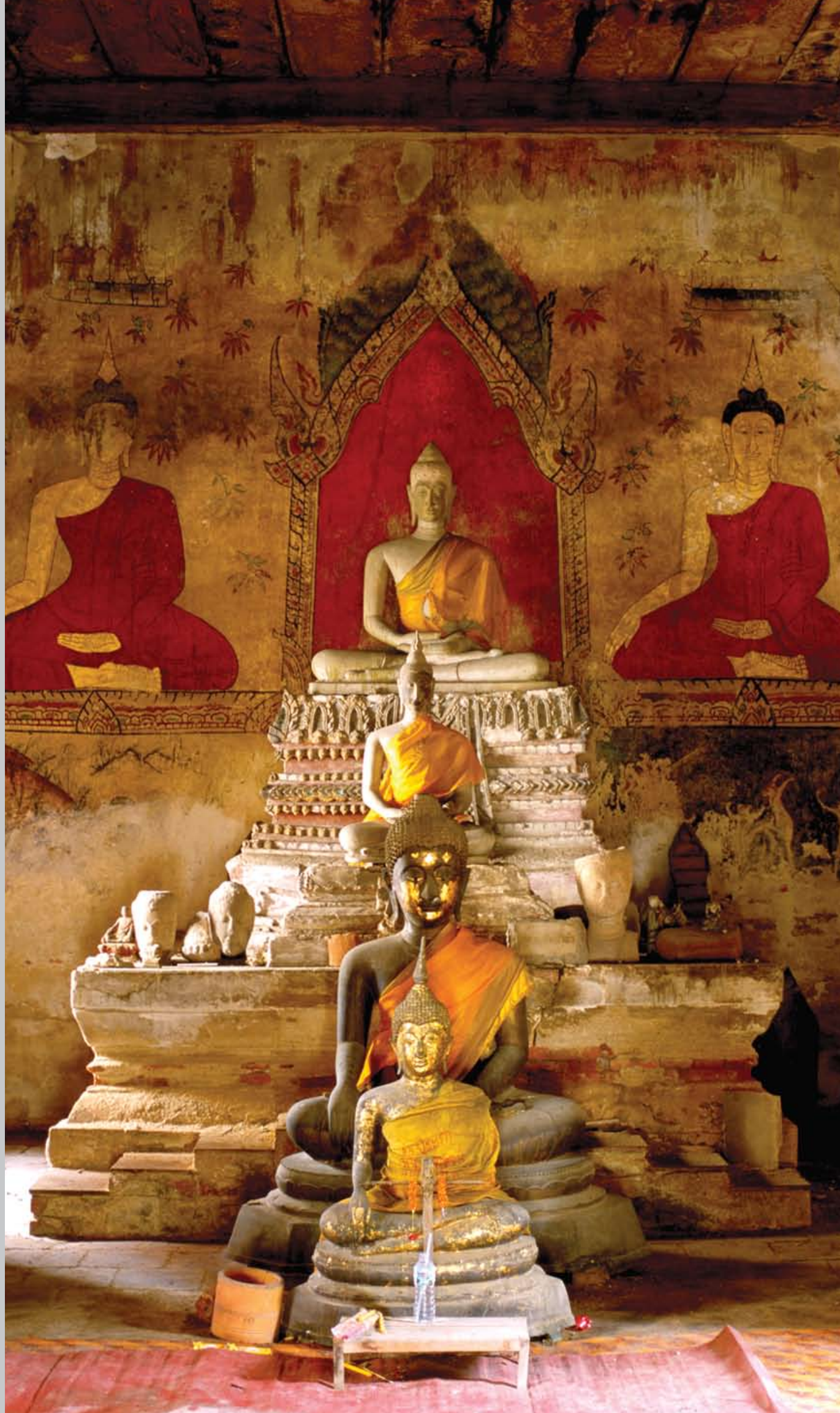




# KALEIDOSCOPE 4.08

MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE NEWSLETTER | ISSN 1685-5884 | VOL. 4 NO. 4 | WINTER 2008





# RECENT ACADEMIC DEVELOPMENTS

MUIC OBSERVED THE BEGINNING OF ITS TWENTY-THIRD ACADEMIC YEAR BY USHERING IN SEVERAL NEW FEATURES TO ITS ACADEMIC PROFILE, INCLUDING THE FORMATION OF AN ADDITIONAL DIVISION, THE INTRODUCTION OF TWO MAJORS AND ONE MINOR AS WELL AS CHANGES IN ITS PERSONNEL.

## FINE AND APPLIED ARTS DIVISION

The Division of Fine and Applied Arts was formally established this past July and accommodates the Entertainment Media Program, previously under the aegis of the Humanities and Language Division, and the new Communication Design (CD) Program.

Assistant Professor Gerard Fouquet, who chaired the Humanities and Language Division for the past six years, has been

appointed Chairman of this new Fine and Applied Arts Division.

## COMMUNICATION DESIGN PROGRAM

Students in the CD Program will be introduced to the demands of “visual” language, that is, color, spatial arrangement, images and patterns, through the fundamentals of drawing and illustration within the context of art and design

history. At every level they will engage in exploring the principles of design in graphics, advertising, publishing, web page design, motion graphics and even environmental design, which includes retail and event exhibitions.

This “visual education,” both theoretical and practical, will prepare CD majors for more advanced studies, offering them the creative tools to confront increasingly complex challenges. This hands-on approach will allow them to be actively



DR. GERARD FOUQUET

involved in a community of professionals whose practice must keep pace with contemporary society, technology and culture.

Active recruiting is well underway. Those students who declare a major in Communication Design will begin their general education courses this academic year. Core courses in this new major will be offered in September, 2009.



## ACKNOWLEDGING 22 YEARS OF SERVICE

OUR COVER FEATURES ONE OF THE MANY STUNNING PHOTOGRAPHS FROM THE DVD-ROM, "THE ARTS AND CULTURE OF THAILAND," A SPECIAL PROJECT THAT WAS CONCEIVED AND EXECUTED BY ASSISTANT PROFESSOR CHARLES FREELAND. WE HIGHLIGHT THIS PARTICULAR CONTRIBUTION BECAUSE, AFTER 22 YEARS OF SERVICE TO THE COLLEGE, DR. FREELAND ANNOUNCED HIS RETIREMENT, EFFECTIVE SEPTEMBER 30, 2008.



Dr. Freeland arrived at MUIC, at that time designated as the International Students Degree Program, at its very inception in 1986. He, along with Associate Professor Peter Smith, has always been considered one of the college's "founding fathers", both witnessing and contributing to MUIC's remarkable growth and development over the years.

Throughout the years Dr. Freeland promoted – and in his classes always demanded – a high level of academic excellence in accordance with international standards. That will undoubtedly become his legacy.

Colleagues joined Dr. Freeland at a special farewell reception that was held at the Salaya Pavilion



During his tenure at MUIC Dr. Freeland was both a full-time lecturer and Director of the Humanities Program. He developed its curriculum and was responsible for creating a series of new courses, including Art Appreciation, Thai Arts, Man and Nature in World Literature, The Western Classical Ideal and Introduction to Photography.

Hotel on Thursday evening, September 26.

On behalf of the MUIC community, its administrators, teachers, students, staff and alumni, *kaleidoscope* expresses its gratitude to Dr. Freeland for his many productive years of service and extends its best wishes for the future.

## PERSONNEL

Ms. Carol Siatras, who received her Master of Fine Arts (MFA) from the University of Wisconsin-Milwaukee, has been appointed Director of the Communication Design Program. She has worked in both design and production

and has extensive experience in teaching in the United States. She more recently taught at the Vajiravudh College Communication Design Program in Thailand.



CAROL  
SIATRAS

Ms. Siatras is joined by two other new faculty members. Dale Konstanz, who received his MFA from the Savannah College of Art and Design, taught at a number of universities, museums and art centers in the United States and maintains a career as a studio artist.

Ms. Dynaya Bhutipunthu received her MFA from Iowa State University of Science and Technology, after which she pursued a career as designer and art director in the United States. She returned to Thailand and taught at Bangkok University and the Vajiravudh College Communication Design Program.



DALE KONSTANZ

DYNAYA BHUTIPUNTHU



# RECENT ACADEMIC DEVELOPMENTS

## NEW ENGINEERING PROGRAM

MUIC and Mahidol University's Faculty of Engineering (EGMU) have established an International Bachelor of Engineering Program in Computer Engineering, a collaboration that combines the strengths of both partners.

The program's curriculum is divided into

four areas of study: (1) circuits, hardware, computer systems, (2) software engineering, databases, computer graphics, (3) network and computer security and (4) industrial applications, intelligent systems, robotics.

This new program offers a carefully structured balance between the



DR. THANADOL PRITRANAN

theoretical and practical, with students utilizing state-of-the-art computing facilities at both MUIC and EGMU. In addition, they will be required to un-

dergo a 100-hour internship, either in Thailand or abroad, which will expose them to the dynamics of a real working environment.

Assistant Professor Thanadol Pritranan, Deputy Dean for General Administration, Information Technology and Environment, and a full-time lecturer at EGMU, will serve as the program's director.



## HUMANITIES AND LANGUAGE DIVISION

With Dr. Fouquet assuming his new position as Chairman of the Fine and Applied Arts Division, Mr.



John McNulty has been selected as the Chairman of the Humanities and Language Division. He arrived at MUIC in January, 2001, and became a full-time lecturer in the English Studies Program, in addition to taking on the responsibility of coordinating the English Communication II tract.

Mr. McNulty will be assisted by Dr. Gerald Moshammer who will serve as divisional vice-chairman.

Dr. Moshammer, who received his Doctorate in Philosophy from the University of Vienna, arrived at MUIC in September, 2007. Apart from assuming his new position, he

will continue in his capacity as full-lecturer in the Humanities Program.

Ms. Ladawan Jianvittayakit, who served as Managing Secretary of the Humanities and Language Division, since 2003, left in August to pursue a post-graduate degree. She is studying in the international program for a Master of Science in Strategy



Tourism Management at the Seram Business School in Nice, France.

### ENGLISH STUDIES PROGRAM

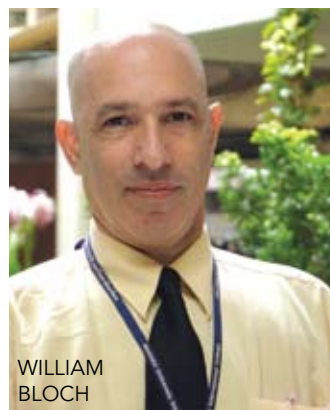
The English Studies Program has recruited Dr. William Bloch as a full-time lecturer.

He has been teaching in Thailand for the past 18 years and at Mahidol University since 2001. He has taught in the Faculties

of Graduate Studies and Science and, more recently, with MUIC's Pre-College Program and part-time with the English Studies Program.

### NEW MINOR

Apart from teaching Chinese, Japanese, German, French and Thai, the Foreign Language Program has introduced Spanish as well. This new feature was made possible through the efforts of Dr. Chariya Brockelman, Director of MUIC, who embarked on several working journeys to both Spain and Mexico over the past two years.



Spanish will be offered as a general education elective beginning this first trimester.

Eventually it will take on the full stature of a minor.



Mr. Javier Fernandez, who has an MA in Linguistics from the University of Leon, Spain, will provide the instruction, beginning this first trimester. He has taught Spanish on the university level and spent the past year in China teaching English.

Señor Fernandez is also a certified examiner for the Spanish Diploma as a Foreign Language test.





## OTHER DEVELOPMENTS

### INCOMING STUDENTS

On September 18, MUIC welcomed its incoming students for the first trimester at two separate orientation sessions, one for full-time students in the college auditorium and the other in the Seminar Room for inbound international students.

Both groups mark a milestone for the college in terms of their numbers. A total of 356 full-time candidates were accepted, constituting the largest contingent to date.

Similarly, the arrival of 62 visiting and exchange students, representing North America, Europe, Asia and Australia, has exceeded MUIC's expectations.

### MUIC GRADUATE PROGRAMS

The MBA in Business Modeling and Analysis and

the MM in Tourism and Hospitality Management Programs conducted a joint orientation on September 13, at Sathorn City Tower.

Professor Banchong Mahaisavariya, Dean of Mahidol University's Faculty of Graduate Studies, delivered the opening address, followed by welcoming remarks from Professor Chariya Brockelman, Director of MUIC, as well as from Assistant Professor Sarayut Nathaphan and Assistant Professor Sompong Amnuay-ngerntra, Directors of the MBA and MM Programs, respectively.

The new candidates were separately introduced to the detailed curriculum of each program and then proceeded to the Salaya campus where they toured MUIC's facilities and enjoyed a luncheon at the Salaya Pavilion Hotel and Training Center.



DRS. SARAYUT NATHAPHAN, MALEEYA KRUAETRACHUE, BANCHONG MAHAISAVARIYA, CHARIYA BROCKELMAN AND SOMPONG AMNUAY-NGERNTRA



DR. YAOWALARK SUKTHANA WELCOMING PARTICIPANTS THE TEA & TALK SESSION

This orientation was the first intake of students from the MM Program, 12 altogether, which represents a modest but significant beginning. The MBA Program accepted 22 graduate candidates for this third orientation, bringing the total number of its students to 97.

### EAST MEETS WEST

The Office of Planning, Research and Development sponsored two "Tea and Talk" sessions at the Salaya Pavilion Hotel, both of which explored the "Sharing of East and West Experiences."

The first session, held on August 29, featured Ajarns Narumon Sritatanaviriyakul and Takayoshi Fujiwara, Dr. Dale Rorex and Assistant Professor Nathaphan, who shared their experiences in Malaysia, Australia, the Philippines and the United States, respectively.

During the second session on September 26, Ajarns John McNulty, Jonathan Green and Veera Bhatiasevi, as well as Assistant Professor Eugene Jones, spoke about their experiences in Korea, South Africa, England and the United States.



ORIENTATION IN THE COLLEGE AUDITORIUM



## OPEN HOUSE 2008

# Hosting an Overflowing Crowd

MUIC WAS UNABLE TO HOLD ITS ANNUAL OPEN HOUSE LAST YEAR, GIVEN THE ONGOING CONSTRUCTION ON THE NEW EXTENSION (BUILDING 3). THAT LAPSE IN NO WAY DIMINISHED THE RESPONSE AND ENTHUSIASM FOR THIS YEAR'S OPEN HOUSE, WHICH WAS HELD ON AUGUST 6, 2008.



Approximately 3,000 students, parents, teachers, school counselors, embassy officials and members of the general public participated in this event, swarming the corridors, classrooms and other facilities at MUIC.

Professor Piyasakol Sakolsatayadorn, President of Mahidol University, welcomed guests at an opening ceremony in the college auditorium, after which Professor Chariya

Brockelman, Director of MUIC, Senator Naruemon Siriwat, Mrs. Chalinee Chuepan, a parent and executive from Thai Airways International, MUIC student Sikharin Langkulsen and TIM lecturer Ajarn Nate-tra Tevebanchachai engaged in a far-reaching discussion, "Why MUIC?" They also fielded questions from the audience.

In the meantime, other guests toured the premises and attended

demonstrations by the college's six divisions and their academic programs. They also visited stations that provided information on Admissions, Academic Services, Student Affairs and International Relations

High school students participated in the ever-popular Quiz Day, which tested their knowledge and English skills. Eighty schools participated in the competition, which

was won by the team from Mater Dei School.

The afternoon was devoted to an "English is FUN" presentation by Mr. Andrew Biggs, a noted teacher and writer. In addition, the MUIC student clubs promoted their activities, with performances and demonstrations by the Cheer and Dance, Muay Thai and Taekwondo Clubs. Featured artists from GMM Grammy also performed at a special concert.



## INTERNATIONAL RELATIONS

# Positive Responses

AJARN BRIAN PHILLIPS, WHO PREVIOUSLY SERVED AS CHIEF OF INTERNATIONAL NETWORK DEVELOPMENT, WAS RECENTLY APPOINTED ASSISTANT DIRECTOR OF INTERNATIONAL AFFAIRS, TAKING ON THE SUPERVISION OF ALL ACTIVITIES, INCLUDING THOSE FOR MUIC'S INBOUND AND OUTBOUND INTERNATIONAL STUDENTS. HE HAS PROVIDED *KALEIDOSCOPE* WITH AN UPDATE OF RECENT DEVELOPMENTS.



BRIAN PHILLIPS

### SUMMER IMMERSION PROGRAM

Students from the University of North Carolina-Chapel Hill (UNC-CH) participated in their 5th annual Summer Immersion Program, including a one-week visitation to MUIC, the focus of which centers on cultural exchange, particularly in terms of political, social and personal-lifestyle issues.

The UNC-CH response to these annual visitations

has been very positive, so much so that future visits will be extended to three weeks, with more opportunities to engage in community outreach projects.



UNC-CH STUDENTS IN CHIANG MAI

### JAPANESE VISITORS

During late August and early September 10 MUIC students who are minor-

ing in Japanese hosted two groups of students, one from Osaka University and the other from Kyushu University. Unlike the previous year, the MUIC hosts were more proactive in introducing their guests to the culture of Thailand.

According to Ajarn Takayoshi Fijiwara, lecturer in MUIC's Japanese Language Program, "This year's visits were the most

### A REASSURING RESPONSE

By all accounts, the current political uncertainties and, in particular, the recent state of emergency (which has since been rescinded) have had a decidedly negative impact on the number of visitors and tourists to Thailand. MUIC had to confront this dilemma on behalf of its own visiting students.

It began on August 29 when Dr. John Loike of Co-

lumbia University emailed the college, expressing his concern over six students who had remained in Thailand after the BIOCEP project. Several UNC-CH students were also in the area. The International Relations Office (IRO) immediately contacted these students, advising them to avoid certain parts of Bangkok and notify their families and friends that they were safe and out of harms way.

The two groups of Japanese students from

Osaka and Kyushu Universities were also asked to notify their families as a precaution. In addition, their schedule of cultural outings in Bangkok was subsequently changed.

In the meantime, 16 exchange students from around the world had already arrived in Thailand. The IRO not only contacted them via email and cell phone but also notified their home institutions – and those of all other visiting and exchange students

scheduled to arrive – in order to regularly brief them of the situation. As a result of these efforts, none of the 62 exchange and visiting students anticipated for this first trimester cancelled their commitment to studying at MUIC.

Our partner universities and agencies responded positively to these updates, expressing their appreciation for the college's reassurances and concerns.



# Collaboration Matters

WHILE THE COLLEGE HAS BEEN HOSTING SCORES OF INTERNATIONAL STUDENTS ENGAGED IN EDUCATIONAL AND CULTURES TOURS, IT ALSO WELCOMED AN ALTOGETHER DIFFERENT GROUP OF STUDENTS IN A COLLABORATIVE EFFORT WITH MAHIDOL UNIVERSITY.

successful so far because of effective interaction between MUIC and Japanese students. The experience was valuable for both groups.”

## BIOCEP

Last year undergraduate and graduate students from Columbia University and Barnard College, along with MUIC Biological Science majors, participated in a Bio-Ethics and Cultural Exchange Program (BIOCEP). That 18-day experience, which focused on ethical issues in medicine and cultural exchange, was the first of its kind.

This year’s program, which was held in August, was even more expansive. It included an additional contingent of students from Georgetown University, the University of Pennsylvania, Yeshiva University and the Landers College for Women.

Ajarn Brian intends to further diversify next year’s exchange program by inviting students throughout the Asian region to participate.



MUIC and the MU Faculty of Science sponsored six American students who are competing in the Intel Science Talent Search (STS) and the Siemens Competition, two of the most prestigious math, science and technology competitions for high school students, with prizes ranging from US \$5,000 to \$100,000.

Previous winners have gone on to receive such distinguished awards as the MacArthur Fellowship, the National Medal of Science, induction into the National Academies of Sciences and Engineering and even the Nobel Prize.

The six young contestants, who represent the top 5-percent tier of secondary/pre-college students in the

United States, spent a total of six weeks in Thailand, conducting their research in the university laboratories under the guidance and supervision of Mahidol professors, doctors and researchers.

The scope and depth of their individual projects are both diverse and daunting: the process of heat-drying in wood, bacterial infections in hospitals and people with compro-

missing immune systems, tumor cell development examined through computer modeling, antiestrogenic activity in medicinal herbs, tropical medicine and the use of bacterial luciferase as a tool for measuring oxygen concentration.



## STUDENT ACTIVITIES

# Student Association

Admittedly, this research could have been conducted anywhere, including in the United States, but the significance of this program is that it allows these students to work in a different culture and environment, with exposure to different perspectives on research.

While most of their time was devoted to long hours in the laboratory, these six students did take the opportunity to see

some of the major attractions in the metropolitan Bangkok area and experience the taste of both Thai cuisine and hospitality.

They have since returned to the United States, where they continue to maintain contact with their Thai advisors, primarily through email. Their research is an ongoing process until the beginning of next year when they will be required to submit their final papers.

AT THE BEGINNING OF EACH ACADEMIC YEAR, THE NEW STUDENT ASSOCIATION SETS ITS SIGHTS ON HOW IT CAN BEST SERVE AND REPRESENT OUR STUDENTS. THIS YEAR THE NEW LEADERSHIP TEAM IS CONFRONTING THIS CHALLENGE THROUGH A RECONFIGURATION OF ITS ORGANIZATIONAL STRUCTURE AND A SERIES OF NEW INITIATIVES.

### SINGAPORE VISIT

Twenty members of last year's and this year's newly-elected MUIC Student Association (MUICSA) and two non-MUICSA members, accompanied by Ajarn Arpaporn Iemubol and Student Affairs staff member Ubonwan Songkranatanon, visited the National University of Singapore (NUS) and the Management Development Institute of Singapore (MDIS) on July 15-18, 2008, in order to learn about their respective student organizations and activities.

Unlike our Student Association, whose major focus has always been organizing college and student activities, the NUS Student Union's priority is disseminating information for the purpose of securing students' rights, academic and otherwise, through the establishment of a communication network with other university programs and departments. In this way the Student

Union can address a wide range of student concerns and is genuinely representative of the student body.

As for student activities, the NUS leadership team plays a more proactive role in facilitating club activities. In addition, there is a concerted effort to have the student clubs collaborate with one another, allowing for larger events which not only attract more student participation but also generate visibility and external funding from the surrounding communities.

Another lesson learned from both institutes was the need to effectively recruit new members by

### A MUSICAL TREAT



MUIC and the College of Music are jointly sponsoring a series of outdoor mini concerts on the Salaya campus, yet another example of collaboration between our college and the university.

Students from the College of Music perform every Thursday, from 12:30 to 1:30 p.m. at the area adja-

cent to the Por Koon Toong Shrine, directly across from Cup-pa Coffee House.

Different ensembles offer a range of musical genres, including classical Thai, contemporary and classical Western music. These concerts are open to members of the Mahidol community and the general public. Admission is free.





# Strategies for 2008-09

aggressively launching public relations campaigns. The MDIS student leadership team created a blog, accessed through the Internet, to promote its agenda, elicit student reactions and generate enthusiasm. The NUS Student Union, on the other hand, relies on well-publicized and meaningful activities that benefit both students and the greater community.

According to MUICSA President, Mr. Rananun Saranak, the Singapore visit was both informative and thought-provoking. The experience enabled the new leadership to reassess its priorities and reconsider how it can best serve our students and the college. On behalf of all the participants, Mr. Tananun also expressed his gratitude to MUIC and ExxonMobil, whose sponsorship made this visitation possible.

## TRAINING AND EVALUATION CAMP

The following week, on July 22-24, this new team met with members of last year's Student Association leadership team at the annual Training and Evaluation Camp, which was organized by the Office of Student Affairs and held at the Baan Suan Aow Khai Resort in Rayong.

The purpose of the three-day session was to evaluate last year's performance, to determine what went right – and wrong – and to project a new agenda for the present academic year.

Much of the discussion revolved around the issue of more effective communication between the Office of Student Affairs and the Student Association as well as the need to be more inclusive by reaching out to other MUIC programs and departments. In addition, the new leadership team used the occasion to unveil some of its new initiatives, some of which were prompted by the visit to Singapore.

The new group met again on September 16, in the Seminar Room to finalize its plans for the upcoming year. In an effort to be accessible, a "Student Association Corner" will be set up on the ground floor of Building 1, where students can receive information and redress any academic, disciplinary or personal grievances, all of which will be ultimately referred to the appropriate college offices.

The team also introduced a new feature in its organizational composition: two vice-presidents. Ms. Kayvalan Lowajinankul will oversee the progress of the association's activities at MUIC while Mr. Sanchai Waleecharoenpong will serve as a liaison between the MUICSA and other student associations on the Salaya campus, which hopefully will generate greater

collaboration between the college and the university.

While student clubs will proceed with their regular activities, they will also be encouraged to combine their efforts in sponsoring special events that will target both the Mahidol and surrounding communities.



PLANNING AT THE TRAINING AND EVALUATION CAMP

## UPCOMING EVENTS

**OCTOBER 9**

WAI KRU CEREMONY, MUIC AUDITORIUM

**OCTOBER 11-12**

WELCOMING UNITY CAMP, SALAYA CAMPUS

**NOVEMBER 12**

LOY KRATHONG

**DECEMBER 6**

LAST DAY OF CLASS

**DECEMBER 8-14**

FINAL EXAMINATIONS

**DECEMBER 11-12**

SECOND TRIMESTER ORIENTATION

**DECEMBER 15**

HOLIDAY BREAK

**DECEMBER 23-26**

SECOND TRIMESTER REGISTRATION

**JANUARY 5, 2009**

CLASSES BEGIN

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