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# KaleidoScope

April 2013

Mahidol University International College Newsletter





# LIFE IN NUIC

**D**r. Prinya Putthapiban, who teaches Geology classes in the Science Division, guides his students in a field trip in a marble quarry in Saraburi Province.



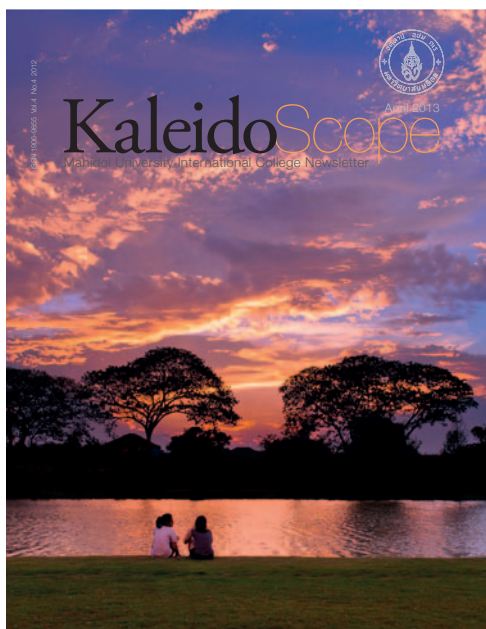
## EDITOR'S Note

### GREEN UNIVERSITY

The need to care for the Earth has become more urgent than ever, as we can see from extreme changes in the weather, more droughts, super storms, and a host of other alarming developments. MUIC takes its lead from Mahidol University which is aiming to attain Eco University Status by 2015. This means a university that adopts a number of environmental-friendly policies and practices and thus contributes to worldwide efforts to save the environment. For starters, Mahidol University was ranked No. 1 in the UI Green Metric World University Ranking for 2012. In this issue, we take a look at the MUIC community's efforts in making a Green Campus possible.

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.



### Cover Photo

The cover of this issue shows the serenity of the Mahidol University campus, a result of the environmental awareness of every member of the Mahidol community.





MUIC celebrated the “44<sup>th</sup> Anniversary of the Royal Bestowal of Mahidol University’s Name” on March 4, 2013 on the ground floor of Building 1. Prof. Maleeya Kruatrachue led executives and staff in paying respect to Prince Mahidol of Songkla after whom the university was named. His Royal Highness King Bhumibol Adulyadej, the second son of Prince Mahidol, bestowed the name in 1969. The Prince is known as the “Father of Modern Medicine and Public Health” in Thailand.

and staff members joined an aerobic dance session led by Mr. Teerapat Khunmee of the Faculty of Sports Science. The exhibition ran until March 8<sup>th</sup>. Earlier on March 1, MUIC joined Mahidol University’s observance of the occasion, which had included a pan-pum or traditional floral offering before the statue of Prince Mahidol, art and academic exhibitions, and a lecture forum.

There was a photo exhibition and contest wherein Mr. Narawut Suwantang from the Faculty of Medical Technology was adjudged the winner. A lecture forum on “Fight Against Diabetes” was conducted by Dr. Wanicha Kijworapat of the Department of Health. Afterwards, faculty



Assoc. Prof. Soranit Siltharm, M.D., Vice President for Policy and Planning, Mahidol University

lan of the Science Division (Outstanding Faculty Award); Asst. Prof. Pakorn Bovonsombat of Science Division (Highest Citation Award); Asst. Prof. Pandej Chintrakam of BBA Division ( Outstanding Publications in International Database [ISI/ Non-ISI] Award); Asst. Prof. Chanida Hansawasdi of Science Division (Outstanding Research Recipient from Outside Organizations Award); and Mr. Thomas Krey of Humanities and Languages Division and Mr. Nutthaboon Pornratnatharoen, Asst. Dean for Marketing and Public Communications (Patent Award for Intellectual Property Management [Product Design Type Category]). Staff members who have rendered 10 to 20 years of service to the College were also given awards.

## MUIC MARKS 27<sup>th</sup> ANNIVERSARY

An award ceremony for faculty and staff who made distinct contributions to MUIC in the past year highlighted the 27<sup>th</sup> anniversary of the College on March 26, 2013.

Earlier, offerings of food were made before the Chao Por Khuntong Shrine in the morning, followed by Buddhist religious rites in the Seminar Room.

Prof. Maleeya Kruatrachue said that human resources are very essential in any organization’s success. She praised the awardees for their talent, hard work and dedication. The awardees included Dr. Laird Al-



# MUIC IN MAHIDOL CHANNEL

Mahidol University recently launched its own satellite TV channel, Mahidol Channel (Channel 107 on CHT or Cable Holding Thailand)—and MUIC is one of the major contributors of its video content. The channel provides a mix of edutainment programs.

Dr. Surapong Lertsithichai, Advisor for the Mahidol Channel and Program Commissioner, said several works of MUIC students have been featured in the new channel's Chay Waew program, including short films, television programs and animated films from the Entertainment Media Program of MUIC's Fine and Applied Arts Division.

The College's THM majors are also featured in the reality TV show "Dreamcatcher," which follows Mahidol students as they perform in their respective internships. Other programs in production include "DeScience," a program that shows the interconnection between and benefits of "design" and "science;" and "Change," a program that features the "best and brightest" among Mahidol University's faculty members.

Mahidol Channel also has an active online presence via Facebook and Youtube:  
[www.facebook.com/mahidolchannel](http://www.facebook.com/mahidolchannel)  
[www.youtube.com/mahidolchannel](http://www.youtube.com/mahidolchannel)



## MU PRESIDENT'S VISIT

Prof. Rajata Rajatanavin, M.D., President of Mahidol University, made an official visit to MUIC with his team on February 11, 2013. College officials presented a report on MUIC's performance over the past year. The Performance Agreement for 2013 was also discussed.

## INTERNATIONAL EDUCATION EXPO

MUIC participated in the 10th Thailand International Education Expo held from February 23 to 24, 2013 at the Royal Paragon Hall in Siam Paragon, Bangkok. Organized by the Department of International Trade Promotion of the Ministry of Commerce, the event attracted some 175 companies, from both Thailand and abroad. Part of the event's arrangement is a visit to MUIC by a delegation of journalists from Asian countries such as Japan, South Korea, China, Cambodia, and Lao People's Democratic Republic on February 21, 2013.

## MINOR PROGRAMS

To help students decide on which minor program to enroll in, MUIC held the "Minor Expo" event from February 26 to 28, 2013, on the ground floor of Building 1. MUIC students got the chance to learn more about the minor programs offered by the various academic divisions (BBA, THM, HLD, FAA, Science, and Social Science). The event was organized by the Office of Academic Affairs as part of the College's liberal arts program.



## NEW APPOINTMENTS



MR. NUTTHABOON PORNRATTANACHAROEN  
 Assistant Dean for Marketing and Public Communications  
 Effective January 1, 2013



DR. PISUT YUWANOND  
 Chairman, Tourism and Hospitality  
 Management Division  
 Effective April 1, 2013



MS. PORNTHIP PIAMKHUM  
 Interim Chief, Finance and Accounting Section  
 Effective March 1-June 30, 2013



# ACHIEVEMENTS

## EQUESTRIANNE WINS 2 SILVER MEDALS IN PRE-SEA GAMES

Ms. Pakjira Thongpakdi, a Tourism and Hospitality Management (THM) student, galloped home with two Silver Medals at the Equestrian Pre-SEA Games 2013 held from March 15 to 17 in Myanmar. She competed in both the Dressage Solo and Team categories. Overall, the Thai national equestrian team brought home a total of six medals (one Gold for Show Jumping,

three Silver for Dressage Team, Dressage Individual, Jumping Individual and three Bronze Dressage Individual, Jumping individual, and Endurance). Ms. Pakjira rode against rivals from host country Myanmar, along with Cambodia, Singapore, Malaysia and Indonesia at Nay Pyi Taw. The Pre-SEA Games is a warm-up event for the upcoming 27<sup>th</sup> Southeast Asian Games (SEA Games) to be held in Myanmar in December.



Ms. Pakjira Thongpakdi



Ms. Ariyada Prinksakul

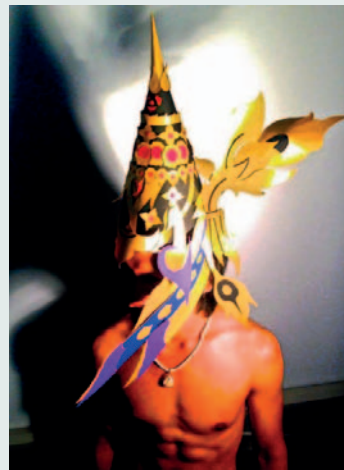
Earlier, the young equestrienne won the gold medal in the Solo Dressage Riding category in the 40<sup>th</sup> Thailand University (“Palabodee”) Games 2013 held on January 10-19, 2013. She also won a silver medal for Team Dressage Riding with her team mate, Ms. Ariyada Prinksakul, an International Business student. The horse riding event was held at the grounds of the 29-1 Cavalry Squadron’s (King’s Guards) camp in Phayathai, Bangkok.

## CONTEST ON WORLD PEACE

Mr. Aekarak Sethi, a senior Environmental Science student, won 1<sup>st</sup> place in the English Language Category of the 5<sup>th</sup> World Peace Ethics Contest. The competition, open to all youth in Thailand, “encourages living with strong morals based on universal truths.” Mr. Aekarak attended the Peace Camp in October 2012 in Khao Yai, was assigned to read a book entitled Pearls of Inner Wisdom, and took an exam on November 10, 2012. The awarding ceremony was held on February 25, 2013 at the Pathum Thani headquarters of Wat Dhammakaya, which organized the camp and competition. Mr. Aekarak wrote in his exam that “world peace begins with inner peace.”



## AUDIENCE’S CHOICE IN INT’L MASK CONTEST



A Communication Design Program (CDP) freshman garnered enough votes to win the Special Audience Prize in the 2<sup>nd</sup> Skin Contest organized by the art paper company Arjowiggins Creative Papers and its local distributor, Antalis. Mr. Yanin Vaseenon’s entry, No. 231, received 4,691 online votes. His entry was inspired by the chada from Thai traditional dance and theater. Meanwhile, Mr. Anthony Panurat Abadu, a 2<sup>nd</sup> year CDP student, followed Mr. Yanin in terms of the number of votes. Contestants from several countries were asked to make a mask using art paper supplied by the sponsor. Some 440 contestants from six continents and 30 countries sent their entries, the organizer said.

## STUDENT’S MOVIE IN US FILMFEST

A short film directed by an FAA student was screened at a film festival in the US. Mr. Kasidhat Gorman’s “Black Bête”, which he described as a “Thai gangster noire,” was among those selected for inclusion in the University of Alabama’s 16<sup>th</sup> Annual George Lindsey UNA Film Festival. It ran from February 28 to March 2, 2013.



# FAA ACTIVITIES

## ANIMATION LECTURE

With the assistance of the US Embassy in Bangkok, the Fine and Applied Arts Division (FAA), hosted a lecture entitled, "CalArts Animation," featuring Dr. Maureen Furniss, an animation professor at the California Institute of Arts or CalArts. Dr. Furniss discussed various works on character animation and experimental animation made by their school's current students and alumni. The event was held at the MU Cyber Club, Mahidol Learning Center, on January 28, 2013.

## COMMUNICATION DESIGN PRACTICUM



Fourteen Communication Design juniors turned in laudable performances in their respective practicum sites, the Fine and Applied Arts (FAA) Division reported recently. The interns worked on more than 10 projects for various clients, including the package and environmental graphics design for "Pat Pat" products of The Royal Chaipattana Foundation; layout design for Mahidol University Annual Report; museum graphics for the Carpenters' Museum (a project of the Bangkok Metropolitan Administration); and several identity design projects such as the MCOT TV show "Thailand Today" and "Zuppar," an MU research project. The students' internship not only involved designing but also participation in the actual production process and interaction with the clients.

## DESIGN ETHICS

The Communication Design Program hosted a lecture on "Ethics and Thai Font" by Mr. Pracha Suveenont, a graphic designer, columnist for Matchon Weekly ("Design Culture") and guest lecturer at several Thai universities. Mr. Pracha spoke on ethical issues involving graphic designers to sophomore and junior students at the MU Cyber Club, Mahidol Learning Center, on February 13, 2013.



## FAA IN ISB EVENT

The Fine and Applied Arts Division (FAA) collaborated with the International School of Bangkok (ISB) in the latter's hosting of the TEDx Youth@Bangkok event on January 24, 2013. Mr. Bryan Ott, Program Director at FAA, along with four senior Film Production students, took charge of the video recording of the event in which eight high school speakers gave a speech on the topic, "Being a Catalyst for Change."



**KaleidoScope was able to chat with Ms. Pakjira about her passion for horse riding. Here's part of the interview:**

**KaleidoScope:** At what age did you start riding? How long have you been joining equestrian competitions?

**Pakjira Thongpakdi:** Around 7 years old. I'm an animal lover; that is why I really fell in love with this sport. This sport is very special because both rider and horse are athletes and they need to be one. I have joined more than 60 equestrian competitions in the past 10 years. The discipline of equestrian sport that I compete in is called Dressage. You and your horse have to perform a series of movements in a rectangular arena where certain parts are marked. Then you have to follow a set of instructions called a test, for example: "1. At A make a 20-meter circle while in trot 2. At C make a transition to canter 3. From M to B make a shoulder-in right in collected trot. There are around 15-20 tasks in a test and you will be given a score ranging from 0-10 for each task. The score depends on how well you can perform a task. The rider who gets the highest percentage will be the winner."

Photo: HorseMoveThailand.com

## STRONGER LINKS WITH HOTEL CHAIN

Formalizing what has been a long-standing series of collaborative activities between the two institutions, including internships, guest lecturing, and field trips, MUIC recently signed an Agreement of Cooperation with the InterContinental Hotels Group (IHG)—the world's largest 5-star international hotel chain.

Dr. Pisut Yuwanond, Program Manager of Internships for the Tourism and Hospitality Management (THM) Division, said IHG has accepted the most number of MUIC interns over the past years. It has also provided resource persons to both academic and special training programs of the College. He added that the first female general manager of the Hotel InterContinental Hua Hin was Mrs. Pattama Yoshimura, a MUIC alumna (see the



Profile section). There are currently 5-6 candidates for the hotel's middle management positions who graduated from the College's THM program. Dr. Maleeya Kruatrachue, MUIC Dean, led the College team in signing the agreement on February 20, 2013, while Ms. Aumfa Lerdrat, Director of Human Resources of the InterContinental Hotel and Holiday Inn Bangkok, signed on behalf of IHG.

## CHILDREN'S BOOKS

BY MUIC STUDENTS

The MUIC Library held a Children's Book exhibition in January 2013, featuring books written, printed and bound by students who took the Creative Writing courses under Ajarn Mark Rodell of the Humanities and Languages Division during the previous trimester. Aside from the books donated to the Library, most of the works of Ajarn Mark's students were given to pupils in public schools supported by MUIC.



The Library's homepage:  
<http://lib.muic.mahidol.ac.th>

## VISIT THE LIBRARY'S WEBSITE

The MUIC Library encourages its patrons to take advantage of the convenience offered by its website. Library users can utilize the website to search for books, magazines, journals, e-books, e-journals, audio and audio-visual materials and others, and renew their records online 24/7.



## ROME CONFERENCE

Two faculty members presented their research paper at a conference in Rome, Italy, on February 24-25, 2013. Dr. Xiaoxia Wei and Ajarn Analiza Perez-Amurao presented the paper they co-authored entitled, *A Study on the Influence of Culture on Foreign Educational Administrators' Job Satisfaction in Higher Education in Thailand* at the 2nd International Conference on Education and Management Innovation 2013 (ICEMI 2013).





# FIRE SAFETY TRAINING

Approximately 65 MUIC staff members attended the Fire Safety and Fire Extinguishing Training session on March 14, 2013, in the Seminar Room and at the parking lot, where the participants were taught basic principles of fire safety and various ways of putting out fires in the workplace. The training was organized by the Operation and Environment Section.

## DONATIONS FROM PC

The Preparation Center for Languages and Mathematics (PC) held the 6th MUIC Donation Drive by PC on February 15, 2013 at Ban Pu Ra Kam School in Suanpueng District, Ratchaburi Province. This annual project aims to support students who live difficult lives, as well as to increase their educational opportunities. PC students also have a chance to challenge themselves by helping others through charity work. Donated items, including cash, were from students, parents and faculty.

Many participants joined the trip this year, including five lecturers, seven staff members and 32 students (both current and former PC students). The activities began with serving the children a delicious lunch, followed by playing several fun-filled games and then presenting the donations, which included food and school supplies. The project was a big success and PC will continue to organize this worthwhile activity each year.



## IMPROVING QUALITY OF SERVICE

Mahidol University International College's Welfare Committee conducted a training workshop to enhance the efficiency and quality of service of administrative officers. Some 48 officers participated in the "Work Smart with a Smile" workshop at Wora Buri Hua Hin Resort & Spa, Prachuab Kirikhan Province, on March 16-17, 2013.

# GRADUATE PROGRAM



## BUSINESS LEADERS IN OPEN HOUSE

The Graduate Program conducted an Open House on February 16, 2013, at the Bangkok Club, 28th-31<sup>st</sup> Floor, Sathorn City Tower, South Sathorn Road, Bangkok. The highlight of the event was an open forum with the theme, “Rising to the Challenge: How Leaders Innovate and Transform Business Models.” Some 85 visitors who were interested in the two graduate programs attended the event. The resource persons included Mr. Napat Charoenkul, Director of Asiatique Riverfront, Asst. Prof. Toryos Pandejpong, owner of Denla Kindergarten; and Mr. Dayn Wayne Hudson, Asst. Gen. Manager of the Renaissance Hotel.

In a panel discussion moderated by Dr. Nixon Chen, the three panelists shared their views about the importance of people in their organizations, the qualities needed to be a good leader, ways to ensure customer satisfaction and managing business costs, among others.

Mr. Hudson said that the Renaissance Hotel considers its people among its greatest as-

set. “We call them our business associates, not just staff. We spend a lot of time in recruiting, training and developing the right people to get the right results.” At the same time, he emphasized that loyalty to hotel guests is key to success in the hospitality business.

For his part, Asst. Prof. Toryos Pandejpong, owner of Denla Kindergarten, said that out of the 3,000 students in their school, which now has two campuses, 65%-70% have family members or relatives who have studied or are also studying in Denla, crediting this to the good service their school offers.

Mr. Napat Charoenkul, Director of Asiatique Riverfront, said that though the location of Asiatique at first was not that promising since it is tucked away in a quite corner of the city, accessible only by a 4-lane road and quite a distance from the CBD and the tourist areas, he and his team positioned this retail project under three brand characteristics:

Lifestyle, Festival Market and Living Museum.

Asked what qualities a leader should have, Mr. Hudson enumerated three: being a visionary, belief in oneself and determination. Ajarn Toryos cited passion for one’s job. Mr. Napat, on the other hand, said a good leader should have a strong belief on



the cause he is advocating, or the project he is undertaking, and be able to inspire his own staff to share the same beliefs.

After the panel discussion, Dr. Dissat Prasertsakul, Program Manager of the MBA Program, and Dr. Veerades Panvisavas, Program Manager of the MM Tourism and Hospitality Management Program, each discussed the details of their respective programs. The participants were given a tour of the Sathorn campus afterwards.



# OFF TO GERMANY as MBA EXCHANGE STUDENT

He goes by the nickname “Book,” and his pair of eyeglasses might make him look bookish, but Mr. Piyawitt Jaturunt is not your average student. Back in his undergraduate days in MUIC, Book served as Treasurer in both the Multicultural and the Muay Thai Clubs. Quite a contrast, especially if one learns that he also became a member of both the Art and Karate Clubs, affiliations that hint at Piyawitt’s varied interests and capabilities.

During his undergraduate years at MUIC, Book was not a full-time student. At the time, he worked as a part-time insurance agent for AIA. He said working for the insurance giant gave him the chance to meet different kinds of people and taught him valuable lessons on how to interact with them. On top of this, he also helped with his parents in the family business, a publishing company that puts out a business magazine and Buddhist books.

He credits his professors at BBA for teaching him not only theories from textbooks but also case studies full of lessons from the real-world. His interest in strategic management inspired him to pursue graduate studies, enrolling in MUIC’s MBA Program after graduating with a bachelor’s degree in International Business in 2012.

Asked about his choice of school, he replied that having spent four years at MUIC, he had grown up to trust the Mahidol brand of education. He said he also made a smooth transition into graduate school as the corporate culture of MUIC is already ingrained in him.

Book has also made an historic first in the MUIC Graduate Program: He is the first graduate student to go on an exchange program abroad. He flew to Germany in February this year to study at Mannheim University’s MBA Program for one semester.

“I wanted to experience what it’s like to be an exchange student, particularly in a European university,” he told *KaleidoScope* in an interview before

he left. “I look forward to the challenges I will face there, not just the academics but also learning more about German language and culture, and the work ethic.”

He is still a part-time insurance agent and has taken more responsibilities in his parent’s publishing house, but Book already has big plans when he finishes his MBA degree, namely, a marketing career, preferably in either a major Thai firm or a multinational company.



# Going Green



## AIMING FOR ECO-UNIVERSITY STATUS BY 2015

In 2008 Mahidol University launched its Green Campus Project, with the theme "A promised land to live and learn with nature," which consists of a master plan to maintain 70 percent of its 202-hectare campus in Salaya as a green area. Over the past five years there have been dramatic changes in its landscape, with a proliferation of newly-planted trees, walking streets, bicycle lanes, shuttle buses and trams, solar cell and wind power stations and organic vegetable farms, among other new features.

Given these efforts, it should come as no surprise that Mahidol has been ranked the most environmentally-friendly university in Thailand according to the Universitas Indonesia's Green Metric World University Ranking 2012. In addition, it was ranked 11<sup>th</sup> in Asia and 36<sup>th</sup> in the world.

The ranking is based on the following criteria: infrastructure, energy saving and climate change, waste management, water usage, transportation and education regarding ecology.

Mahidol University continues to introduce new environmental projects, which serve as a model for its students and the greater civic community, with the purpose of attaining full eco-university status by 2015.

### List of MU Green Projects

- a 2 lane-bicycle road accommodating
- 400 bicycles
- 15 shuttle trams
- a five-rai organic farming project
- a wind turbine which can produce 2 kilowatts of electricity an hour
- a solar cell that can generate 20 megawatts
- a reduction in greenhouse gas emissions to only 12 tons a year
- replacing all of the 56,000 light bulbs in the university with T5 energy-saving bulbs
- the decommissioning of 2,256 air-conditioners which had been used for more than eight years
- a waste recycle bank to differentiate trash
- natural fertilizers
- a new big water treatment plant which can treat water up to 3,000 cubic meters per day in addition to the old one
- plans to build biodiesel and biomass plants



# MUIC'S SAVING ENERGY COMMITTEE

As an integral part of Mahidol University and firmly committed to its mission of becoming an eco-university, MUIC continues to make its own contributions. In order to coordinate and consolidate its efforts, the College formally established the Saving Energy Committee, which is chaired by Ms. Sumalee Visetratana, Associate Dean for Administration.

Over the past year the Committee embarked on a number of projects: (1) conducting a seminar, "MUIC Loves the Earth," for MUIC staff members in order to create environmental awareness, especially energy-saving measures; (2) collecting used cartons for producing "green roofs," designed especially for victims of natural disasters; (3) encouraging MUIC faculty and staff to use mugs instead of paper cups; (4) collecting used calendars and magazines to be made into educational Braille cards for the vision impaired; (5) urging members of the MUIC community to save tabs from cans which are subsequently donated to the Prosthesis Foundation and (6) promoting energy-saving behavior by conserving airconditioning during certain designated hours.

On March 21, 2013, the committee held a project-launching ceremony, "MUIC Loves the Earth: Go Green, Live Green," in the Seminar Room. Dr. Maleeya Kruatrachue, Dean of MUIC, delivered her opening remarks, after which Ms. Sumalee discussed MU's efforts to attain eco-university status by 2015 and how MUIC is doing its part through the committee's past activities and an introduction of new projects for the coming year. There was also a video presentation on the Eco-University concept and a talk, "Go Green, Live Green," by Dr. Sansanee Keeratiwiriyaorn, Secretary General, Association for the Development of Environment Quality, who emphasized the need to reuse, recycle and reduce materials we use in

everyday activities.

The Saving Energy Committee has opted to focus on issues relating to water, electricity, oil and paper through an implementation of the following projects: (1) to change the types of faucets at MUIC in order to conserve water; (2) to save on electricity by encouraging members of the MUIC community to utilize the sleep mode setting on their computers; (3) to promote the use of bicycles instead of motorcycles when traveling short distances on campus; (4) to conserve on paper which, once it has been used on both sides, will be sold to Mahidol University's Recycle Bank; and (5) to properly segregate trash through the use of designated trash bins. The committee also continues its earlier projects donating used cartons to be recycled as "Green Roof," and collection of aluminum parts for use in making prosthetic materials.





## STUDENT and FACULTY CONTRIBUTIONS

Apart from the aforementioned efforts to promote the environment on the administration level, MUIC continues to initiate projects, both on and off campus, through its student clubs, as illustrated by the following activities during the second trimester. Some faculty members also conduct research on ecological issues, often involving their students and other volunteers to help create awareness and move people to action.

## SAVING THE SHARKS

Protecting endangered marine animals, especially sharks, is an advocacy of Ajarn Wayne Nicholas Philips of the Science Division. “Most sharks do not pose a threat to humans,” he told KaleidoScope in a recent interview. Instead, these predators are themselves under threat from human be-

ings, due to the high demand for sharks’ fin soup and shark meat delicacies.

Asked why he chose these underwater predators as the subject of his research and advocacy, he explained that being on top of the food chain, the dwindling number of this fish due to hunting will greatly affect the fragile balance of marine life, especially in the reefs. Ajarn Wayne has on-going research projects on the Brown Banded Bamboo Shark (*Chiloscyllium punctatum*) in the reefs off Pattaya, and Blacktip Reef Sharks (*Carcharhinus melanopterus*) off Koh Tao. He brings his students from

his classes (Ecology and Conservation, Aquatic Ecology, Tropical Ecology, and Oceanography) on field trips to these locations and also does joint diving expeditions with MUIC’s Diving Club. There, students and other volunteers get to release sharks in the reefs in the Gulf of Thailand and participate in monitoring and tagging several of the said sharks. His partnership with a local diving group ensures that his students and volunteers get discounts for the rental of diving gear. He told KaleidoScope that interested student volunteers may contact him through email: wayne\_phi@mahidol.ac.th.



### TRASH FOR CASH

One basic step in helping save the environment is through segregation of waste—that which is biodegradable and that which can be recycled. One of the student clubs, Rakkaew (Enactus) Mahidol, organized an information dissemination campaign called “Your Trash is Cash” to familiarize students with the importance of recycling. Some 15 students attended a workshop held on February 5, 2013, to learn more about waste segregation and the process of recycling.

### “Save The E-Art-H”

The Art Club conducted an exhibition entitled “Save the E-art-h” which featured paintings from students from February 6 to 13, 2013, on the ground floor of Building 1. MUIC students, executives, faculty and staff were invited to vote for the best painting. The 1<sup>st</sup> Prize winner was Nichaphat Suephattanaphan (Entry No. 38), an ICTH student. The Best Title Award went to Ruedeechanok Rungruangmaitree, an ICMI student: “The Earth Loves You. Do You Love the Earth Back?” Paintings by some of the club members were also put up for sale.



## MUIC VISITS SINGAPORE

Ms. Buniga Chamsai, Minister Counsellor (Commercial) at the Royal Thai Embassy in Singapore, welcomed representatives from MUIC, led by Mr. Nutthaboon Pornrattanacharoen, Assistant Dean for Marketing and Public Communications, together with Mr. Songpole Sangthong, Assistant to the Associate Dean for Academic Affairs, and Ms. Supida Wangrat-tanakorn, Head of the Admissions Unit. The MUIC delegation visited Singapore on February 21-23, 2013 as part of MUIC's efforts to recruit outstanding students from Southeast Asian countries.

## SEMINAR ON SOUTHEAST ASIA



Dr. Marja-Leena Heikkila-Horn from the Social Science Division served as moderator and discussant for two lecture panels at the "Contemporary Perspectives on Southeast Asia" conference organized by Pridi Banomyong International College and Mahidol University International College on January 18, 2013, at Thammasat University's Thaprachan Campus.

## STUDENTS FROM ACROSS the S.E.A.



*As an exchange student, I have the opportunity to learn a new language, get to know a new culture and also learn more about myself. Having the opportunity to be an exchange student in Thailand is a once in a lifetime, life-changing experience.*



**Ms. Ivany Angelia (Indonesia)**

*Exchange Student from Bina Nusantara University (BA Accounting)  
Currently enrolled in the International Business Program, BBA Division*



*Studying in an International college allows me to see that no matter what race or color a person is, or from what part of the world, it is really possible to unite everyone in a single community and live peacefully. This just proves that the time will come where everyone can go to any place he/she wants without being judged or discriminated against by anyone.*



**Lester Lloyd Vinz Ngo (Philippines)**

*Exchange Student from the University of the Philippines (BS Public Health)  
Currently enrolled in the International Business Program  
and also taking some courses in the Science Division*





## FIRST PERSON ACCOUNT ACROSS THE BORDER TO PHNOM PENH

*“That experience made us realize  
that the true beauty of a place is not only based  
on the size of its territory  
but on the people we meet along the journey.”*

It was in June 2012 when I had my first visit to our neighboring country, Cambodia. The capital city of Phnom Penh offers a sense of relaxation and comfort. The city amazed me because I did not expect to see such natural beauty in a metropolis. Phnom Penh is a capital city that is not crowded by skyscrapers but rather surrounded by rivers and beautiful, historical architecture. It felt wonderful to stay in a capital city and be able to watch the sun rise so vividly above the riverbanks. My friend and I woke up just in time to see the sunrise, prompting us to walk to the riverside, where a lot of elderly people were performing exercises in the morning glow. It was an unforgettable sight.

Being Thailand's next-door neighbor, Cambodia shares a lot of characteristics with our country, including culture. The people of Cambodia that I encountered, ranging from street vendors to hotel managers, were amiable and respectful. They were not only polite to their fellow countrymen but also to tourists like my friend and I. For instance, while we were walking around the street market one afternoon, heavy rain started to pour. We had to quickly run to find cover and

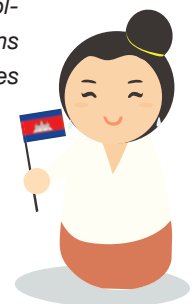
wait for a ride back. As we were seeking shelter, all the vendors in that area willingly stepped aside, so we could enter their tiny, congested shops and be protected from the rain. Some of them also lent us their umbrellas. We were deeply touched by their kindness. The Cambodians really treat tourists with sincerity and made us feel welcome wherever we travelled. That experience made us

realize that the true beauty of a place is not only based on the size of its territory or its class but on the people whom we meet along the journey.

The beauty of the city itself and the kindness of its people towards tourists like myself, can help Cambodia to be one of the best tourist destinations among the ASEAN countries. *Essay and photo by Ms. Thimpika Sachdej*



(ID#5580062), a Freshman BS Biotechnology Major. KaleidoScope accepts contributions from members of the MUIC community. Articles are subject to editing for clarity and brevity.





Steps  
to  
SUCCESS



Some people face what life can offer one day at a time. Not so with Mrs. Pattama Daraboth Yoshimura. By the time she entered college, she had already set her career goals, charted with detail the path she would take and worked hard to attain success.

Mrs. Yoshimura is currently the Hotel Manager of The Sukhothai Bangkok, a key position in one of the leading hotels in Thailand. But she did not reach this overnight. She has paid her dues in the past 12 years, rising from the ranks. Her resume shows an impressive career journey in Thailand's top hotels.

She started as a receptionist at the Shangri-La Hotel Bangkok. Before her second year there, she had already reached the post of duty manager. She transferred to the Sheraton Grande Sukhumvit where she worked as front office manager for almost five years before joining Le Royal Meridien Phuket Yacht Club as director of rooms.

In 2008, she was hired as rooms division manager at the InterContinental Bangkok, was promoted to director of rooms and the following year was promoted to executive assistant manager. She later led a task force that opened the InterContinental Hua Hin Resort where she later served as its general manager in 2010. By this time, she started feeling the pressure of maintaining a balance between working in Hua Hin and attending to her Bangkok-based family. In July 2011, she returned to the capital city to work in The Sukhothai Bangkok.

Mrs. Yoshimura graduated from MUIC in 1999 with a bachelor's degree in Travel Industry Management. Needless to say, she is proud of her alma mater: "I always believed that graduates from MUIC possess a higher quality and will be successful in their respective careers."

Her words of advice to current MUIC students: "Do what you love and love what you do, and you will be successful in everything. The real world is much tougher, so make sure that you become more mature while still a student so that you will be ready for your future."

**Significant lessons Mrs. Yoshimura learned while at MUIC:**

- Being able to communicate in English more effectively;
- Being able to appreciate the diversity of human behavior;
- Being able to strengthen friendships and widen her social network;
- Understanding people more;
- Being competitive in order to achieve her goals; and
- Being more mature than her age.

**Green Thumbs Up!**

The Sukhothai Bangkok, in cooperation with the lighting company Philips and the Ministry of Energy, recently replaced the light bulbs in the hotel with LED lighting, resulting in a 70-80% savings on energy consumption. The hotel has also significantly lowered energy consumption of its aircon chiller system.

# STUDENT ASSOCIATION

## THE OLD AND THE NEW

A reunion of its past and present officers served as the highlight for the Student Association this trimester. Seventy-two former members from several batches over the past 10 years (2002-2012) attended the party with the theme, “Back to University” held on March 1, 2013, at the Salaya Pavilion Hotel. The occasion was marked by speeches—from Asst. Prof. Chotechuang Panasoponkul, Associate Dean for Student Affairs, and the president of the MUIC Alumni Association to the past officers and finally the current president. There were also games to serve as ice breakers—with each batch presenting its own version of the viral online dance number “Harlem Shake,” after which past and current student leaders sat down to have dinner together to discuss their experiences in the Association and network with each other.



## DIALOGUE WITH THE DEAN

Some 60 students, representing a variety of academic disciplines, attended the “Talk Today, Talk to the Dean” session which was held on February 28, 2013, in the Seminar Room.

Prof. Maleeya Kruatrachue, MUIC Dean, along with associate deans, assistant deans and academic program directors, answered questions from students on topics relating to academics, college policies, facilities and other matters. The Student Association organized the event with the support of the Office of Student Affairs.



## CLUB EXPO 2013

Twenty-five Student Clubs plus the Student Association set up booths and exhibits on the ground floor of Building 1 on Wednesday, January 16, 2013, for Club Expo Day, in order to attract new recruits. Two of the clubs are pre-clubs, meaning new ones that are under probation for three trimesters: the THM and Math Clubs. The event, organized by the Office of Student Affairs, also featured performances by members of the different clubs.



## VISIT TO ABAC

Assoc. Prof. Chotechuang Panasoponkul, Associate Dean for Student Affairs, accompanied 11 officers of the Student Association when they visited Assumption College (ABAC) on March 15, 2013 to meet with their counterparts and exchange notes on how they conduct activities at their respective schools. MUIC's student officers also learned how ABAC manages its students' extra-curricular activities.

## 2<sup>nd</sup> INTER CUP

MUIC played host to the 2nd International Universities Cup also known as the Inter Cup. The College's football team placed third, after competing with teams from Thammasat University (this year's winner), Bangkok University International College (2<sup>nd</sup> place), and Assumption College, from January 28 to February 4, 2013. Asst. Prof. Chotechuang Panasoponkul, the Associate Dean for Student Affairs of MUIC, officiated at the closing ceremony and handed the medals and prizes to the teams.

## MUIC'S SCORECARD IN THE 3<sup>rd</sup> FACULTY SPORTS GAMES

January 23 - February 23, 2013

### PARADES COMPETITION: 2<sup>nd</sup> PLACE

#### Badminton

MEN'S DOUBLES: 2<sup>nd</sup> PLACE

WOMEN'S DOUBLES: 1<sup>st</sup> PLACE

MIXED: 1<sup>st</sup> PLACE

#### Tennis

MEN'S SINGLES: 3<sup>rd</sup> PLACE

WOMEN'S SINGLES: 2<sup>nd</sup> PLACE

MEN'S DOUBLES: 3<sup>rd</sup> PLACE

WOMEN'S DOUBLES: 1<sup>st</sup> PLACE

MIXED: 1<sup>st</sup> PLACE

#### Table Tennis

MEN'S SINGLES: 2<sup>nd</sup> PLACE

WOMEN'S SINGLES: 1<sup>st</sup> PLACE

MEN'S DOUBLES: 1<sup>st</sup> PLACE

WOMEN'S DOUBLES: 3<sup>rd</sup> PLACE

MIXED: 2<sup>nd</sup> PLACE

#### Soccer

MALE: 1<sup>st</sup> PLACE

#### Basketball

MALE: 1<sup>st</sup> PLACE

FEMALE: 1<sup>st</sup> PLACE

#### Running

100-METER DASH: 2<sup>nd</sup> PLACE

## WELCOMING UNITY CAMP

The Sophomore Committee, supported by the Office of Student Affairs, organized the Welcoming Unity Camp that is held at the beginning of every trimester to create stronger ties between the incoming freshmen and their upperclassmen. The Camp was held at Baan Phu Waan in Nakhon Phatom Province, on January 19-20, 2013, with 414 students and 10 faculty and staff participating.



### LECTURES ON

## FULBRIGHT, RESUME-WRITING

The Office of Student Affairs recently organized two events. The first was "Resume Building and Job Interview Techniques" with Ms. Marie Antoinette Anciro, a branch manager of Adecco Thailand, a human resources agency. One-hundred and nine people attended the lecture on

January 22, 2013. Two days later, 69 participants attended the "Brighten Up Your Life with Fulbright" talk which featured Ms. Porntip Kanjananiyot, Executive Director of the Thailand-United States Educational Foundation.

## JOB & STUDY ABROAD FAIRS 2013

The Office of Student Affairs, together with the International Relations Section and the Student Association, organized "MUIC Job Fair & Study Abroad Fair 2013" on the ground floor of Building 1 on January 29-30, 2013. This two-in-one event was aimed at encouraging students to apply for jobs in 44 leading private companies and government agencies and, at

the same time, provide students with more information about their option to study abroad as 20 international universities and education agencies also set up booths.





Members of Rakkaew (Enactus) Mahidol, the student club formerly known as Students in Free Enterprise (SIFE), were very active during the past trimester as they embarked on a number of activities and projects.

A delegation from the club, consisting of Dr. Thanarek Thanakij-sombat, Club Co-Adviser; Ms. Sakotkarn Thanadsornsarn, President; Ms. Vacharaporn Sukrod; and Ms. Saowanee Xie, joined students and advisers from 12 other universities at the Rakkaew Foundation Workshop at the Khao Sorn Royal Development Study Center in Chachoengsao Province from January 17 to 20, 2013.

The Rakkaew Foundation, which is responsible for all Enactus groups in Thailand, hosted the workshop so that students could focus on sustainable community development in the central region of Thailand and develop their presentational, project proposal and analytic skills. The participants were also given the opportunity to share their community development projects, in addition to visiting different sections of the Royal Development Study and Pruewai Sustainable Economy Learning Centers.

The following week, 10 members of the club participated in a PRP and Banara Exploration Trip to Ayutthaya, Ang Thong and Nakhon Rachasima Provinces in order to assess the progress of its two major projects and devise strategies for further improvement.

The Parachute Rice Plantation (PRP) Project targets rice farmers in Ayutthaya in order to improve their living standard by exploring ways to increase productivity, including the packaging of their final products. Enactus members also evaluated the Banara Project, which originated in Ang Thong Province and focuses on housewives utilizing different parts of the banana tree to make products, in order to increase their product line. The club also established a collaboration between the Ang Thong community and housewives in Nakhon Rachasima who shared their knowledge and expertise in silk-making and weaving.

This exploration trip was of particular interest to club members who are full-time and exchange students from America and Hong Kong as they observed the different ways of rice planting and the weaving and dyeing techniques in making silk cloth, in addition to an introduction to the local food.

The club also launched a new project: WeConnect. Members visited the Baan Part Mohn School in Nakhon Pathom Province in order to address students' needs. On their first visit in January, club members acquainted themselves with the school children, conducted sessions in English and origami-making and did a survey of the community's needs. In February, they focused on English through technology, focusing on basic vocabulary about hardware and Windows. The visit in March was devoted to financial literacy.

These visitations have established a rapport between club members and the students, enabled the members to gain an insight into the school's educational system and provided an opportunity to meet with community leaders and their various developmental projects.



# STUDENT CLUBS



## CYCLING CLUB'S 'SAWATDEE SALAYA'

In close partnership with the MU Office of Student Affairs, the MU Physical Plant and Grounds Department, the MU Bicycle Touring Club and A Day Magazine, MUIC Cycling Club managed a major social cycling event on February 10, 2013, called "Sawatdee Salaya." More than 250 happy and enthusiastic riders of all varieties—kiddies, racers, fixie enthusiasts, and touring aficionados—gathered at the Jakka Center on the MU Salaya Campus. Many rode there from Phayathai or Siriraj Hospitals, starting at 6 am!

Riders enjoyed guided cycling tours of the campus, checking out landmarks like the Organic Farm, MUIC, and the many green areas before tackling rides to Don Wai Floating Market for delicious Thai desserts, or to verdant and quiet orchards in Song Kanong and Rai King.

Getting 30 to 160 kilometers into their legs with a large group of like-minded people was a great de-stresser before the students tackled the inevitable midterm exams the following week. Many new friendships were formed and ideas were hatched for future MU-centered cycling activities. *Written by Laird Allan, Cycling Club Adviser*

## SCIENCE SOCIETY ACTIVITIES

The Science Society Club organized four major activities this semester. On the first day of the year, they went on a field trip to the Science Park in Rangsit. There, club members were toured by four researchers who showed them some of the largest and most advanced laboratories in the country. These laboratories are used for research in food safety, agriculture, and prevention of diseases like malaria.

On January 22, the Club organized "Perfume Lab" where participants learned about the history of perfume, its ingredients and the techniques used to make the modern day scents. Also, the students were able to test the composition of perfumes that they brought to the workshop by analyzing it via GCMS, a machine that could identify different chemicals substances.

On January 30, students who are planning to enter medical school attended a seminar on careers in medicine. Assoc. Prof. Chulathida Chomchai, who is also the Assistant Dean for Research, discussed the procedures in applying for medical school both in Thailand and in the West, the costs, scholarships and other issues. On March 5, 2013, Ajarn Laird Allan conducted a Basic Lab 101 where the participants learned about laboratory tools, materials, techniques and safety tips.

## INNER PEACE

The Inner Peace Club conducted three activities this semester. The first was a photo competition held on January 28, 2013. Songyuth Vannako, a Food and Science Technology major, won the 1st Prize. The contestants were asked to submit photos they had taken that expressed their own view of "inner peace."

A month later, nine monks from Wat Sala-daeng visited MUIC for an Alms Offering Ceremony organized by the Club. Around 60 students and 20 faculty members participated in the event. On March 9, 15 people joined the "Clean Temple, Clean Minds" event wherein they volunteered to clean Wat Saladaeng. The activity was meant to encourage participants to perform good deeds.



## THAI MUSIC CLUB FIELD TRIP

The Thai Music Club went on a field trip on February 24, 2013, to get more acquainted with Thai music and dance. The group first went to the Natasilpa Samphan Arts Academy where they took basic lessons in traditional Thai dance. They then proceeded to visit the monument of Ajarn Sudjit Duriya Praneet, a famous Thai national artist, at Wat Tritossathep. Next on the itinerary was the Duriya Praneet Foundation where the students had the opportunity to see not just Thai musical instruments but Mon instruments as well. After this they went to the Partayakosol House which has a collection of more Thai musical instruments, some of which are even embedded with pearls. The last stop was made at Wat Kanlayanamit Woramahawiharn so that the students could pay their respects to Phra Trairattananayok.

## CAREERS IN AIRLINE INDUSTRY

The newly-formed THM Club held a forum on careers in the airline industry, entitled "On Ground and In the Air," on March 14, 2013, in the Seminar Room. Some 40 students listened to Mr. Nattapatr Sibunruang, Sales Executive of Qatar Airways, and Mr. Ekabut Tangshewinsatien, a flight attendant (Royal 1<sup>st</sup> Class) for Thai Airways International, as they shared their experiences in their respective careers. Both speakers are currently enrolled in MUIC's Master of Management in International Hospitality Management Program.





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