



May-Aug 2015

KaleidoScope

Mahidol University International College Newsletter



DESTINATION: EUROPE

Partner universities Outbound students

**Based on 2014-15 data*

KaleidoScope is
environment-friendly.



Recycled
post-consumer waste fiber



100% of the wind-generated electricity
used to manufacture



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



Environmental standards for
a sustainable world

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

Advisors

Assoc.Prof. Dr. Phitaya Charupoonphol
Asst. Prof. Dr. Sumalee Singhaniyom
Asst. Prof. Dr. Chanuantong Tanasugarn
Asst. Prof. Dr. Sarayut Nathaphan

Publisher

Mr. Korrachai Lekpetch

Editor

Mr. George Amurao

Art Director

Mr. Pratchaya Leelaprachayanont

Circulation Officer

Ms. Anisa Mekaporn

Photographers

Mr. Korrachai Lekpetch
Mr. Pratchaya Leelaprachayanont
Mr. Sakon Lumpongphan

Mahidol University International College

1st Floor, Building 1,
999 Phutthamonthon sai 4 Road,
Salaya, Nakhon Pathom, Thailand
73170
Phone: +66 (0) 2441 5090 ext. 1613
Email: icwww@mahidol.ac.th
www.muic.mahidol.ac.th

EDITORIAL

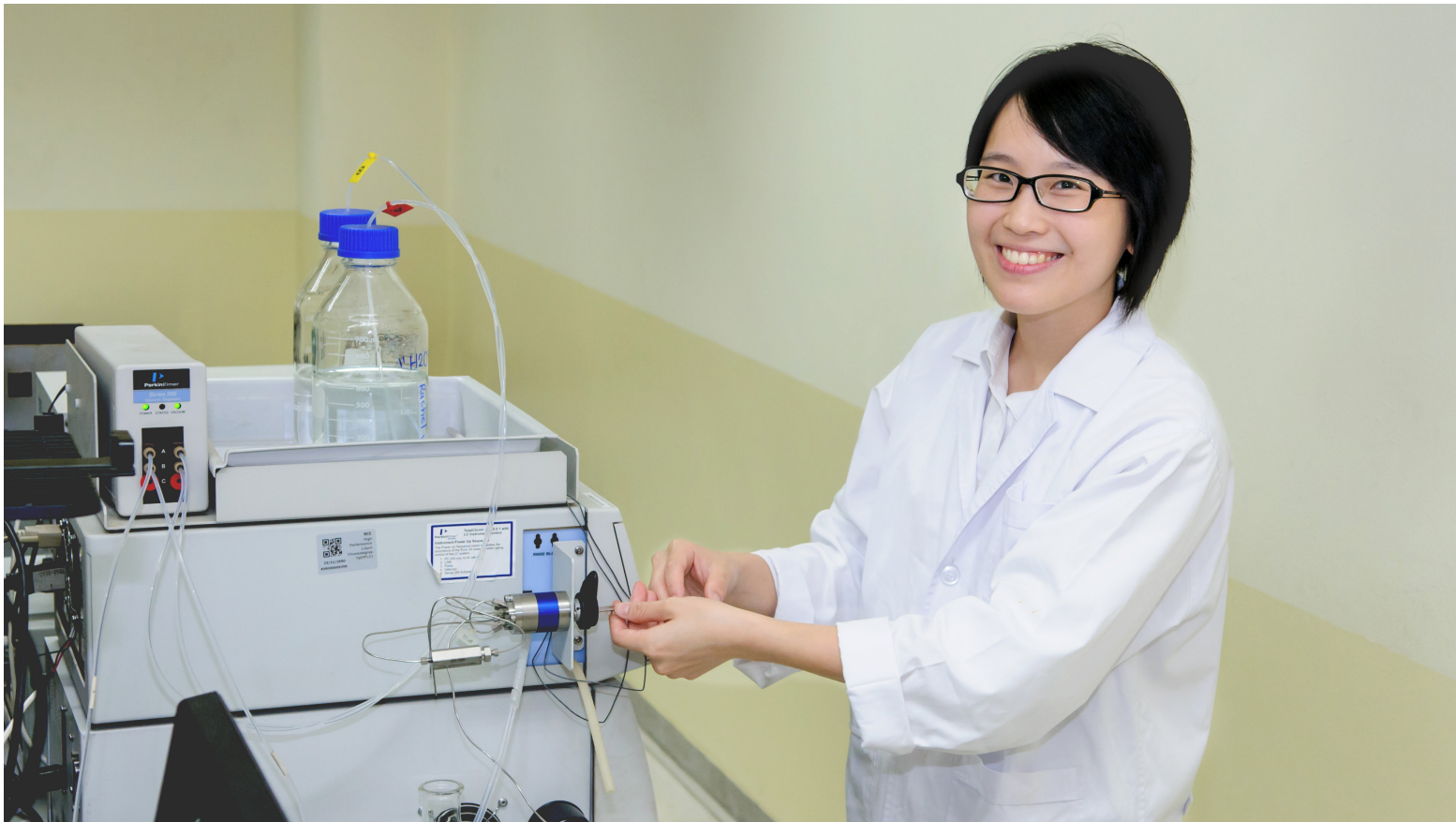
European Education

Mahidol University International College (MUIC) offers both inbound and outbound programs through its Study Exchange Program. The outbound program has always seen a steady outflow of students going to English-speaking countries. However, in recent years, there has also been a notable increase in the number of students heading to European universities. MUIC has active Memorandum of Agreements (MOUs) with nine European countries including the UK, Germany, France, the Netherlands, Spain, Switzerland, Austria, Denmark and Belgium. It helps that among its six foreign language programs, MUIC offers minor programs in French, German, and Spanish. In this issue, we present the stories of students currently studying in Germany and students who are about to study on exchange in Ireland, Spain, the Netherlands and the UK, some of whom are on scholarship grants. We also include here reports on MUIC's endeavors including corporate partnership, accreditation, and international conferences.



This Issue's Cover

This issue's cover illustrates MUIC's partner universities in several European countries, emphasizing the fact that Europe is fast becoming a leading destination for the College's outbound students.



OFF TO IRELAND ON A ROYAL GRANT

For Ms. Nuttha “Nat” Janesiripanich, a Food and Science major who graduated last year and is currently working as a research assistant at Mahidol University International College’s (MUIC) Science Division, being awarded with the HRH Princess Maha Chakri Sirindhorn scholarship grant for a Master’s degree in Food Safety and Risk Analysis at the University College of Dublin (UCD) in Ireland was a fulfillment of her dream to gain expertise in the field of food safety.

For Nat, her interest in food science began with her curiosity about everyday things. “Why did bread dough double in size? Why does an apple change its color when left in open air after it had been peeled? Exploring science in everyday life, especially in the kitchen, was for me such a fun thing to do.”

She enrolled in MUIC’s Food and Science program and her personal interest expanded to covering wider-ranging issues. “The more I studied about food science, the more I realized the importance of the safety and quality of food products to the well-being of consumers. It also highlighted the important role played by technology and research in improving the quality of food products and achieve a longer shelf life.”

One of the persons who inspired Nat to pursue graduate studies is her current supervisor, Assoc. Prof. Dr. Chanida Hansawasdi, Program Director of Food Science and Technology. What’s more, Dr. Hansawasdi visited the UCD School of Public Health and UCD Centre for Food Safety in October 2013 courtesy of a mobility scholarship grant from Erasmus Mundus. She imparted to her protégé some of the lessons she had learned from her visit, fueling more Nat’s enthusiasm.

“I have also heard about the excellence in research and facilities at UCD Centre for Food Safety from Dr. Chanida and I wish I could study there some day to develop my expertise.”

“MUIC has given me so many valuable lessons, not only the English language proficiency from EC classes, but also in general education, intensive major courses, and real life experiences. MUIC lecturers encourage students to pursue graduate studies, and prepare us for our career path. There is also the Student Exchange Unit that facilitates our participation in the exchange program with partner universities abroad.”

She also learned valuable lessons during her internship. “I did my internship and my senior project at the Institute of Nutrition, Mahidol University (INMU), where I worked in food chemistry laboratory and became part of the team in conducting a survey of breakfast consumption behavior in elementary school children.

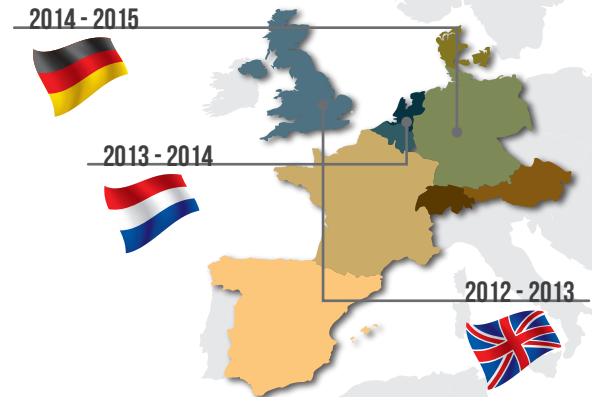
Nat also has her post-graduate studies plans already laid out: “I would like to utilize this knowledge and devote my skills to ensure safe and better quality food in Thailand.”

On Exchange *in* Germany

University students are encouraged to go on an exchange study to further improve themselves. Studying in another country gives them the opportunity to learn more not only through the courses they would enroll in but also through its education system. Exchange students will also have the chance to immerse themselves in that country's culture and also learn a new language. Another benefit is meeting new friends and achieving a sense of independence.

In this issue, *KaleidoScope* interviews two students who are enrolled (as of the time of writing) in Hochschule für Wirtschaft und Recht Berlin (Berlin School of Economics and Law or HWR) Germany. We also ask four students scheduled to go to the UK, Spain and the Netherlands to attend the 1st Term next school year on their thoughts about the exchange program.

TOP EUROPEAN DESTINATIONS, 2012-2015 (FOR MUIC OUTBOUND EXCHANGE STUDENTS)



LALITA SAMUHASANEETO

BUSINESS ECONOMICS MAJOR, GERMAN LANGUAGE MINOR

For Lalita Samuhasaneeto, a 21-year-old sophomore, spending a semester at the Berlin School of Economics and Law (HWR) means gaining more knowledge in both her major and minor. She enrolled in courses like International Management and Introduction to Managerial Accounting in English plus Business German for exchange students. All of her courses (except for Business German) were in English, which Lalita confesses makes it easy for her to understand the lessons. As she is also taking her minor studies in German, she welcomes her time at HWR to further hone her German language skills. "For the Business German course, it is tough but challenging because the course is run in German all the time, and we are not allowed to speak English."

She also takes time to travel around, learning more about the German culture and customs. "[I travel] to get to know new people and learn more about the German culture and also improve my German language skills."

Asked what's the advantage of being an exchange student, Lalita answered, "You will change your perspectives toward things in life. Even if sometimes things will not go the way you want, you can still change them. You will gain more knowledge and experience from interacting with other people from different religions and cultures. You will gain many things that you cannot find in Thailand."

SARAN RAMPAK

MARKETING MAJOR

Saran Rampak, 22 years old, also enrolled at taking up Marketing and International business management. Unlike Lalita who is taking her minor in German, Saran struggles a bit with the language. In the classroom, the openness of the class discussions and the prospect of sharing his ideas was a welcome relief for him. "Much

time in class is spent in participating in discussions with classmates and lecturers." At the same time, he had to keep himself updated on a wide array of topics, from learning more about the owners of Zara to finding out the reasons why Greece cannot pay its debts.

Just the same, Saran considers himself very fortunate in being able to study, even if for just a semester, in a European university. He said

two of his goals are to meet new friends from other countries and learn more about other cultures. And, of course, traveling. During one weekend, he was able to travel to Spain with an American friend to catch a football match. On another occasion, he joined several Thai friends on a trip to the Czech Republic.

Asked what benefits he has gained from his stay in Germany, Saran said, "I learned how to cook, how to handle new and unexpected situations, and make friends from other countries."



Exchange students in Germany: *Lalita* (2nd from left) and *Saran* (right)

BOUND *for* EUROPE

KaleidoScope was able to interview four students scheduled to leave for a semester's worth of study in the Netherlands, Spain and the UK. Here are their thoughts on studying abroad:



MATHUSORN LERVIRIYAPHAN
(INTERNATIONAL BUSINESS)
NORTHUMBRIA UNIVERSITY, UK

MARTHA ASAD-DEGHAN
(INTERNATIONAL STUDIES)
UTRECHT UNIVERSITY, THE NETHERLANDS

KANJANAPORN TIENCHAT-A-NAN
(MARKETING)
OXFORD BROOKES UNIVERSITY, UK

NUTCHAYADA SUWANWONG
(INTERNATIONAL STUDIES), MINOR IN SPANISH
UNIVERSIDAD CARLOS III DE MADRID, SPAIN

“MUIC’s standard of learning gave me a firm foundation to be able to study abroad and to be ready for those challenges that are coming in a totally new and unfamiliar educational environment.”

“Northumbria University, particularly its Business, Law and Design Schools, is well-known for producing many well-equipped graduates in various specialized fields. This student-friendly city also has a reasonable cost of living and an easy-to-adapt lifestyle.”

“It’s like my dream come true! I will finally be able to go to the UK to watch my beloved football team, Manchester United, playing at Old Trafford! That is definitely the first thing to do on my bucket list. I also want to travel around UK, going to Edinburgh, Scotland—which is not far away from Newcastle—and also do a tour of London, and many more!”

“I want more perspectives. Participating in the exchange program helps me go to a different environment, see new and different perspectives. I want to spice up my normal college student routine.”

“I want to travel around Europe. Backpacking and traveling across borders, going from place to place is also on my bucket list. I also wish to take part in any social programs available (internships, volunteer, etc.) while I’m there.”

“The advantages of being an exchange student is experiencing something—a new way of life, education, and social interactions. As an exchange student, I have to take myself out of the bubble I’ve been living in.”

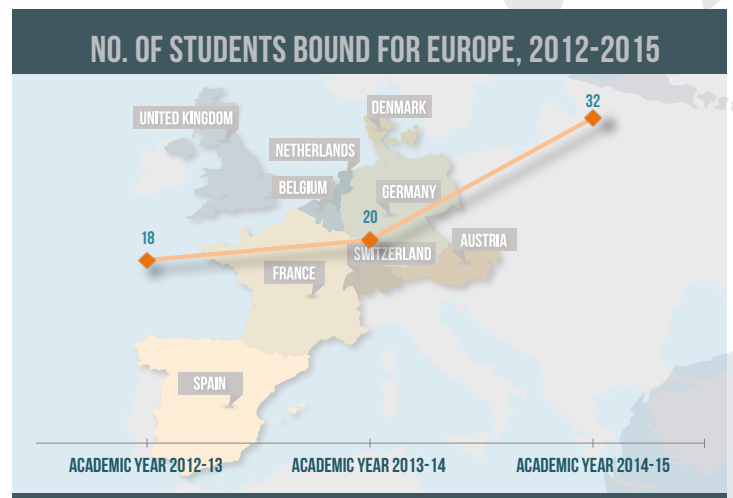
“I like to travel, and being an exchange student is an opportunity for me to go abroad. I like to learn about new cultures and meet new friends.”

“I’d like to participate in university activities, like joining a club or participating in a show or being in an events team, anything that I could make a contribution to and demonstrate that Thais can work well with people from other countries and be able to break up the cultural barriers between us.”

“I would like to be fluent in Spanish and be where I can practice it everyday with native Spanish speakers.”

“I plan to travel to Barcelona, Seville, then go down to Morocco, and maybe visit Portugal, too.”

“Being a Social Science student, I should be able to see things from many points of view.”





MUIC and LUCERNE'S EXECUTIVE PROGRAM

In just a short span of time, Mahidol University International College's (MUIC) link with Lucerne University of Applied Sciences and Arts has become very active, with more future collaborations on the horizon.

In June 2012, MUIC signed an exchange agreement with Lucerne University of Applied Sciences and Arts, represented by the Dean of the Swiss university's business school. A faculty member from Lucerne gave a series of lectures in the Tourism and Hospitality Division (THM), sealing the agreement between the two institutions.

The following year, MUIC's Graduate Center and Academic Services and Special Project Units teamed up with Lucerne's MBA program in organizing an executive seminar. Held on October 6 to 11, 2013, 25 participants from both Thailand and Switzerland attended courses on the Thai business sector. The participants also visited Anantara Bangkok Resort and Spa, Big C Hypermart, The Mae Fah Luang Foundation under Royal Patronage, GS1 Thailand and Sampran Riverside.

This was followed in 2014 with another executive seminar dubbed "Short-term MBA Program" attended by 11 students from MBA-Lucerne along with their mentor, Prof. Claus Shreier. In January this year, the Switzerland-based institution co-organized with MUIC the International Conference on Tourism and Business held at the Salaya Pavilion Hotel on the MU Salaya campus. More joint projects are forthcoming. On October 4-9, 2015, another executive seminar program, third in a row, will be held in MUIC. It is expected that 15 students from MBA-Lucerne will participate.

There are also plans for a short-term training to be hosted by Lucerne University of Applied Science and Arts, tentatively called "Business Workshop Abroad," a 2-week credit course for MBA students which might be scheduled for next year.



Mahidol University (MU) was recently recognized in the QS Asian University Rankings as the leading university in Thailand in 2015. This is the third year in a row that MU has stayed on the top spot.

This year, MU was ranked No. 44, a slight dip from last year's No. 40 and 2013's No. 42. Nevertheless, MU maintained its lead over other Thai universities like Chulalongkorn (No. 53 this year), Chiang Mai University (No. 99) and Thammasat University (No. 143).

MU was ranked No. 25 for the Faculty-Student Ratio category, No. 39 for Citations per Paper, No. 44 for Academic Reputation, No. 59 for Outbound Exchange, and No. 71 for International Faculty.



ACCREDITATION *on* TRACK

The Business Administration Division (BA) of Mahidol University International College (MUIC) is still

on track in its application for accreditation with the Association to Advance Collegiate Schools of Business (AACSB).

Asst. Prof. Dr. Veera Bhatiasevi, Chairman of the BA Division told KaleidoScope that AACSB has recently approved the initial Self-Evaluation Report (iSER) that the Division had submitted. BA would then regularly submit yearly progress reports beginning October 2015.

Assoc. Prof. Phitaya Charupoonphol, MUIC Dean, has also approved in July the creation of an Accreditation Unit that will coordinate MUIC and BA's activities in order to satisfy the AACSB criteria. In turn, the BA Division created five working groups to further facilitate the accreditation process.

Asst. Prof. Bhatiasevi said he is optimistic that MUIC will meet the 2018 deadline to close the gaps in AACSB's 15 standards.

Prof. T.S.Chan, of Lingnan University's Department of Marketing and International Business, visited MUIC in his capacity as AACSB mentor on June 12, 2015 to provide consultations with the MUIC Executive Team, BA administrators and faculty members.

CONFERENCE on MAINLAND S.E.A.

For the past three years, the Social Science Division has been organizing joint study trips of Cambodian and Thai students to the border areas of Thailand and Cambodia and, at the same time, holding a conference where students, faculty and researchers present papers discussing issues between the two countries. These activities have been aimed at fostering among the participants a better understanding of and appreciation for commonalities between the two countries' political, economic, social and cultural traits.

This year, the Conference on Thai-Cambodian Relations included discussions of issues concerning neighboring countries in the Southeast Asian mainland. With the theme "Mainland Southeast Asian Relations: Transnational Agendas, Interregional Affairs," the conference had Ms. Janet Salem of the UN Environment Program (UNEP) as the keynote speaker. Her presentation was entitled "Indicators for a Resource Efficient and Green Asia and the Pacific."

MUIC was also honored to have the Ambassador of Portugal, the First Secretaries of the Socialist Republic of Vietnam and the Royal Embassy of Cambodia and officials from the Royal Danish Embassy as guests during the conference.

Several groups of Thai and Cambodian students also shared their research findings based on their field trips in Cambodia prior to the conference.

The two-day event, held on June 24-25, 2015 at the Salaya Pavilion Hotel, was jointly organized with the Phnom Penh-Based Kdei Karuna Organization (KdK) and received generous support from German International Cooperation Agency (GIZ) and Open Society Foundations (OSF).



BIKE-POWERED WATER PUMPS for SCHOOL

Promoting a healthy lifestyle and at the same time providing a public school with an energy-efficient gadget. The student club Rakkaew Mahidol University, in partnership with the Faculty of Engineering and Mahidol University International College (MUIC) were able to perform these twin tasks in one project by donating two bicycle-powered water pumps at Bahn Pad Mohn School in Nakhon Pathom prov-



PARTNERING with MINOR GROUP

Talks are underway on the expansion of Mahidol University International College's (MUIC) MOU with MINOR Hotel Group

to include not only the Tourism and Hospitality Management (THM) Division but also several other academic divisions.

Several MUIC executives led by Asst. Prof. Dr. Chanuantong Tanasugarn, Associate Dean for International Affairs and Networking, met on May 7, 2015 with two high-ranking officials of the MINOR Hotel Group: Ms. Caroline Stevens, Chief People Officer, and Mr. Janil Samson, Director of Learning and Development.

Ms. Tracey Lloyd, Group Director for Talent of MINOR Group, told KaleidoScope that even as MUIC and MINOR are working on expanding the MOU, her company can immediately offer internship opportunities to MUIC students and access to resource persons.

"We are spreading our footprint globally and can offer the students some fantastic opportunities for development throughout our portfolio... We also have a wealth of talented leaders in our Group who would be keen to share their knowledge with the students," she said.

Ms. Stevens and Mr. Samson later paid a courtesy call on Prof. Dr. Banchong Mahaisavariya, Mahidol University Vice President.

ince on June 4, 2015 as part of the club's "Life Cycling Project."

The students can pump water by using the stationary bicycles. The water could then be used for irrigating the plants in the schoolyard farm. The bicycle pumps were designed and built by lecturers and students of the Faculty of Engineering while MUIC students and Rakkaew members took care of the development, fund-raising and promotion of the project. Mr. Tanachai Rueangchaisit, President of Rakkaew Mahidol University, said the club is looking at expanding the project to other schools.

MUIC Liberal Arts Education :

Liberate Your Life

APPLY ONLINE

September 21 - October 2, 2015

www.muic.mahidol.ac.th

E-mail: icdad@mahidol.ac.th



MUIC offers 19 major programs
5 undergraduate programs
and 2 graduate programs

UNDERGRADUATE PROGRAMS

Bachelor of Business Administration (B.B.A.)

- Business Economics
- International Business
- International Hospitality Management
- Finance
- Marketing

Bachelor of Arts (B.A.)

- Social Science
- Intercultural Studies and Languages
- Animation Production
- Film Production
- Television Production
- Communication Design

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

- Media and Communication

Bachelor of Science (B.Sc.)

- Biological Sciences
- Computer Science
- Physics
- Chemistry
- Environmental Science
- Food Science and Technology

Bachelor of Engineering (B.Eng.)

- Computer Engineering

POST-GRADUATE PROGRAMS

- **Master of Management (M.M.)**
in International Hospitality Management
- **Master of Business Administration (M.B.A.)**
in Business Modeling and Development

Mahidol University International College

999 Phutthamonthon 4 Road, Salaya, Nakhonpathom, Thailand 73170 | Tel: 02 441 5090

www.muic.mahidol.ac.th

