





More Patterns of Change

The college launched its first issue of the MUIC Newsletter in the first trimester of the 2002-20003 academic year. In a message to our readership, Director Chariya Brockelman at that time expressed the hope that this publication would "serve not only as a vehicle to inform students, alumni, faculty and staff about continuing developments at MUIC but also as a forum in reaching out to the greater Mahidol community as well as other educational institutions both in Thailand and abroad."

That has been our mission over the past four years. At the same time, however, the dramatic pace of continuing developments at our college has required a new focus and direction.

Consequently, in January of 2005 the MUIC Newsletter changed its name to *kaleidoscope*.

While we continued to report on college news events, our coverage further explored the changing patterns in the physical, academic and social landscapes at MUIC. Not only did we change our layout but also introduced more feature articles which highlighted student activities, the study abroad program, the Office of Student Affairs and our Pre-College Program, among others.

This issue of *kaleidoscope* marks the beginning of our fifth year of publication. Therefore, we consider this an appropriate time to introduce a new look and format, one that will hopefully be more interesting and attractive to our readers.

A NIGHT OF CEL

OVER THE PAST SEVERAL MONTHS MUIC HAS ENGAGED IN A SERIES OF ACADEMIC AND SOCIAL ACTIVITIES, BOTH LARGE AND SMALL, FORMAL AND INFORMAL, TO MARK THE OCCASION OF ITS 20TH ANNIVERSARY YEAR. HOWEVER, NONE HAS MATCHED THE SPLENDOR OF THE SPECIAL GALA DINNER ON JULY 29, 2006, UNQUESTION-ABLY THE CELEBRATORY HIGHLIGHT OF THIS YEAR.

It was early evening. Under the soft and languid light of an overcast summer sky the 550 guests began arriving at Bangkok's Dusit Thani Hotel. As they maneuvered their way past the special photographic exhibit featuring fixed moments of time in the college's 20-year history on their way to the Napali Hall, it was clear by their formal and elegant attire that the evening was meant to be a special one.

And it was. Special guests of honor included Professor Pornchai Matangkasombut, President of Mahidol University, former presidents Professor Pradit Chareonthaitawee and Professor Athasit Vejjajive and the college's first leadership team, Dr. Serene Piboonniyom, Dr. Thawatchai Chaijirachayakul and Dr. Chalong Boonyananta. Other attendees were MUIC administrators, fulltime faculty, long-serving support staff, student representatives, alumni, members of the Mahidol University community and friends of the college.

Once everyone was seated Dr. Chariya Brockelman, Director of MUIC, delivered a welcoming address befitting the occasion, briefly citing the college's major achievements over the past 20 years. The proceeding were then taken over by emcees Andy Kempimook, an MUIC alumnus and television personality, and recent graduate Jane Thanairongroj.

During the four-course dinner the guests were treated to music by the Mahidol University College of Music Orchestra and a performance by a professional dance troupe. The centerpiece of the evening's entertainment, however, was provided by the celebrated Thai singer Radklao Amaradit, who performed a number of songs in both Thai and English, with the grace and power of an acknowledged diva.

After the entertainment Mahidol President Pornchai addressed the gathering, congratulating the college on its success over the years and acknowledging the leadership



EBRATION AND REMEMBRANCE



of Dr. Serene and Dr. Chariya and the contribution of administrators, teachers, staff and students.

Towards the end of the evening the guests toasted MUIC's past accomplishments and extended their best wishes for the college's future prospects.

The evening concluded with ballroom dancing and awarding lucky

draw prizes. The occasion was a time not only for celebration but also for remembrance. It seemed fitting, then, that each of the guests received as a souvenir a book of remembrance which features highlights of MUIC's brief history, accompanied by the personal recollections of administrators, faculty, staff, students and alumni.









RECOLLECTIONS

Dr. Serene Piboonniyom served as Director of the International Student Degree Program (ISDP) from 1986 to 1997. In the following interview she recalls some of the defining issues during the college's first ten years.

IN THE BEGINNING DID YOU HAVE ANY DOUBTS OR MISGIVINGS ABOUT ISDP'S PROSPECTS?

In the beginning there were some genuine fears. Before we opened the program in September of 1986, I had visited over 100 secondary schools in order to recruit candidates. Initially most of our students were from international schools. Over time students from government schools began to join the program as well but the numbers were small and there were very few active majors. It wasn't only the numbers. We were also concerned about the quality of students; we wanted people with good academic backgrounds who had adequate English skills.

AT WHAT POINT DID YOU REALIZE THE PROGRAM WOULD WORK?

It took awhile before that happened, After three years, in 1989, the Travel Industry Management major was becoming increasingly popular. That was an encouraging sign. One year later, in 1990, the student population had grown to almost 300. I think it was at that time that we realized the program would survive and continue to grow.

WHAT WAS THE LEVEL OF SUPPORT FROM MAHIDOL UNIVERSITY?

Fortunately, we had the strong support of the MU President, Dr. Natth Bhamarapravati, during the first five years. The university's Faculty of Science and its Dean were especially helpful. They originally assisted us with developing the curriculum and provided instructors for some of the ISDP classes. In fact, I think they still do. Also, our Computer Science major could not have survived without the cooperation of the MU Computer Center.

WHAT WERE SOME OF THE MORE DIFFICULT CHALLENGES DURING THE FIRST TEN YEARS?

As I've indicated. recruitment was one, at least at the very beginning. Although Mahidol University provided us with space in the Social Science and Humanities building, we were responsible for our own resources and equipment. There was a concern about taking in enough revenue to pay for our expenses and further develop the program. However, as time went on and more students enrolled in the program, we became financially secure, especially after we moved into our own facilities (Building 2) in 1992. Even then there were challenges. As an international program we were obligated to follow the university's rules and regulations. That created some problems. For example, it was difficult to recruit foreign instructors because of the pay scale. During those first ten years it was a matter of fighting the system but when ISDP became MUIC in 1996 and achieved autonomy, everything changed.

WHAT WERE SOME OF THE MORE SATISFYING HIGHLIGHTS?

After five years of struggle, I think we achieved a certain level of excellence with qualified students who later became successful in their own right. We have some very impressive alumni. We also had a good faculty and staff who were friendly and supportive. Perhaps the most satisfying development was establishing a visiting and exchange program for both students and lecturers.

YOU'VE BEEN BACK TO MUIC ON SEVERAL OCCASIONS. WHAT IS YOUR GENERAL IMPRESSION?

When I left as Director, construction on the new building (Building 1) had been completed but not all of the facilities were available. I've been very impressed by Dr. Chariya's management and all that she has done. With the new extension, I can see that even more progress has been made. It's obvious that the college has come a long way over the past 20 years.

THE SOUVENIR BOOK OF REMEMBRANCE, WHICH EACH GUEST RECEIVED AT THE GALA DINNER, CONTAINS A SERIES OF RECOLLECTIONS FROM MEMBERS OF THE MUIC COMMUNITY. THE FOLLOWING TWO EXCERPTS FOCUS ON THE COLLEGE'S FIRST TEN YEARS AS WELL AS ON MORE RECENT MEMORIES.

Our resilience is a mark



Ajarn Laird Allan, Lecturer in the Science
Division, arrived at MUIC
in 2000. In the following he
offers his own distinctive
insights into the last six
years.

of our professionalism, knowing that change is a requisite aspect of development. We're witnessing the construction of a worldclass addition, and hoping there's some parking left when the Class of 2011 matriculates. We're loving the convenience of built-in LED projectors, every classroom networked to the world, and praying the network stays up long enough to get last term's slides updated before class. The Atrium is less crowded now with the 2-hour class schedule but it was nice to have a mid-day break for seminars and clubs.

What if Dean Chariya hadn't had the long-term focus? What if we hadn't sequestered resources over the years? What if, instead of growing intelligently and appropriately, we'd just boomed? What if we'd succumbed to the lure of accepting all our 3,000 annual applicants? That's the kind of mistake that has damaged, or at least diminished, so many of our tertiary peers. So, what's transcendent about MUIC? What makes us so special?

I believe it is this college's characteristic of managing change while preserving the past. Like a Bangkok condominium with shallow foundations. organizations that fail to learn from experience rapidly sink into damp anonymity. They may look good at first, yet pretty soon decay into worthless mounds of concrete chips and brick shards, monuments to wasted opportunities. Certain failure comes from losing sight of the past's lessons, good or bad.

It is clear that, despite the steady changes around here, we have upheld some great traditions: wai kru, freshman orientation without hazing, low student-teacher ratio, time-honored Asian respect for age and seniority tempered by Western performance-expectation. It's a balance that works, if one works with it.

Old with new, tradition with modernity. Sounds like a p.r. motto for some Lanna hostelry or Hua Hin spa, but it is the real condition of MUIC. To be honest, it's tough sometimes as a foreign instructor, dealing

with the weighty echoes of a 100-year university history, in a thousand-year old culture; this is especially so when one is trying to keep up with the dynamic state of modern science and society. But, this is what makes MUIC distinctive. This is our transcendent quality.

We are something different. Not without a touch of turbulence, not without some minor tremors, but doing better than most. With the stable leadership of the Dean and her professional administrators, and the enthusiasm of a caring faculty, we have built a unique institution. We meet a large demand for globalized education in Southeast Asia, and are mostly having a great time doing it.

I'm thankful for this organization, and glad it has surpassed expectations. We're really the big fish in the SEA international education pond now, but this pond is getting broader, and deeper. We can't rest on our laurels, so the future looks to be just as intriguing and attractive as the past. It looks like it's going to be a good ride.

MUIC, home away from home. Six years already, 2,000 work-days, 16,000 hours. Not long really, but long in the telling.

A million bits of hot lecture blasted out to eager ears. A zillion points considered, many given, and some withheld. Outcomes speak louder than efforts around here, for all of us. For MUIC, it's mostly been good, no doubt about it. There have been growing pains, but no pain, no gain, naturally.





OPEN HOUSE 2005 9 AUGUST 06

MAHIDOL UNIVERSITY
INTERNATIONAL COLLEGE





THE INCREMENTAL ACHIEVEMENTS OF MUIC'S OPEN HOUSE OVER THE PAST FOUR YEARS PROVIDE, IN A SENSE, A MIRROR IMAGE OF THE COLLEGE'S OWN DEVELOPMENT, FROM MODEST BEGINNINGS TO ENSURED SUCCESS.

UIC initiated the tradition of Open House four years ago when it invited a select contingent of 60 high school counselors in order to familiarize them with the college's academic offering and facilities. The following year, 2004, that invitation was extended to students, teachers, parents and the general public, attracting approximately 300 participants. Admittedly, those numbers were disappointing, particularly in light of MUIC's visibility and reputation. However, last year's Open House enjoyed a dramatic increase in attendance, with 1,800 people participating.

IMPRESSIVE RESPONSE

Given the significance of this landmark 20th anniversary year, representative members of the administration, faculty, support staff, student body and, in particular, the Office of Public Relations, made a concerted effort to ensure that this year's event would be the most successful yet. Those efforts were justifiably rewarded. On August 9, 2006, approximately 2,800 students, teachers and parents from 56 participating public and private schools, as well as friends of the college and members of the general public attended MUIC's fourth annual Open House.

The day's activities began with the traditional opening ceremony in the college auditorium with a video presentation on MUIC and a welcoming address by Director Chariya Brockelman, This was followed by a discussion, in the format of a morning talk show, on the advantages of attending MUIC, with Dr. Chariya, Ajarn Mallika Leeraphante, an MUIC parent and lecturer at Kasetsart University, Ajarn Siriporn Jinanarong, Computer Science lecturer, and Mr. Ittipol Radsameepaitoon, President of the Student Association, participating.

ACADEMIC PROGRAMS

One of the major objectives of the Open House was to highlight and promote the college's academic programs. A morning session in the Seminar Room was devoted to an explanation of MUIC's admissions process and a formal introduction to the five academic divisions which subsequently provided information on their curricula, internships and directed research. In addition, classrooms on the third and fourth floors of Building 1 were reserved for divisional exhibits and displays throughout the day. While some of the presentations were conventional in nature, other were more innovative.

The Travel Industry Management (TIM) Division, for example, converted one classroom into a simulated airline cabin, with faculty and students, acting as flight attendants, providing information on the program's offerings. Another classroom was decorated as a space in a boutique hotel. TIM students also conducted hourly tours through the Salaya Pavilion Hotel and Training Center, which featured a bartender show and cooking demonstrations.

The Computer Science Program also offered interactive activities. Visitors were able to generate their own certificates of visiting the Open House and by using video editing software, others blended a short personal movie into an original musical video, creating their own product within 10 minutes.





Another significant feature of the Open House was the active participation of MUIC students. The Student Association and each of the 13 student clubs constructed exhibition booths and displays on the ground floor of Building 1 in order to disseminate information on their respective activities.

In addition, there was a performance by the Cheer and Dance Club, demonstrations by the martial arts clubs and an exhibit featuring student work by the Art Club. The Drama Club also participated by presenting a one-act play for the occasion.

Apart from activities at the MUIC complex, which also included competitive quizzes for the 56 participating schools and the awarding of scholarships, Open House participants had an opportunity to tour the Salaya campus, visiting the various faculties and colleges, the library center, sports facilities and housing opportunities.

ACADEMIC NEWS



BUSINESS COMPETITION

The Business Administration (BBA) Division conducted the MUIC 20th Anniversary Year Business Competition 2006 on August 4 and 5 in the Seminar Room. Unlike others years, all MUIC students were eligible to participate, a concession in honor of this landmark year.

Nineteen teams, consisting of four members each, participated in the competition and were required to employ their analytical and strategic skills in determining how the Bangkok Mass Transit Authority (BMTA) should effectively allocate an extraordinary budget of 50 million Baht and further transform the BMTA into a self-reliant organization over the next 10 years.

All of the teams battled their way into contention during the first day until there were only five teams eligible for the second and final round on August 5. After each presentation, the teams were questioned by a panel of judges consisting of executives from ExxonMobil, which cofunded the event, the Thai Farmers Bank, L'Oreal and Trinity Finance, as well as Director Chariya Brockelman, Dr. Yaowalark Sukthana and BBA lecturers.

The winning team was impressive as much by its presentational skills as by its diversity: Mr. Courtney James Patrick O'Connor (Computer Science), Ms. Khasarin Vachirayakorn (Travel Industry Management), Ms. Sailee Sarangdhar (Business Administration) and Ms. Amanda Charoenlertdajkul (Biological Science).

Candidates from the five winning teams were selected to represent MUIC at the Thammasat University Business Case Competition on



THE BUSINESS COMPETITION WINNERS.

August 16-19 at the Amari Watergate Hotel in Bangkok. Team members consisted of three BBA majors, Mr. Yosaphol Wattanavekin, Ms. Jiraporn Pinyocheep and Ms. Sailee Srangdhar, and Ms. Khasarin Vachirayakorn, a TIM major. While they were pitted against formidable teams from the United States, Canada, Spain and other Asian countries and did not survive the initial rounds, the team welcomed the opportunity.

NEW EXCHANGE AGREEMENT

At the onset of this new academic year, MUIC welcomed 40 exchange, 21 visiting and 12 full-time inbound international students, the largest group to date. This progressive increase in enrollment each trimester is due, in large measure, to the growing number of exchange agreements MUIC enjoys with other colleges and universities around the world.

The college recently forged an official agreement with yet another overseas institution, the University of Konstanz in Germany which is presently represented at MUIC by two of its exchange students. The college now has agreements with 34 colleges and universities in



MR, CHRISTOIPH SPANNAGEL AND MS. SOPHIE CARROLL FROM THE UNIVERSITY OF KONSTANZ

research in vietnam

ASSISTANT PROFESSOR EUGENE JONES OF THE SOCIAL SCIENCE DIVISION RECEIVED FUNDING FROM MUIC'S OFFICE OF PLANNING, RESEARCH AND DEVELOPMENT IN ORDER TO CONDUCT A SPECIAL RESEARCH PROJECT.

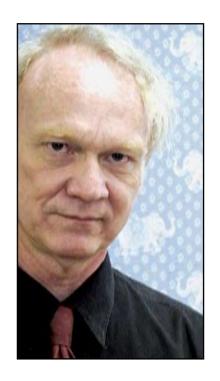
Dr. Jones recently traveled to Hanoi, Vietnam, to investigate the success of that country's "Doi Moi" policy which is an effort by the Communist government to integrate Vietnam into the international economic system while at the same time maintaining the socialist principles of workers' rights. The purpose of this

research is to assess the implementation of that policy and determine whether Vietnam can maintain socialism while developing a more complex economy without submitting to the allure of aggressive consumerism.

In the short term
Dr. Jones will publish the
results of his findings in an
article, tentatively entitled

"The Changing Face of Vietnam." His long-term objective is to write a book redefining human rights in terms of workers' right, with a focus on Vietnam.

This research will require several visits to Vietnam, during which time Dr. Jones has also agreed to serve as a consultant for some of the country's international schools.



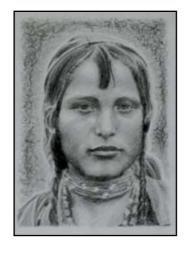
Europe, North American, Australia and Asia.

This increasing influx of inbound international students has created its own demands in terms of resources and facilities. The Office of International Relations recently relocated its operations to more expansive accommodations on the second floor of Building 2.

PROFILE

As part and parcel of the human condition, most of us succumb to assigning stereotypes: the absentminded professor, the mad scientist, the starving, driven artist, the computer geek.

And the mathematician? Although this discipline is the fundamental tool for all of science, many



assume that the mathematician inhabits a colorless landscape of numbers, equations and formulas, dull and drab, as dry as the expanse of the desert.

Ajarn Suthida Supantamart belies any such mistaken notion. She received her master's degree from the University of Washing and has been teaching mathematics as a full-time lecturer since 2003, guiding our students through the abstract and practical applications of this science.

Her interests, however, extend beyond mathematics. For several years now Ajarn Suthida has given expression to her interest in drawing, particularly portraiture. Although she has had no formal training, she continues to practice and develop her artistic skills. In May and June she displayed her work at an exhibition, Drawings in Portraiture, at the i, Booth Art Gallery & Studio in Bangkok and contributed



two of her pieces to the Art and Photography Club exhibition at MUIC in June.

Ms. Suthida's contributions, both in and outside the classroom, clearly reflect MUIC's priority and tradition of promoting the liberal arts.

TEA AND TALK

The Office of Planning,
Research and Development conducted another
of its Tea and Talk sessions
on September 8 in the
Seminar Room for MUIC
faculty, staff and students.
Mr. Manoon Sunkunakorn,
Corporate Human Resources Director of the Siam
Cement Public Company,
Limited, addressed the issue of "Career Competency
Development."



a summer in france

SIX MUIC STUDENTS MINORING IN FRENCH TOOK ADVANTAGE OF THE SUMMER BREAK BY ENROLLING IN A SPECIAL PROGRAM AT THE INTERNATIONAL SUMMER UNIVERSITY OF NICE, FRANCE, FROM JULY 31 TO AUGUST 27.

A part from intensive classes in French every weekday morning, the group participated in a number of afternoon workshops which included theatre, business, oral and written French and international relations; the choice of workshop depended on their level of language proficiency.

NOPPAMAST SAE-TANG, JOACHIM KARNASUTA, CHANANTHORN THIUSATHIEN, NANDINI BHATIA AND JAGRUTI SAMPAT WITH FRIENDS.

The month-long experience, however, wasn't exclusively academic. The students were assigned to host families, an arrangement which provided an ideal opportunity not only to improve their speaking skills but also to gain insight into the French lifestyle and culture. The group also explored local tourist attractions such as Le Chateau de Nice and a number of museums, along with excursions to Cannes, St. Tropez, Grasse and Monaco.

WITH FRIENDS.

STUDENT ACTIVITIES

STUDENT ASSOCIATION TRAINING CAMP

uring the third trimester new members of the MUIC Student Association were selected for the 2006-07 academic year: Mr. Ittipol Radsameepaitoon, President, Mr. Annop Boonkananurak, Vice President, Ms. Rungkarn Rujiwarangkul, Secretary and Ms. Atcha Kamolsareeratana, Treasurer, along with members responsible for clubs, public relations, sports, special projects and the association's website.

for new members to consult with and gain insights from last year's group of student leaders.

While time was devoted to a review of the association's rules and regulations and the procedures for funding, the group primarily wrestled with the perennial problem of how to generate more student participation, particularly among inbound international students, in the college's activities. Mr. Peerawat Jentrakulroj and Mr. Edularn Watanatanasup, as newly-designated club commissioners, will



The new leadership team and representatives from the 13 clubs participated in the annual Student Association Training Camp on July 24-25, at the Juldis Resort and Spa in Khao Yai. This exercise was introduced by the Office of Student Affairs in 2004, providing an opportunity

be required to address this most daunting of challenges over the coming year.

Whatever the consequences, all of the participants pledged to exert their best efforts and energies into developing the Student Association into a stronger and more relevant enterprise.

a study tour in china

LAST SUMMER THE FOREIGN LANGUAGES PROGRAM INTRODUCED ITS FIRST INTENSIVE STUDY TOUR TO CHINA, IN QINGDAO CITY, SHANDOG. ITS SUCCESS GENERATED INTEREST AND ENTHUSIASM AMONG STUDENTS AND TEACHERS ALIKE.

WORLD **CHAMPIONSHIP**

he Taekwondo Association of Thailand sponsored the World Cup Taekwondo Team Championships on September 14-18, 2006, at the Rajamangala National Stadium in Bangkok, with teams representing every conceivable continent.

Members of the MUIC Taekwondo Club, who are not only active in the sport but also responsible for having hosted a national Taekwondo Open Championship this past March, would probably have welcomed the opportunity to compete on this world level, however improbable that may have been. Unfortunately -- or perhaps fortunately, depending on one's point of view -- they were precluded from participation since only national teams were eligible to compete in the event.

Nevertheless, members of the club did manage to participate in this world competition but in an altogether different capacity. Give their proficiency in English and, in some cases, other languages, twenty members volunteered to serve as liaisons during the event, acting as translators and guides for the hundreds of participants.

Tt was not surprising, **⊥**then, that during this past summer session 68 MUIC students, accompanied by Ajarns Zhang Bo traveled to China, this engage in intensive study at the College of International Cultural Studies,

and Prateep Wongverayut, time to Beijing, in order to Capital Normal University, from July 30 to August 30. Sixteen students with a declared minor in

Chinese attended classes

in oral and written skills

in order to fulfill their

minor requirements. The other 52, who are taking Chinese classes at MUIC, took placements exams and were assigned to their appropriate levels, ranging from elementary to intermediate.

Each weekday morning was devoted to formal instruction in the language. The afternoons, however, entailed tutorial sessions with students from several universities in Beijing, one of the more popular and productive features

of the program. Another important aspect of their month-long learning experience was the presence of approximately 300 other international students from Europe, North America and Asia. Consequently, our MUIC students were afforded the opportunity not only to improve their Chinese language skills but also to develop important cross-cultural sensibilities.



UPCOMING EVENTS

OCTOBER 2

WATER COLOR AND DIGITAL ART CLASSES BEGIN, SPONSORED BY THE ART CLUB

OCTOBER 5

WAI KRU CEREMONY, HONORING TEACHERS AND RECOGNIZING STUDENT ACHIEVEMENTS

OCTOBER 13-14

ALL GOJUKAI THAILAND KARATE-DO CHAMPIONSHIP

OCTOBER 14-15

WELCOMING CAMP FOR NEW STUDENTS AT THE SRIPATHUM LONGSTAY RESORT

NOVEMBER 10

MAHIDOL UNIVERSITY'S PRESIDENT'S CUP COMPETITION, A SOCCER MATCH WITH MUIC FACULTY, STAFF AND STUDENTS

DECEMBER 4-12

FINAL EXAMINATIONS

DECEMBER 13

HOLIDAY RECESS

DECEMBER 15

A SEMINAR ON MUIC'S CURRENT DEVELOPMENTS IN RESEARCH, SPONSORED BY THE OFFICE OF PLANNING, RESEARCH AND DEVELOPMENT

JANUARY 3-6

REGISTRATION FOR SECOND TRIMESTER

JANUARY 8

CLASSES BEGIN

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

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