



August 2012

KaleidoScope

Mahidol University International College Newsletter



MUIC: Enriching Lives Through Liberal Arts Education

Editor's Note

Beginnings And Continuity

Commencement literally means a beginning. As MUIC's graduates marched on-stage last July 5, 2012, to receive their diploma, signifying the turning of a new chapter in their lives, a number of things are also getting a good start in MUIC. The foundation stone for a new building was laid. Once constructed, the new structure will provide more classrooms and learning centers to an additional 1,000 MUIC students. The college will also start carrying this year the Thai Ministry of Commerce's 'Thailand Trust Mark,' a badge granted to establishments and institutions whose high quality of products and services are guaranteed. We're also featuring an alumnus, Mr. Pakorn Thaveepholcharoen, who shares with us how he began his entrepreneurial and marketing success while still a student in MUIC. In other areas, the MUIC community continues its notable involvement, whether in inter-university student competitions, international conventions and exhibits or in national and regional concerns like ASEAN.

Cover Photo



Graduation Day, a culmination of years of hard work and the beginning of a new phase in one's life. As the members of the Class of 2011 take a bow, a round of applause also goes to the teachers and, as the cover photo shows, the families of the graduates.

Photo by Mr. Korrachai Lekpetch

The MUIC newsletter is written and produced by the faculty and staff of Mahidol University International College (MUIC).

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New Building by 2015

Mahidol University International College keeps on growing. It has recently commissioned the construction of a new building; with this addition, the college will be able to house 4,000 students by 2015, up by 1,000 students from the current population.

HRH Princess Aditayathorn Mahidol presided over the Foundation Stone-Laying Ceremony of the building on June 8,

2012. Granted the royal name Kitimard the six-storey building will have a total floor area of 58,000 square meters, with over 40 standard-size classrooms, a new library, a gallery, eight large lecture halls, audio- and video editing suites, meeting rooms, two studio recording rooms and a movie screening room, along with acting and production labs for animation, film and TV courses. The new building will also have three levels of underground parking, a canteen with four separate restaurants, a large student activity plaza and an all-glass function room floating in the middle of the central court garden.

The BBA, THM and FAA Divisions will each find a new home in Kitimard. Central Admin-

istration offices will also be relocated there. The 939-million Baht building has been designed by Mr. Chatree Ladalaitsakun of Tonsilp Studio Co., Ltd. Mr. Chatree is also the architect of several other MU buildings such as the College of Music, Faculty of Nursing and Faculty of Medicine (Siriraj Hospital).

The Kitimard Building is done in the Thai Modern style "reflecting the very essence of Thai culture in its space arrangements, combined with new modern materials that also help conserve energy within the building." Construction will start this November and is planned to be finished in May 2015.



MUIC Now Carries 'Thailand Trust Mark'

The Ministry of Commerce recently granted MUIC the privilege of using the new 'Thailand Trust Mark,' indicating the high quality educational services that the college provides.

According to the ministry, the recently launched Thailand Trust Mark would help promote the high quality of Thai goods and services not only in the domestic market but internationally as well.

MUIC received official communication from the Ministry of Commerce on May 21, 2012, permitting the college to use the Thailand Trust Mark logo for the next three years.

Official documents released by the ministry said that carrying this logo "opens up greater marketing opportunities for the manufacturers/service providers as well as



builds trust among consumers because every single product/service bearing this mark needs to pass reliable production standards and international standards of quality."

Aside from the product category that includes the food, industrial, lifestyle, fashion and other industries, the Trust Mark also has a services category that covers hospital/medical, health and beauty, and international education services. MUIC falls under the last category, along with Chulalongkorn University's Sasin Graduate School, the only other educational institution granted this seal of high quality.

Short Films, Animation on Exhibit



Eight senior projects (five short films and three short animated films) of the Fine and Applied Arts Division's Entertainment Media Program were selected recently for exhibit at Ploy Seang 9, one of the major events under the "Creative Thailand Project," offering an opportunity for university graduates to display their creative works.

These include: Photoshop by Mr. Soponawitch Achira Ponglamjiak; Hereafter by Mr. Kanpoj Kornpariphan; The Letter by Ms. Jutawan Boonsopit; Youth by Ms. Sutthinan Ampornchatchawan; The Darkness by Ms. Arisara Poolvorakaks; Destiny by Ms. Thanpatsorn Prasatsuporn; Free Up by Ms. Natcha Chaiwongrote; and Illumination by Ms. Panpilas Pitayanon. The exhibit ran from May 3 to June 17, 2012, at the TCDC and from June 25 to July 3 at Central World.

Rebranding of Chitralada Products

The thesis of HRH Princess Aditayathorn Mahidol, who graduated last year with a bachelor's degree in Communication Design, became the basis for the rebranding of Royal Chitralada Products, a royally-sponsored firm.

Chitralada Products formally presented its line of newly-designed products to HRH Princess Maha Chakri Sirindhorn on May 9, 2012, on the occasion of the Royal Ploughing Ceremony. Prof. Maleeya Kruatrachue, MUIC Dean, and Dr. Surapong Lertsithichai, Fine and Applied Arts (FAA) Division Chairman, attended the occasion.

Dr. Surapong told KaleidoScope that the Royal Chitralada Product Re-branding project started as a proposal submitted by HRH Princess Aditayathorn Mahidol as her thesis for the completion of her studies in the Communication Design program offered by the FAA Division. It called for the redesign of product packaging labels of over 20 existing agricultural products, ranging from bottled drinks, juice, dairy products and snacks to food supplements in bottles, cans, bags and tubes.

"All products have been redesigned (with the help of the FAA faculty) under the concept of 'Living Harmony' to embody a natural and consistent look and feel throughout the product lines," he said.





Lectures SEA on Affairs

The Social Science Division recently hosted two lectures as part of its Research Notes on Southeast Asian Affairs series. The first one, held on June 13, 2012, featured Dr. Monica Lindberg Falk, Vice Director and Senior Lecturer at the Center for East and Southeast Asian Studies at Lund University, Sweden. Dr. Falk talked on "Women, Gender and Buddhism." The second was held on June 25, 2012, with Prof. Robin Ramcharan of the College of Law at Alliance University in Bangalore, India, as the guest speaker. His topic was "India's Look East Policy and Southeast Asia."

BBA in L'Oreal Brandstorm

Two teams from MUIC's Young Business Professional Club were declared first and second runners-up, respectively, in the L'Oreal Brandstorm 2012, competition held on May 4, 2012, at The Bangkok Club, Sathorn City Tower.

Four universities (MUIC, Chulalongkorn University, Thammasat University and ABAC) each sent three to four teams to submit their pre-case analytic reports in the first round. The business competition called for the contestants to act as the brand manager of The Body Shop (a brand under L'Oreal Co.) and come up with a situational analysis, new product lines, marketing communication plan and

new store decoration. Four finalists were selected. This time they worked with both L'Oreal and its ad agency, Publicis. The MUIC teams had lecturers from the BBA Division as advisers.

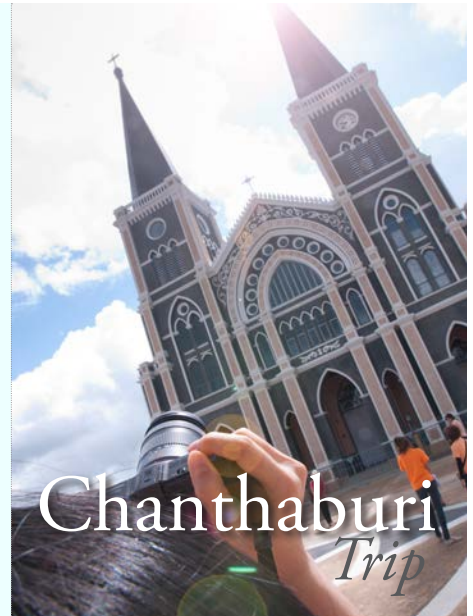
The first runner-up received a 40,000 Baht cash prize while the second runner-up got 30,000 Baht. The winner, a team from Chulalongkorn University, was awarded 70,000 Baht cash prize and a trip to Paris, France, to compete in the international finals.

The first runner up team, Top Shop, was composed of Ms. Swita Wesetrat, Ms. Puree Rityingyong and Mr. Thanarach Jantunyarux. On the other hand, Ms. Karn Piluntanadilok, Ms. Chayanis Nimvachira-soonthorn and Ms. Nattha Ulit, comprised the second runner up team, The KCA.



LittleBig Film Festival

The Fine and Applied Arts Division recently held its annual Little Big Film Festival, featuring short films from the Advanced Film Production class of Ajarn Bryan Ott, 2D and 3D animated films made by the students of Ajarns Aaron Schmidt and Millie Young, selected music videos from the class of Ajarn Rachain Tongsi, and a photograph exhibit from the photography class. The festival ran from 1:00 to 4:00 pm on June 28, 2012, in the Mini-Theater at the Mahidol Learning Center.



MUIC executives and staff went on a summer trip to Chanthaburi from May 17 to 19, 2012, to further strengthen ties among college employees. Led by Dean Maleeya Kruatrachue, the 81-person group stayed at the New Travel Beach Resort and Hotel. They visited places of interest in the province, including Suanbankaew Palace, Chanthaburi Cultural Center, King Tak-sin Maharaj Monument, the Catholic Church Chanthaburi, Namtok Phlio National Park, Kung Krabaen Bay Royal Development Study Center and Tuek Daeng or the Red Building.





Fire Drill

A well-orchestrated fire drill was held at MUIC on June 13, 2012. Fire alarms sounded at 2:20 pm to signal the start of the drill. Selected staff serving as marshalls led students, faculty members and other staff from every storey down to the grassy field adjacent to the parking lot. The gathering crowd looked up as simulated smoke belched out of the upper floors of the building. Within minutes, at least half a dozen fire-trucks, a couple of ambulances and police cars arrived on the scene. The firemen then performed firefighting exercises and a simulated rescue operation that involved volunteers from the college.

INTERNATIONAL RELATIONS

NAFSA2012

To promote the College's international programs, MUIC sent a team to the 64th NAFSA Annual Conference and Expo held in Houston, Texas, USA, from May 27 to June 1, 2012.

Dr. Charles Windish, Associate Dean for International Affairs, was accompanied by Dr. Yingyot Chiaravutthi, Associate Dean for Academic Affairs; Dr. Pisut Yuwanond, Tourism and Hospitality Management Program Director; Ms. Laddawan Jianvittayakit, International Network Development Officer; and Ms. Anisa Mekaporn, International Relations Officer. In addition to attending sessions, the MUIC delegates had opportunities to meet with prospective

partners as well as to exchange information with current ones. Around 9,000 international education professionals from around the world attended the event.



Envoy Visits MUIC

The Australian ambassador, H.E. Mr. James Wise, visited MUIC on May 11,

2012, to explore more student exchange opportunities between universities in Australia and Thailand.

Ms. Boonyarat Suwanchinda, Director of the Division of International Relations of Mahidol University, along with Dr. Charles Windish, Associate Dean for International Affairs of MUIC, met with the ambassador and conducted a brief tour of the college's facilities and a visit to the college's international houses at Chaiyapruk Village and Green Park Home.

Sustainable *Tourism* Management Event

To learn more about the success of the Thai tourism industry, 22 delegates from 10 African countries recently participated in the Sustainable Tourism Management Project that ran from May 27 to June 24, 2012, co-organized by MUIC and the Ministry of Foreign Affairs' TICA (Thailand International Development Cooperation Agency).

The Tourism and Hospitality Management Division and the International Network Development Section came up with a program that gave the participants an opportunity to be introduced to how Thai tourism works through a month-long series of seminars and workshops on topics such as sustainable tourism, tourism economics, tourism destination development, Green tourism, eco- and cultural tourism, hotel management, and others. Billeted at the Salaya Pavillion Hotel, the participants went on field trips to



Nakhon Pathom, Ayutthaya, and Hua Hin and toured several hotels, museums and tourist shopping areas.

The participants, who came from Botswana, Ethiopia, Madagascar, Malawi, Morocco, Mozambique, Namibia, Senegal, Sudan and South Africa, are themselves executives and staff members of their respective countries' Ministries of Tourism.

Seminar, Trip *for* Exchange Students



The International Relations Section organized an orientation seminar and field trip to Samphran Elephant Ground and Zoo for 30 exchange students who are enrolled in Trimester 3, School Year 2011-2012. These two activities, held on May 24-25, 2012, were part of MUIC's efforts to provide exchange students with educational guidance and Thai cultural familiarization.

THM *Senior* in IMEX

A graduating Tourism and Hospitality Management student was sent as one of three Thai representatives to the 2012 IMEX Future Leaders Forum in Frankfurt, Germany from May 22 to 24, 2012.

Ms. Czarina Laya Tanprasert said she learned a lot from attending the premier international exhibition of the Meetings, Incentive, Conferences and Events (MICE) industry. She was able to meet major industry players in their respective booths and attended several seminars.

Ms. Tanprasert, along with 65 other university students from Bangkok, had joined the local Future Leaders Forum where they competed for three prize slots to the IMEX event in Germany.



2012 Congratulations Graduates!

After at least four years at MUIIC, having met their academic requirements—some earning first and second class honors—and engaging in student activities, taking on leadership roles or participating in special projects and community outreach programs, in other words, experiencing the full demands of university life, members of the graduation class not only arrived at the end of another milestone but also anticipated the challenges of a new chapter in their lives.





To mark this new beginning and its implications, the prospective graduates participated in MUIC's traditional Final Touch program, which was held in the college auditorium on May 21, 2012. Mr. Pobek Pornpongmatte, Club Commissioner of the MUIC Student Association, served as the master of ceremonies

The proceedings began with Ajarn Michael Naglis, Assistant Dean for Student Affairs, delivering the Final Touch Report, after which Professor Maleeya Kruatrachue, Dean of MUIC, welcomed the graduates and offered them her heartfelt congratulations.

These introductory presentations were followed by a panel discussion, moderated by Ajarns Alexander Korff and Michael Naglis and featuring six MUIC alumni: Ms. Patchari Raksawong ('98), NHK news presenter and part-time university lecturer; Ms. Pattama Daraboth Yoshimura ('98), Hotel Manager, The Sukhothai Bangkok; Ms. Kwanravee Wangudom ('04), who has worked with a number of non-governmental organizations and is currently a Teaching Assistant at the Institute of Human Rights and Peace Studies, Mahidol University; Dr. Phuvadol Thanakitkrai ('06), Lecturer in Forensic Science at Prince of Songkla University, Songkla; Mr. Vacharapong Petchpugdepong ('06), a pilot for Nok Air, Thailand; and Mr. Pakorn Thaveepholcharoen ('08), a business and marketing entrepreneur.

The panelists engaged in a lively exchange on a number of issues, including the deciding factor in securing their first job, the skills required in their current professions, the necessity of developing new skills in a fast-changing world, the ramifications of the projected ASEAN Economic Community scheduled to be launched in 2015, maintaining a balance between work and one's personal/family life and their perspectives on job satisfaction. At the conclusion of the discussion, the panelists fielded questions from members of the audience.





The 459 young men and women who constitute this year's graduation class earned their degrees in the Arts, Sciences and Business Administration, representing the following disciplines: Social Science (38), Travel Industry Management (27), Film Production (10), Animation Production (9), Television Production (5), Computer Science (23), Biological Sciences (22), Food Science and Technology (21), Nursing Science (3), Chemistry (2), Environment (2), International Business (110), Tourism and Hospitality Management (57), Finance (53), Marketing (39) Business Economics (29) and Information Systems (9).

The prospective graduates arrived at MUIC in the morning of July 2, 2012, for a group photo and rehearsal for the afternoon's congratulatory activity. After a lunch at the Salaya Pavilion Hotel and Training Center, they assembled in the college auditorium to participate in MUIC's graduation ceremony.

The proceedings began with a report by Assistant Professor Yingyot Chiaravutthi, Associate Dean for Academic Affairs, after which Professor Maleeya Kruatrachue, Dean of MUIC, welcomed the graduates and offered her congratulations on their achievements. The chairpersons of the six academic divisions then proceeded to extend their congratulatory remarks.

Mr. Nattawat Theeralerttham, on behalf of the graduation class of 2012, responded by delivering his valedictory address, which was followed by a performance by the MUIC Choir Club. Finally, the graduates were presented with an English version of their diplomas.

Earlier that day, the MUIC Graduate Center held its own commencement exercise at Music Square Restaurant in the College of Music. Mr. Kong Ek Ak and Mr. Kij Somboonsuwan graduated with distinction from the MBA program, each with a GPA of 4.0. They led 50 other students in obtaining their MBA degrees. Seven others graduated with a degree in Master of Management in Tourism and Hospitality Management.

Three days later, on July 5, 2012, the graduates participated in Mahidol University's official Graduation Ceremony, held in the Arun-Amarin Room at the Royal Thai Navy Convention Hall and presided over by Her Royal Highness Princess Sirinthorn.

On behalf of the entire MUIC community, *Kaleidoscope* offers its congratulations and best wishes for the future as members of the graduation class embark on the next chapter in their lives.



FIRST CLASS HONORS

Full Name	GPA	Major	Full Name	GPA	Major
Mr. Nattawat THEERALERTTHAM	3.91	ICSS	Ms. Hui-Yi SAECHEN	3.64	ICBI
Mr. Chinnaui JEDSADAYANMETA	3.88	ICMI	Ms. Sirikaan PRACHUMYAAT	3.64	ICEN
Ms. Pensasi ONGPICHETMETHA	3.88	ICTH	Ms. Kamolwan SRITHONGCHAI	3.64	ICMF
Ms. Pintip SEVKUL	3.87	ICFS	Mr. Boonpanit VORAPRACHA	3.64	ICMF
Ms. Julie YVN	3.87	ICSS	Ms. Siriporn TANTIWANTCHAROEN	3.63	ICFS
Ms. Pitchaporn THANAKIATKAI	3.85	ICFS	Ms. Nohatai CHIANGPRADIT	3.62	ICBI
Ms. Montinee KHUMROUJANICH	3.83	ICBI	Ms. Bhasmukh KAMMEE	3.61	ICBI
Mr. Ezra KRAIPASONG	3.81	ICFS	Mr. Thanakorn PUNGSRINONT	3.61	ICBI
Mr. Ekavit KOMONPHAEW	3.81	ICSS	Ms. Ruja JAROENSRIPOONGSA	3.61	ICTH
Ms. Serena MESSIHA	3.79	ICFS	Ms. Pusadee KHANJOU	3.60	ICBI
Ms. Jarawee WONG	3.78	ICMF	Ms. Chomkate NGAMKAWAN	3.60	ICSS
Ms. Natcha RUJICHALADOL	3.77	ICMI	Ms. Uparat NILKOSOL	3.59	ICTH
Ms. Phuttiorn SRIPIPATH	3.75	ICMF	Ms. Kirana PILUNTANADILOK	3.58	ICMI
Ms. Wipada PANICHATHOM	3.75	ICSS	Ms. Iada FONGKETE	3.56	ICBI
Mr. Patorn UTENPATANUN	3.74	ICIS	Mr. Kulapat SRKRISANAPOL	3.55	ICAP
Mr. Nattakorn ARUNANONDCHAI	3.72	ICMF	Ms. Ban SENG BU	3.55	ICSS
Ms. Wanladda NANTHAPHOONSAP	3.70	ICMF	Ms. Sukatin PUMISUTHAPOL	3.55	ICTH
Ms. Voramon KAEWKETTHONG	3.70	ICFS	Mr. Suthep AMRIT SINGH	3.54	ICMF
Mr. Pattapol KONGWATTANANON	3.69	ICSS	Ms. Kanchanika SIRIPITTAVAKUL	3.54	ICTH
Ms. Charita POKANANTASUK	3.69	ICTH	Ms. Suchaya KONGMUNWATTANA	3.53	ICMI
Mr. Sukjeet Singh CHAWLA	3.68	ICMF	Ms. Pungawee CHAIRANGSRI	3.52	ICMF
Ms. Supitsara DARAPONG	3.68	ICFS	Ms. Sipapar LEKDEE	3.51	ICAP
Ms. Wenyu WENG	3.66	ICBI	Ms. Sun Hua SO	3.51	ICBI
Ms. Champhunud SAEHIM	3.66	ICMI	Ms. Vasunan LKITTHANAWONG	3.50	ICSS
Ms. Chayanin PIYATHAM	3.65	ICMI	Ms. Napinphat THAMMAKITPAROTE	3.50	ICTH

SECOND CLASS HONORS

Full Name	GPA	Major	Full Name	GPA	Major
Mr. Natthawut TRRATTANACHAI	3.49	ICFS	Ms. Samon TOPOTHAI	3.34	ICMI
Ms. Patcharaorn BHUNTUECH	3.46	ICMK	Mr. Samut NANTHANANONCHAI	3.33	ICMF
Ms. Thanaporn CHUMPHONPHAISAN	3.45	ICMF	Ms. Amarnut APRUTVARAKUL	3.32	ICMI
Mr. Vorapop LERTSAKUMRONGKUL	3.44	ICMF	Ms. Sukajit CHATROMYEN	3.32	ICMK
Ms. Shubnam SAKDSRINARANG	3.44	ICFS	Ms. Sakurat SRIPRATES	3.32	ICTH
Ms. Medina ADULYARAT	3.44	ICMI	Ms. Solinda ROJANASINGSAWAD	3.32	ICTH
Ms. Pemika ANANNATHSRI	3.44	ICTH	Mr. Phuriphong WONGPAISAL SUP	3.30	ICSS
Ms. Putthaporn CHANHOM	3.42	ICMF	Ms. Nuttaya VONGSRALUANG	3.30	ICMI
Mr. Tinnapope CHAMMUANGPUK	3.42	ICMI	Mr. Songporn UTTARAPATAMAPONG	3.30	ICTH
Ms. Natinee PUPRANGDECHACHAI	3.41	ICMF	Ms. Pornsawan MAHAPATTANAKUL	3.30	ICTH
Mr. Anand GHOGAR	3.41	ICMF	Mr. Chaichana AMPORNKLINAEW	3.29	ICBI
Ms. Krongporn SRIPRASITPONG	3.40	ICMI	Ms. Aimpawee SIRAWATTHANASAK	3.29	ICTH
Mr. Harin NA POMBEJRA	3.38	ICAP	Ms. Chitlada KULLAPANICH	3.28	ICSS
Ms. Aina THAIPRATAN	3.38	ICSS	Ms. Nithinan CHAENGKITTHAI	3.27	ICSS
Ms. Alison ONGARTSITTIGUL	3.37	ICMF	Ms. Natcha SUPICHAYANGKUL	3.27	ICTH
Ms. Cholada SAMAKKITAM	3.37	ICSS	Ms. Suphisa SRISOMBOON	3.26	ICMI
Mr. Prachana CHUKLIN	3.35	ICFS	Ms. Soo Jung CHOI	3.26	ICMI
Ms. Nunicha CHINDABOONVASET	3.35	ICMK	Mr. Narut TANGSUK	3.26	ICSS
Mr. Pawath LERTKITTREUNGKUN	3.35	ICTH			

Class Valedictorian



Mr. Nattawat Theeralerttham, a Social Science Major with a concentration in International Studies, was chosen as class valedictorian by virtue of his First Class Honors status (3.91 GPA). In his address to the 2012 graduates, he cited those factors which contributed to the graduates' education and personal development, namely, the dedication of MUIC lecturers and staff, the sacrifice and support of parents and the positive influence of classmates and friends.

Apart from his academic achievements, during which he attended the School of Law at Osaka University, Nattawat was an active member of the Debate and Multicultural Clubs. He was also the Regional Coordinator and Executive Committee Member of the Young Progressives of Southeast Asia and an Officer of International Affairs for the Young People for Democracy, representing those organizations in a variety of national, regional and international conferences and seminars. Finally, he has published a number of articles on ecotourism, governance, populism, economic issues, existentialism and Buddhism, including submissions to MUIC's on-line literary journal, Hitherto.

Nattawat fully expects to pursue his graduate studies. Before that, however, he expects to work for a local non-governmental organization for one year and an international organization the next, after which he will focus on work that relates to policy making. Ultimately, Nattawat's time and energy will be devoted to raising the status of Thailand from a developing to a developed country in order to improve the livelihood of all Thais.

Scholarships Abroad

Three graduating Chemistry majors have been granted scholarship to doctorate programs in Chemistry at universities in the US and Hong Kong.

The scholarships came in the form of tuition remissions and teaching assistantships from the respective universities they are entering.

The three Chemistry majors are Miss Peerada Samunual, Texas A&M University; Miss Napat Punpongjareorn, the University of Houston; and Miss Suleeporn Leakasindhu, the University of Hong Kong.



The Division said that the three graduates' year-long duty as research assistants in MUIC's Chemistry program and the corresponding research they had undertaken, along with positive guidance from their mentors, contributed to their achievements.



HighVoter in StudentBody Turnout Polls

In the Student Association election, notable for having the highest voter turnout, Party No. 1 ("Change") posted a victory, with 688 votes. It was also a closely contested poll, as Party No. 2 ("Home") was behind by just 9 votes (679). Eighty-six ballots were declared as "no vote" by the election commission while 45 were considered invalid.

The total number of students who cast their votes was 1,498 or almost 50% of the total student population of the College in the 3rd Semester of SY 2011-12.

According to a Party No. 1 officer, their group's major projects include renovation of the Club Room; improvements in organi-



zational communication through an improved bulletin board, information counter, and a student publication; academic support concerns like student tutorial services and availability of second-hand textbooks; and student convenience, like more food vending machines in the college premises.



ASEAN StudentLeaders Forum

Ajarn Michael Naglis, Assistant Dean for Student Affairs, Student Association President Nattawut Wetprasit and Ms. Phonthip Chairsrisoponkit, accompanied by representatives from Mahidol University, attended the ASEAN Student Leaders Forum in Singapore on June 22-25, 2012, at Nanyang Technological University in Singapore.

Other participating universities, all members of the ASEAN University Network, included Student Affairs personnel from Chulalongkorn, Burapha and Chiang Mai Universities from Thailand as well as universities from Brunei, Cambodia, Indonesia, Malaysia, the Philippines, Singapore and Vietnam.

The objectives of the forum were to establish a more effective network for future collaboration, to explore the structure and role of the respective student organizations, particularly their flexibility in conducting student activities, and to promote cultural exchange.

No TobaccoDay

The Student Association observed "World No Tobacco Day" on May 31, 2012, on the ground floor of the MUIC building. The messages calling on the audience to shun smoking were interspersed with a cheer-and-dance show and a Body Combat session.



Dollars *to* Donuts



His is one business success story—helping to run three of the family business enterprises which he had helped start from scratch at a young age, and another one he had initiated on his own. However, Mr. Pakorn Thaveepholcharoen got his first big break by selling doughnuts while still a student in Mahidol University International College (MUIC).

Daddy Dough now has 30 branches nationwide, three of which are franchisees, manned by some 200 personnel. The donut chain's rise is inevitably mixed with Pakorn's success as a marketing specialist.

In August 2006, his family opened the first Daddy Dough outlet in Thailand beside the Maria Pizzeria Restaurant (owned by his mother) on Silom Road. His father created the initial recipes for the donuts and pies, his brother took care of the shop design and networking with contractors while Pakorn was assigned to market the products.

Pakorn by that time was already working as head of the marketing team at Cuppa, the café (now renamed Brew and Bev) managed by the Business Administration Division for its internship program. He persuaded his teammates to include the doughnuts in the café's offerings. "I collected the feedback from students, professors and my friends on campus. All of them shared their ideas on how to make the brand stronger," he said.

One of the most important pieces of advice he received was: "Thai customers care for product value, so try to improve your product's quality." Hence, Pakorn said they don't cut corners when it comes to product quality. He claims Daddy Dough uses premium ingredients in its products; recently they started using zero transfat oil). Pakorn is very confident in saying that Daddy Dough is no. 1 in terms of product quality in Thailand.

He also gave a lot of credit to his professors for the valuable lessons he had learned: Ajarns Yingyot Chiaravutthi, Chomponuch Pomjit, Veera Bhatiasavi and Michael Naglis, among others.

Pakorn was already studying in Montreal, Canada, when he decided to come back to Thailand. He said his brother challenged him to try entering MUIC. "He always spoke of how hard it was to enter this college. So I took the exam, passed it and enrolled in the Marketing degree program." His passion for coming up with creative ideas pushed him to take up Marketing. "The courses I took helped me organize my ideas and use them in a business context."

One of the lessons that stuck in his mind was "thinking out of the box." In running the marketing campaigns of his family's businesses, he said he avoids joining the bandwagon and tries to come up with alternative ideas. He notes that the other donut companies in Thailand always uses celebrity endorsements. For his part, he has decided that Daddy Dough would rely more on its two mascots—a baker and a donut.

"During marketing events, our mascots walk around, interact with customers and pose in photos with them. Yes, hiring a celebrity can quickly grab public attention but this might not last long. You have to change endorsers, for one thing. Mascots, on the other hand, don't get old easily, like Ronald McDonald or Col. Sanders," he said.

Asked what values he learned from MUIC, Pakorn who belongs to the class of 2008, came up with three: leadership, generosity, and respect for diversity. "I've applied these a lot of times in our companies. I lead my Daddy Dough team in the same spirit as I did with my old Cuppa team at MUIC. I try to understand the differences among the employees, which in turn leads to fostering better teamwork, a comfortable working atmosphere and acceptance of each others' differences. As a result, everyone respects each other more and works together to reach the same goal," he said.

For the current MUIC students, he has this message: "Start working on your dreams now. It need not be a major enterprise. It's alright to start small. You're studying in one of the best universities in Thailand—Ask your professors and friends for advice. Be proud of yourself, study hard, have fun and get to know as many people as much as you can."





Media Arts Exhibition
Hosted by Fine and Applied Arts Division
30 Aug - 2 Sept 2012
10:00 am - 8:00 pm
1st Floor, Bangkok Art and Culture Centre

Opening Ceremony

30 August 2012, 1st Floor, Bangkok Art and Culture Centre

Event Highlights

Senior Projects Screening

Entertainment Media Productions (Animation, Film, TV)

Student Design Work

Animation, VFX Make up,

Drawing, and 3D Stereoscopic

Talent, Costume and Photo contests

Guest speakers

(Peter Chalyanarn and Siraphan Wattanaajinda)

and much much more!

Mahidol University International College
Fine and Applied Arts Division
Tel: (66) 02 441 0642-3 Fax: (66) 02 441 0641
FAA Hotline: 089-89-GO-FAA (or 089-89-46-322)
www.muic.mahidol.ac.th



Fine and Applied Arts Division



PHOTO contest

Send the best photo you ever took to us!
under the theme "Creative Unity"

Submission Deadline:

August 24th, 2012

Award Presentation:

August 30th, 2012

2 categories:

High School and Public

Submission Requirements:

1. 300 dpi file size saved in JPEG format

2. Thai/English title and description of the work

with your name and school's contact information

in Microsoft Word format

Put all files in a folder under your name and submit

to us at faamuic@gmail.com

Contact us for more information:

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VIDEO got talent

Send your best show to us!

Submit 30 sec YouTube live performance

10 Finalists perform live on stage
on September 2, 2012, 3 pm onwards

High School only!

Deadline: August 24th, 2012

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COSTUME contest & party

Come and join us!

Competition Date and Time:

September 1st, 2012, 3 pm

High School only!

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