit of this festival remains largely intact.

Before the holiday recess, on the afternoon of Thursday, April 12, MUIC anticipated its own celebration of Songkran by observing the more tradi-





tional dimensions of the festival.

Representative members of the executive and supporting staff, faculty and students gathered on the ground floor of Building 1. Director Chariya Brockelman, accompanied by Associate Directors Maleeya Kruatachue and Sumalee Visetratana, began the proceedings by performing the ceremonial rite of bathing a Buddha image.

The other participants then joined in the bathing ritual, after which they paid respects by pouring scented water over the hands of those administrators who were present. A special blessing was given and everyone participated in creating a special photo collage, providing an expanse of smiling faces.

The afternoon's activities concluded with a group photograph and a video presentation by the Office of Public Relations, followed by a barbecue dinner.



another landmark year

DURING 2006 ALL OF THAILAND PARTICIPATED IN A SERIES OF CELEBRATIONS IN OBSERVING THE 60TH ANNIVERSARY OF HIS MAJESTY THE KING'S ACCESSION TO THE THRONE. MUIC, WHOSE OWN 20TH ANNIVERSARY COINCIDED WITH THAT LANDMARK EVENT, MADE ITS OWN CONTRIBUTIONS TO THE FESTIVITIES, ALL OF WHICH WAS COVERED IN PREVIOUS ISSUES OF KALEIDOSCOPE.



MU PRESIDENT
DR. PORNCHEI
MATANGKASOMBUT
AT THE LUNCHEON

This year, 2007, introduced yet another milestone in the modern history of Thailand, namely, the 80th anniversary of His Majesty's birthday. For six days in April Thais across

the country attended multi-faith ceremonies to celebrate this anniversary, culminating with HRH Princess Maha Chakri Sirindorn presiding over religious rites at the Temple

of the Emerald Buddha, followed by a large gathering of people at Sanam Luang.

Universities throughout Thailand conducted their own observances. Mahidol University assigned MUIC the task of organizing and coordinating a celebration for the Salaya Campus. On Thursday morning, April 19, representative members of the university's faculties, colleges and institutes assembled at the newly constructed dormitory building at the northwest corner of the campus.

PLANTING NEARLY 2,000 PIECES OF SHRUBBERY



The MUIC delegation, consisting primarily of senior and supporting staff members, was led by Director Chariya Brockelman and Associate Directors Maleeya Kruatachue and Sumalee Visetratana. The medolich chanting of 81 monks, rang out across the campus as the participants offered prayers to bless the king.

After a communal lunch, at a pre-determined time all of the faculties, colleges and institutes simultaneously participated in a planting ceremony in honor of His Majesty. This coordinated exercise was no token gesture. The MUIC contingent alone planted almost 2,000 pieces of shrubbery in front of Building 1, an investment that years from now will further enhance an already environmentally friendly and aesthetically pleasing campus.



a modest beginning

OVER THE PAST SEVERAL YEARS MUIC HAS SPONSORED A NUMBER OF REUNIONS, BOTH LARGE AND SMALL, IN AN EFFORT TO MAINTAIN CONTACT WITH ITS ALUMNI. IN THE FIRST TRIMESTER OF THIS ACADEMIC YEAR, HOWEVER, THE COLLEGE DECIDED TO BEGIN THE PROCESS OF FORMALLY ESTABLISHING AN ACTIVE MUIC ALUMNI ASSOCIATION.

Ajarn Michael Naglis, himself an alumnus, was appointed liaison and an alumni newsletter, *passages*, was created, announcing in its first issue an alumni association membership drive and a special reunion that

team, (4) free admission to all alumni reunions and events and (5) access to the MUIC alumni database.

The announced reunion took place on January 14, 2007, at MUIC's Pavilion Hotel and Training Center.

Ajarn Michael conducted an informal meeting with its two-fold agenda: to determine recruitment strategies for additional membership and elect the association's leadership team. Although the newsletter, *passages*, is meant for members only, there was a general consensus that it should continue to be sent to all MUIC alumni to generate additional membership. As for

Chanin Nantasenam, Duke Intraprasert, Piyasart Praewpraisukkakul, Thanapat Chirapuntu, Visut Kittichatiwond, Chatcha Sa-reerat, Chompunuch Ponjit, Tatpitcha Jamjitrong and Thanakorn Jiraphasuksakul.

The committee has met twice since the January



was scheduled for January, 2007.

The life-long membership fee of 1,000 Baht includes the following benefits: (1) a special membership card, (2) receiving quarterly issues of the MUIC newsletter, *kaleidoscope*, and the Alumni Association newsletter, *passages*, (3) the right to run for and vote for the association's leadership

Fifty-five alumni and alumnae were in attendance, a turnout that did not meet the college's expectations. Nevertheless, the numbers were less important than the determination of that core group to form an association with its own agenda, a sentiment expressed by Director Chariya Brockelman when she addressed the gathering.

electing a leadership team, the group decided it was premature to elect officers, given the limited number of members. Instead they recommended the formation of a committee which will assume responsibilities for recruitment and the planning of future events.

The ten-member committee consists of Auttapol Akaraputhiporn,

reunion, with a decision to sponsor three different major events each year. Hopefully, this strategy will enable the college to maintain visibility among its alumni as well as promote additional membership.

The next event is tentatively scheduled for early June, the details of which will be promoted in a forthcoming issue of *passages*.

UPCOMING EVENTS

MAY 12-13

WELCOMING CAMP
KANCHANABURI CAMPUS

MAY 19-20

2ND MUIC TAEKWONDO OPEN CHAMPIONSHIP
MU GYMNASIUM

MAY 25 AND 26

THAILAND PHILHARMONIC ORCHESTRA
COLLEGE OF MUSIC AUDITORIUM

JUNE 4 AND 5

STUDENT ASSOCIATION ELECTIONS

JUNE 8 AND 9

THAILAND PHILHARMONIC ORCHESTRA
COLLEGE OF MUSIC AUDITORIUM

JUNE 23-24

THAILAND INTERNATIONAL UNIVERSITY BADMINTON COMPETITION
MU GYMNASIUM

JULY 3

MUIC GRADUATION CEREMONY
MUIC AUDITORIUM

JULY 5

MAHIDOL UNIVERSITY COMMENCEMENT
SUAN AMPORN AUDITORIUM

JULY 9-15

FINAL EXAMINATIONS

JULY 16-25

RECESS

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