



# KaleidoScope

October 2012  
Mahidol University International College Newsletter



# 10<sup>th</sup> Anniversary

## 10 YEARS AND BEYOND

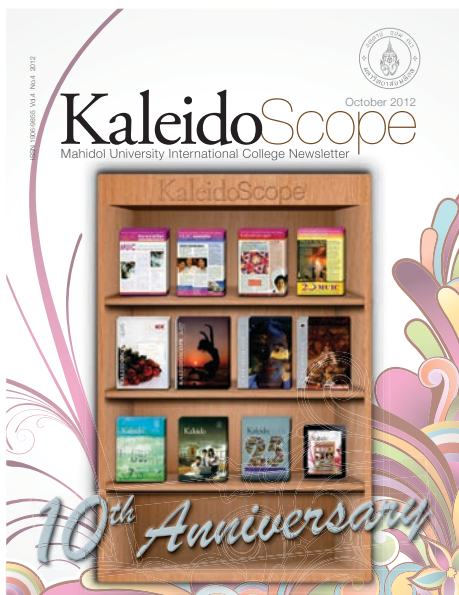
This issue marks the 10<sup>th</sup> year of KaleidoScope, a milestone not only for the MUIC magazine's history but also for the College itself. While KaleidoScope started out as an eight-page publication, the College has also metamorphosed from having a handful of students housed in several classrooms into one of Thailand's leading international colleges in a state university, offering 19 bachelor's degree programs and two graduate programs for more than 3,000 students.

Mr. Alexander Korff, who has been with the magazine since its inception and who continues to lend his editing expertise to this day, traces KaleidoScope's genesis and presents 10 years' worth of campus highlights in this issue.

KaleidoScope also keeps abreast of the times. It will soon make a stronger presence on the Web, equipped with updated digital tools, as it continues to reach out to the MUIC community and beyond.

Featured in this issue is Nok Air co-pilot Vacharapong Petchpugdepong, who graduated in 2005 with a degree in Social Science major in International Studies. Other highlights: Science Division faculty members win the top prizes in the recently held Media Knights e-Learning competition; a senior student joins both the World Youth Congress and the Earth Summit (Rio+20) in Rio de Janeiro, Brazil; the Graduate Program in Sathorn gets a makeover; and MUIC welcomes the biggest batch of incoming international students. It's also a new beginning for this coming academic year's Student Association officers, while MUIC's representatives to the MU Student Council concludes their year-long service.

### Cover Photo



To celebrate KaleidoScope's 10<sup>th</sup> year, we highlight on the cover what we believe are some of the magazine's better cover designs. We're not stuck in the past, however. The vivid floral design on the background suggests that the magazine continues to grow and blossom while the computer notebook on the shelf's lower right hand corner implies KaleidoScope's growing presence in online media.



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

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Prof. Maleeya Kruatrachue, MUIIC Dean, has recently announced the appointments of the following college officials:



ASSOC. PROF. CHAVALIT WONGSE-EK  
**Associate Dean for Planning and Development**  
Effective October 1, 2012



ASST. PROF. CHOTECHUANG PANASOPONKUL  
**Associate Dean for Student Affairs**  
Effective October 1, 2012



MR. NUTTHABOON  
PORNRATTANACHAROEN  
**Chief**  
**Educational Marketing Communications and  
Mass Media**  
Effective August 1, 2012



MR. ALEXANDER NANNI  
**Program Director**  
**Preparation Center for Languages  
and Mathematics**  
Effective October 1, 2012



DR. VEERADES PANMSAVAS  
**Program Director**  
**Master of Management in Tourism and  
Hospitality Management Program**  
Effective September 1, 2012



MS. ARPAPORN IEMUBOL  
**Program Director**  
**Foreign Languages Program**  
**Humanities and Languages Division**  
Effective September 1, 2012



MS. ORIE GREEN  
**Program Coordinator**  
**Foreign Languages Program**  
**Humanities and Languages Division**  
Effective September 1, 2012



## E-LEARNING GRAND SLAM

It was a clean sweep for six MUIIC faculty members in the recently concluded Media Knights e-Learning Contest (MU Staff Members Category).

Dr. Krittaya Leelawong, Coordinator of the Computer Science Program, and her colleague Ajarn Poramin Bhenganan, won 1st place and claimed the 40,000 Baht cash prize for their project integrating e-Learning with the regular class curriculum using the MU e-Learning website and popular social media Facebook.

Dr. Ramesh Boonratana of the Biological Sciences Program, on the other hand, won 2<sup>nd</sup> place and a 20,000 Baht cash prize. Assoc. Prof. Dr. Chinda Tangwongsan of the Applied Mathematics Program claimed the 3<sup>rd</sup> spot and the 10,000 Baht prize with her website which she co-developed with Ajarn Linda Benjauthrit (who has since resigned from the PC Department). Meanwhile, Ajarn Ori Green of the Humanities and Language Division's Foreign Language Program won the consolation prize.

The 5<sup>th</sup> Media Knights seminar (the fifth since it started in 2007) aimed to share information about educational media technology with participants from Mahidol University, government agencies and the private sector. This year's theme was "Knowing Deep, Choosing Better, Going Great."



## ASEAN EXHIBIT AT MUIIC

MUIIC observed the 45<sup>th</sup> anniversary of the Association of Southeast Asian Nations (ASEAN) on August 8, 2012.

Prof. Maleeya Kruatrachue, MUIIC Dean, said in her opening remarks at the "ASEAN: One Vision, One Identity, One Community Exhibition" that students should start learning about the importance of ASEAN and the scheduled economic integration of its member-countries on 2015.

High school students from the Long Riam Chomchun Baan Lung Rang in Kanchanaburi province performed national dances

from the various ASEAN countries. Selected MUIIC students also wore the national dress of each of the regional body's member-countries. Foodfare from around the region were served at the end of the event.

With the looming economic integration of ASEAN's 10 member-countries by 2015, MUIIC has embarked on an information campaign to help students be aware of the regional body. Ajarn Natanaree Posrithong of the Social Science Division and the Committee for Cultural Promotion organized the event.

## MAX 2012



The Fine and Applied Arts (FAA) Division held this year's Media Arts Exhibition (MAX) from August 30 to September 2, at the Bangkok Art and Culture Center. The event's highlights included the screening of senior students' final projects in the Entertainment Media (animation, film and TV) and Communication Design Programs.

Big names in Thailand's entertainment industry also graced the event and shared insights with the audience. They included TV and movie stars Siraphan Wattanjinda, Pe-

ter Chaiyanam, Arak "Pae" Amornsupasiri, Pasaweepitch "Kree" Passaweepitch, Gandon "Faris" Akhazzan, Kannarun "Prang" Wongkhajornkai, Klaokaew "Jean" Sinthepadon, director Vasin Pokpong, and animation studio executive Auchara Kijkanjanas.





## SENIOR IN WORLD YOUTH CONGRESS, RIO+20



Mr. Aekarak Sethi, a senior Environmental Science student, recently attended both the World Youth Congress and the Rio+20 (Earth Summit) in Rio de Janeiro, Brazil. Mr. Sethi was among 350 youth chosen out of more than 5,000 applicants to attend the World Youth Congress, a biennial event organized by UK-based Peace Child International. From June 4-13, Mr. Sethi participated in the skills workshops, roundtable discussions and inter-cultural performances that he described as “empowering, inspiring and life-changing.” He also conducted a workshop entitled, “Diversity, Dynamism and Resiliency Amongst Leaders on the Path of Sustainable Development.”

After the World Youth Congress, Mr. Sethi joined the Rio+20 Conference (or Earth Summit). Some 18,000 participants, composed of heads of state along with government, non-government and youth organizations, attended the event which also commemorated the 20<sup>th</sup> anniversary of the Earth Summit.

## HM THE QUEEN'S 80<sup>th</sup> BIRTHDAY

The MUIC Community observed Her Majesty The Queen's 80<sup>th</sup> birthday with an exhibit in the lobby of Building 1. Prof. Maleeya Kruatrachue, MUIC Dean, led the ceremony on August 9, 2012, with the reading of the college's greetings to Her

Majesty, the signing of the Homage Book and the singing of the royal song, Mother of the Land and the Royal Anthem. College executives led the viewing of the exhibition which ran until August 17, 2012.

## LECTURE ON THAI POLICE HISTORY

The Social Science Division held its 15<sup>th</sup> public seminar under the Research Notes on Southeast Asia on August 7, 2012. Dr. Søren Ivarsson lectured on his paper, “The Royal Siamese Gendarmarie and its Danish Officers (1897-1926): Policing, Discipline, and Subject Formation.” Dr. Ivarsson is an associate professor in the Department of History, University of Copenhagen. He is particularly interested in nationalism, state formation and historiography in Thailand and Laos. Currently he is working on a project on aspects of police power and penal practices in the making of modern Thailand. He is author of Creating

Laos: The Making of a Lao Space Between Indochina and Siam, 1860-1945 (NIAS Press, 2008) and co-editor of Saying the Unsayable: Monarchy and Democracy in Thailand (NIAS Press, 2010).



## AJARN PRESENTS PAPER IN MEXICO

Dr. Ramesh Boonratana presented his paper entitled, “Distribution and Status of Non-human Primates in Lao PDR: 2012 Updates” at the 24th Congress of the International Primatological Society, held from August 13-17, 2012 in Cancun, Mexico.

After the event, Dr. Boonratana also visited archaeological sites in Mexico such as Chichen Itza, Calakmul, Becan, Tulum, Sian Kaan, and Sac Be. He also observed spider monkeys, howler monkeys and other wildlife at the Calakmul Biosphere Reserve, Punta Laguna Community Reserve.

# PHOTO COMPETITION



## TOUR OF MENTAL HEALTH FACILITIES

Seven students from the Clinical Psychology class, led by Ajarn Suniti Kukreja, went on a field trip and visited Srithanya Hospital, one of the oldest psychiatric hospitals in Thailand and Merak Clinic, an outpatient mental health clinic for children and adolescents, on July 13, 2012. The purpose of this trip to the two facilities, both located in Nonthaburi Province, was to educate students on the kinds of psychological services provided in Thailand. Dr. Umpaikanit Samanwongthai, a psychiatrist at Srithanya Hospital, said they see an estimated 500 outpatients every day. She conducted the group on a tour around the hospital's facilities and answered the students' queries.

The Communication and Media Production Unit (CMP) and the MUIC Cultural Committee held a photo contest called "Chanthaburi Dream Come True" among executives and staff who joined the outing to Chanthaburi Province last May.

During the award ceremony, held on August 7, 2012, on the ground floor of Building 1, Ms. Suchanant Tanjaroen-tham, an operation and environment officer, was adjudged 1<sup>st</sup> prize winner. Ms. Supaporn Phomsurin, a laboratory technician, received the 2<sup>nd</sup> prize while consolation prizes were awarded to Mrs. Sumalee Visetratana, Associate Dean For Administration, Mrs. Phanida Aphirammetha, Chief of Human Resources and Ms. Jeerawan Thongsakol, Head of Planning, Research and Development.



## NEW CREW, MENU

Brew & Bev, the BBA Division's on-campus internship coffee shop, will have its 11<sup>th</sup> batch of trainees when classes open for the 1<sup>st</sup> semester, SY 2012-13. This batch of interns have "BB Family" as its theme, explaining that "we want our customers to feel [like they're part of a] family whenever they enter B&B."

This semester's menu offerings include: Earl Gray Milk Tea (Twinings Earl Grey tea with milk and pudding milk), Banana Cousins (waffle served with banana and ice cream topping with whipped cream), and Strawberry Siblings (chocolate waffle served with strawberry and ice cream topping with whipped cream).

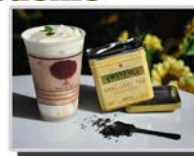
## FACULTY GOLF TOURNAMENT

Faculty members from the Humanities and Languages Division and their friends held a golf tournament on July 13, 2012 at the Royal Thai Navy golf course in Salaya. Two MUIC students, Mr. Sun Sanguanwong and Mr. Tay Choterungruang, were awarded the first prize after scoring a 54. Ajarn William Bloch and his team mate scored a par 3 on the 7th hole to take 2nd prize, while Ajarn Ian McDonald won the putting event. Ajarn Philip Stiens organized the event while Ajarn Mark Rodell was the manager of the Tournament Affairs.

### BB FAMILY NEW MENU



Strawberry Siblings



Earl Grey Pudding Milk



@brewandbev  
www.facebook.com/muicbb



The coffee shop is open Monday to Friday 7:30 am - 6:00 pm.  
Check out its Facebook account at: [www.facebook.com/muicbb](http://www.facebook.com/muicbb)

## ASIAN FILMFEST

The Humanities and Languages Division held its annual Asian Film Festival in the college auditorium last June. Thai, Chinese and Japanese films (with English sub-titles) were screened free of charge. The list included *Forever Enthralled*, and *Go, Lala, Go!* (Chinese); *Arrietty*, and *Love and Honor* (Japanese); and *The Outcry* and *Uncle Boonme Who Can Recall His Past Lives* (Thai).

Twenty-two MUIC students taking up German as their minor paid a visit to the Goethe Institut in Bangkok on June 20, 2012. Ajarn Thomas Krey said the students took a tour of the premises, accompanied by the head of the language section and had an opportunity in a roundtable meeting with the head of the testing department to ask questions regarding courses and tests. The Goethe Institut is the only offi-

cial German language institute in Thailand where language learners can take certified proficiency exams in German, related to the European Union Reference system A1-C2. After performing a library rally, organized by the institute's staff, the students proceeded to Ratsstube, a German restaurant within the premises, and indulged in German food like schnitzel, pork knuckles and their famous bratwurst.

## VISIT TO GOETHE INSTITUT

## GRADUATE PROGRAM

### GRADUATE PROGRAMS' NEW DEGREE TITLES, CURRICULA

The Graduate Center's two academic offerings have undergone changes in their names and curricula effective in the 1<sup>st</sup> term of SY 2012-13.

The MBA in Business Modeling and Analysis has been renamed **MBA in Business Modeling and Development**, while the Master of Management major in Tourism and Hospitality Management has been given a new name, **Master of Management in International Hospitality Management**.

Dr. Ornlatcha Sivarak, MBA Program Director, said the changes in the MBA program's curriculum were aimed at responding to "the growing demand of business worldwide in today's increasingly competitive business environment." She added that MUIC aims "to produce professional graduates who are equipped with strong qualitative and quantitative business analytical skills."

On the other hand, the revisions in the name and curriculum of the MM program "reflected the dynamic changes of the tourism and hospitality industry and to provide the key concepts and important knowledge that our graduates should acquire so that they can understand the current industry environments and are always ready to work in the real business world."

Among the strengths of the Graduate Center are its small class sizes, its strategic location on Sathorn Road in the central business district of Bangkok, lecturers who are either Ph.D. degree holders or industry practitioners, access to Mahidol University's e-database (one of the best in Thailand, according to Dr. Ornlatcha) and modern facilities, like a library, study room and lounge.



### ORIENTATION AND OPEN HOUSE HELD

The Graduate Center held its Orientation on September 9, 2012 at the Renaissance Bangkok Ratchaprasong Hotel. Asst. Prof. Yingyot Chiaravutthi, Associate Dean for Academic Affairs delivered the welcoming remarks. Asst. Prof. Chanin Yoopetch also addressed the 34 students of the graduate program. The two program directors, Dr. Veerades Panisavas of the MM Program, and Dr. Ornlatcha Sivarak of the MBA program, gave the students an orientation about graduate studies and the Graduate Center. A Baisri ceremony, said to bring happiness and prosperity to the new students, was also performed.

On July 28, 2012, the Graduate Center held an Open House at the 12<sup>th</sup> floor of the Sathorn City Tower. Thirty-one visitors attended the event.





# INTERNATIONAL RELATIONS

SWISS UNIVERSITY IS MUIC'S  
75th PARTNER



The total number of MUIC's partner universities reached 75 recently when it signed an agreement with Lucerne University of Applied Sciences and Arts of Switzerland. The new partnership would enable the two parties to enjoy academic and research collaboration in addition to student, faculty and staff exchanges.

Prof. Maleeya Kruatrachue, MUIC Dean, and Dr. Xaver Büeler, Dean of Lucerne Business School, signed the agreement on July 24, 2012.

As part of the recently signed pact, MUIC welcomed Prof. Jürg Stettler, Deputy Dean, Head of Research, and Head of the Institute of Tourism ITW, of the Lucerne School of Business. A visiting faculty, Prof. Stettler gave special lectures on Tourism and Hospitality Management to MUIC students from August 3 to 23, 2012.

MUIC has 29 partner universities in Europe, 20 in North America, 17 in Asia, seven in Oceania, and two in Latin America. It is also part of the ASEAN University Network, linking it with 22 universities from Southeast Asia.

## LARGEST BATCH OF INTERNATIONAL STUDENTS

MUIC welcomed this 1<sup>st</sup> semester 136 exchange and visiting students, the largest number admitted by the college for any term.

Dr. Charles Windish, Associate Dean for International Affairs, said these students came from Australia, Austria, Belgium, Brunei, Canada, China, France, Germany, Indonesia, Japan, Malaysia, the Philippines, Switzerland, the Netherlands, the United Kingdom and the United States.



The majority of these students will study at MUIC for a semester or two, while the rest will enroll in degree programs. They came from MUIC's 75 partner universities abroad.

Dr. Windish said the students decided to study at MUIC because of the quality and variety of programs that the college offers, the use of English as the language of instruction and MUIC's strong relationships with partner universities, government agencies and education consultants.

He also cited the attraction of Thailand as an educational destination among students abroad and the leading role that Mahidol University is taking in the field of education in Southeast Asia. The upcoming ASEAN Economic Community by 2015 is also expected to spur interest in educational exchange for international degree programs among prospective students in the region.

## SHORT COURSES FOR INTERNATIONAL STUDENTS

The International Network Development Section facilitated five special projects involving seven partner universities and 105 students from June to September this year.

The students came from the University of North Carolina-Chapel Hill and St. Edward's University from the US; Osaka University, Ritsumeikan Asia Pacific University, Kyushu University and Fukuoka Women's University from Japan; and The Catholic University of Korea. Each group enrolled in specific subjects that matched

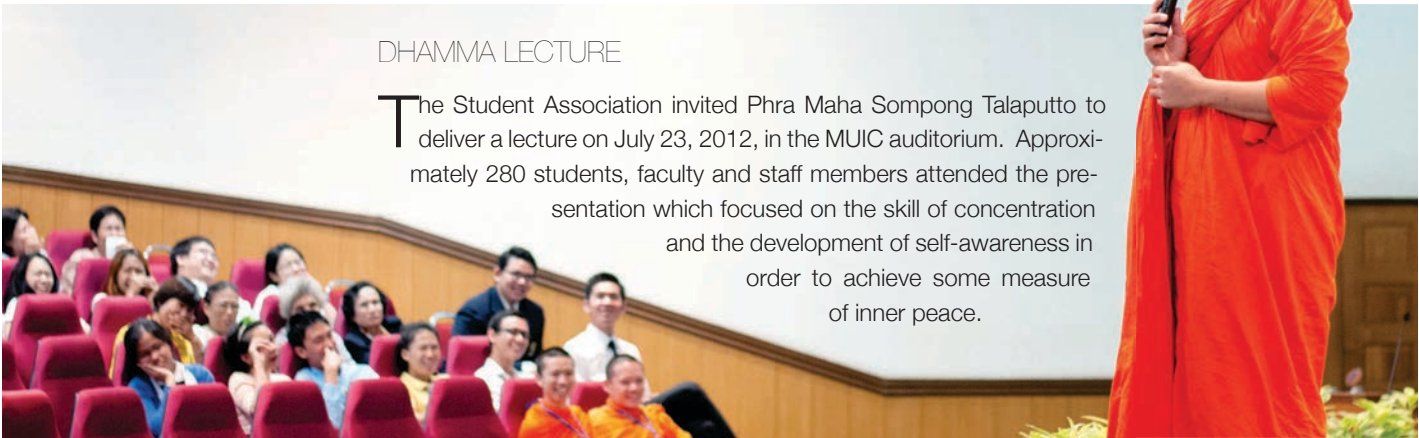
their interests. These choices included the English Summer Program, Introduction to Thai Language and Culture, Southeast Asian Studies, Multi-Cultural Studies and Religion, among others.





# STUDENT ASSOCIATION COMPLETES ITS TERM

Apart from supervising its satellite of student clubs, the 2011-2012 Student Association engaged in a flurry of activities during the third trimester as the completion of its term was fast approaching.



## DHAMMA LECTURE

The Student Association invited Phra Maha Sompong Talaputto to deliver a lecture on July 23, 2012, in the MUIC auditorium. Approximately 280 students, faculty and staff members attended the presentation which focused on the skill of concentration and the development of self-awareness in order to achieve some measure of inner peace.

## TALK WITH THE DEAN

The following day, July 24, the Student Association leadership sponsored a Talk with the Dean, formerly known as the Speakers' Corner, in the Seminar Room. Professor Maleeya Kruatrachue fielded questions from students on a variety of issues. The participants raised a number of concerns, from practical considerations such as the availability of parking spaces, the improvement of Internet access, an expansion of study areas and the uniform policy to more serious concerns about the college's grading system, faculty performance, student scholarships and the need for more external internships.

## IC CARNIVAL

The IC Carnival, which was held from July 31 to August 1, 2012, on the ground floor of Building 1, provided an opportunity for both MUIC and Mahidol University students to enjoy a respite of fun and relaxation. The Student Association organized a series of booths, 62 in all, that served Thai food, offered competitive games and carried out



fund-raising activities. All proceeds were donated to a number of schools in the Salaya area.



Entertainment was also provided, including a classical guitar solo, an ensemble featuring Thai instruments, a Thai-pop singing group and several bands from the MUIC Band Competition that was organized by the Music Club.

## MUICSA TRAINING AND EVALUATION CAMP

As the end of the third trimester came to a close, the Student Association organized its last activity, the tutoring program which prepared students for the final examination, before taking on its final responsibility, participating in the MUICSA Training and Evaluation Camp.

The outgoing Student Association joined the new leadership team, led by President Adisorn Bandithsuwan, Internal Vice President Thanarach Jantunyarux, External Vice President Nittha Somboonphon, Secretary Arpa Wasuwattana, and Treas-

urer Sonsawan Termvuthikul, at the River Kwai Botanic Garden, Kanchanaburi Province on August 23-25, 2012.

The group, which included Student Association members and student club executives, participated in team-building exercises, shared experiences and formulated strategies for the upcoming academic year, including the bureaucratic details of running the organization. Ajarn Michael Naglis, Assistant Dean for Student Affairs, addressed the group regarding Mahidol University's core values and the



characteristics of what constitutes effective student leaders.

Two MUIC alumni, who are currently employed at ExxonMobile, also addressed the group. Mr. Ammar Yudhasompop, who actively participated in the Student Association and served as President of the Karate-do Club, explained how his experiences have proven beneficial to his

present position while Mr. Pruks Itchayapruks, a former president of the Student Association, related his experiences via a telephone conference call.

The three-day session concluded with a ceremony at which the new Student Association pledged to fulfill its responsibility in serving the MUIC student body.



## MUIC IN UNI STUDENT COUNCIL



First Vice President. His colleagues include: Mr. Phatsakorn DOUNGCHAN (Finance), 4<sup>th</sup> Year; Ms. Thanita Poonkulpong (International Business), 4<sup>th</sup> Year; Mr. Kavin Hora (Finance), 3<sup>rd</sup> Year; Ms. Karnika Hora 528 (Marketing), 3<sup>rd</sup> Year; and Mr. Teechayut Mekpanuwat (Computer Engineering), 2<sup>nd</sup> Year.

They were selected by both the Student Association of MUIC and the Office of Student Affairs to represent the college in the university council. Part of their mandate was to promote the rights and interests of student from all the colleges of Mahidol University. They were also responsible for the allocation of the budget and the funding of activities for all the student associations in the university. Aside from tackling internal matters, they also represented the university

Six MUIC students will be concluding their year-long term as college representatives to Mahidol University's Student Council this October.

at outside events.

Sophomore International Business student Mr. Tanachai Rueangchaisit currently serves as the university student council's

Mr. Tanachai said he and his colleagues from MUIC assisted in matters concerning campus-wide concerns like student dormitories, bicycle use, parking lots, canteens and the university ecology project, along with outreach projects in Salaya.

He added that he is looking forward to next year's batch of representatives from MUIC who will also be selected to key positions in the university council.

## SIFE VISITS ORPHANAGES

The Students in Free Enterprise (SIFE) visited the Red Cross Home for Orphans and the Chaipattana Learning Center, both in Nakhon Pathom on July 7, 2012. The SIFE members entertained the orphans, distributed gifts and gave English lessons. It was also a chance for new members to learn how to conduct interviews and collect and evaluate data.

MUIC's cyclists finished a 55-km race in two hours' time, earning recognition from the organizers. Ajarn Laird Allan, the club advisor, clocked in at 1 hour, 29 minutes, the best time for the MUIC team. He was also just six minutes behind the overall champion. Mr. Thanakrit Bandasakdi from the BBA Division was the fastest male MUIC cyclist at 1:39 while Ms. Anthika Aoki from the Social Science Division was the fastest female MUIC cyclist at 1:55. Seven cyclists and three facilitators from the Cycling Club joined the "Jai Sang Ma" race held in Bangplee, Samut Prakan Province on July 8, 2012. Sponsored by the Samut Prakan Provincial Administration and ThaiPowerBike.com, the race attracted some 180 participants.



## NATURE LOVERS PHOTO TILT

With its aim of promoting both the beauty of nature and of Mahidol University's green campus, the Nature Lovers' Club conducted a photo contest in July. Participants sent up to 10 entries which were posted on the Club's Facebook account for public voting. Out of 15 contestants, Ms. Kirty Shivshwan won 1st prize, Ms. Vacharaporn Sukrod, 2nd place and Ms. Lea Perret, 3rd place.

## SEMINAR ON STOCKS

A seminar on "2012 Economic Outlook and Stock Selection" had Mr. Sukrit Udomsrikul, Head of Investment Strategy of Siam Commercial Bank Securities (SCBS), as guest speaker. Organized by MUIC's Value Investment Club and BBA Division in collaboration with SCBS, this event was held on July 13, 2012, from 1:30 pm to 4:00 pm in the Seminar Room.

## ART CLUB OFF TO RAYONG

Twenty students, along with seven staff and faculty members, went to Rayong Province on a field trip dubbed "Art Trip@ Rayong," from July 14 to 15, 2012. Under the guidance of the club's advisor, Asst. Prof. Anchalee Pongpun, the students tried their hands at outdoors painting, inspired by the rural environment.

## ALMS OFFERING

To encourage MUIC students to participate in a Buddhist ceremony and also to provide non-Buddhist international students a glimpse into Thai culture, the Inner Peace Club sponsored an alms offering ceremony to monks on July 23, 2012 on the ground floor of Building 1. Nine monks from Puranawas Monastery and one from Dhamaguy Monastery participated.

## FIRST AID WORKSHOP

The Science Society Club sponsored a First Aid Workshop at Rajavithi Hospital on August 2, 2012. Ten students attended the training, which focused on Emergency Response and CPR, Basic First Aid, Injury and Illness Assessment, and Bandaging.



## TRIP TO ANCIENT CITY

Aimed at acquainting its members with Thai culture and also to create strong bonds between exchange and full-time students, the Multi-Cultural Club went on a day-long tour of the Ancient City in Samut Prakan Province on July 21, 2012. Forty-eight people joined the visit to the 320-acre outdoor museum that features miniature replicas of famous historical Thai buildings, along with exhibits of historical artifacts.

## SCIENCE SOCIETY POSTER CONTEST

The Science Society Club held a poster contest on July 27, 2012 in the Seminar Room. Meant to encourage participants to think more deeply about their topics, improve their presentation, poster design-making, and English skills, the contest attracted more than 30 students. Ms. Praiya Uranukul, an Environmental Science major, won 1st prize. Ms. Kwanchanok Kanjanatit (Food Science) was adjudged 2nd place and received the Best Speaker award.



# KaleidoScope

## Celebrating 10 Years of Service

2002



In the fall of 2002, at the urging of Professor Chariya Brockelman, then Director of MUIC, the college launched its first newsletter, an eight-page publication that featured the orientation for 280 new full-time students and 27 exchange students, in addition to faculty and staff appointments, academic developments and student activities.

In her message, Dr. Chariya concluded with the following:

“ This newsletter should serve not only as a vehicle to inform students, 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.

2004

At the beginning of 2005, the newsletter not only marked the beginning of another calendar year but also changed its name to KaleidoScope after the instrument consisting of loose pieces of colored glass to form a seemingly endless succession of changing patterns. The lead article stated that while KaleidoScope “will continue to report on news events, our coverage will explore and highlight the changing patterns in the physical, academic and social landscapes at MUIC.

And there were changes, including the Business Administration Division’s internship program, a stronger focus on research, an increase in student scholarships, a change in student demographics, particularly with visiting and exchange students, the formation of the MUIC Alumni Association and the beginning of construction on Building 3. That same year Mr. Patchaya Leelapratichayanot joined the newsletter staff as photographer.





# 2004

That articulation of the newsletter's mission has served it well over the years and remains its guiding principle.

During the first two years, members of the faculty contributed news articles, with Ajarn Alexander Korff serving as editor, Mr. Nutthaboon Pornrattanacharoen as graphic designer and Mr. Korrachai Le-  
kpetch as photographer. By the end of 2003 the newsletter expanded its coverage to 12 pages, given the rapid develop-  
ments occurring at MUIC.



In 2004 Mr. Alexander Heitkamp, a German national, was appointed the MUIC Webmaster and Graphic Designer for the MUIC Newsletter, providing a new layout for the April-June 2004 issue which featured the 2004 graduates and an extended history of the college.

# 2006

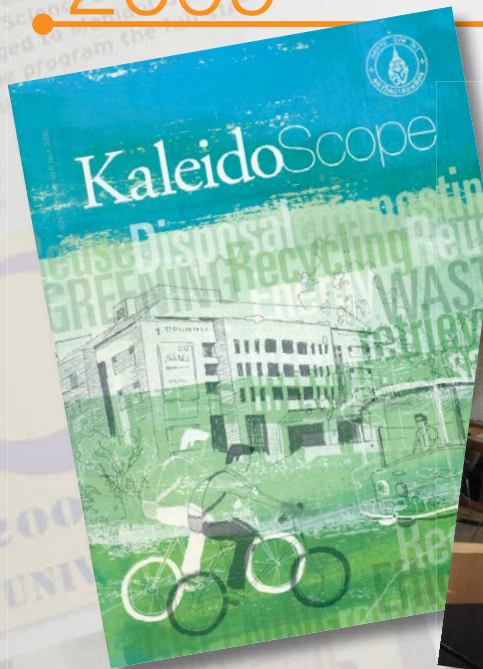


2006 was a landmark year for the college as it observed its 20th anniversary, in addition to the 10th anniversary of being designated Mahidol University International College. The newsletter covered a series of celebratory events which began in March and continued through the end of the calendar year. The 20th anniversary also coincided with Thailand's observances marking the 60th anniversary of His Majesty's accession to the throne.

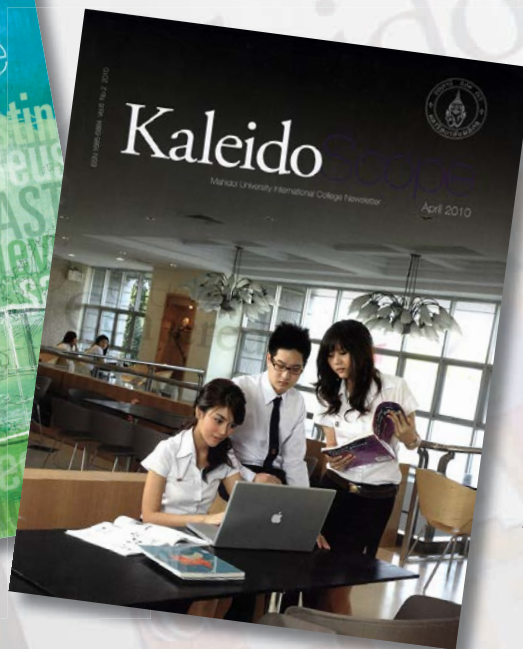
2006



2009



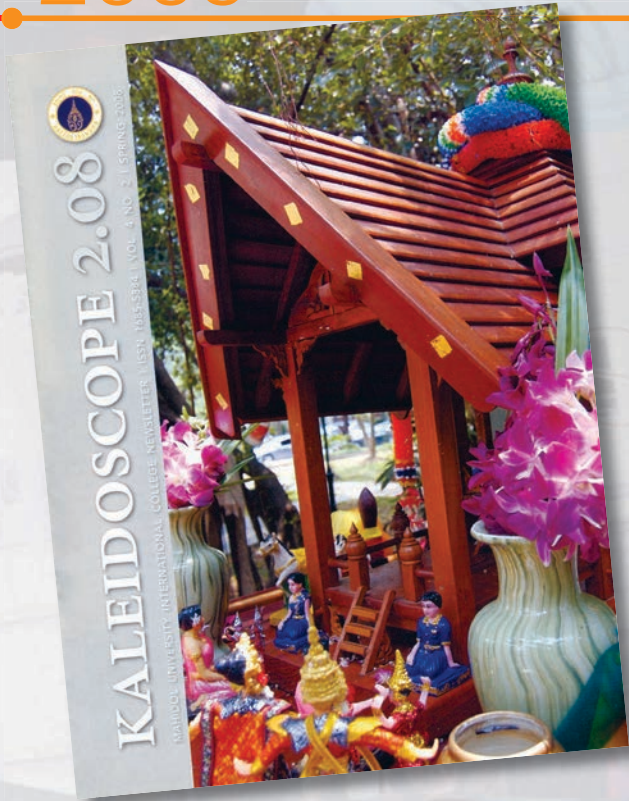
2010



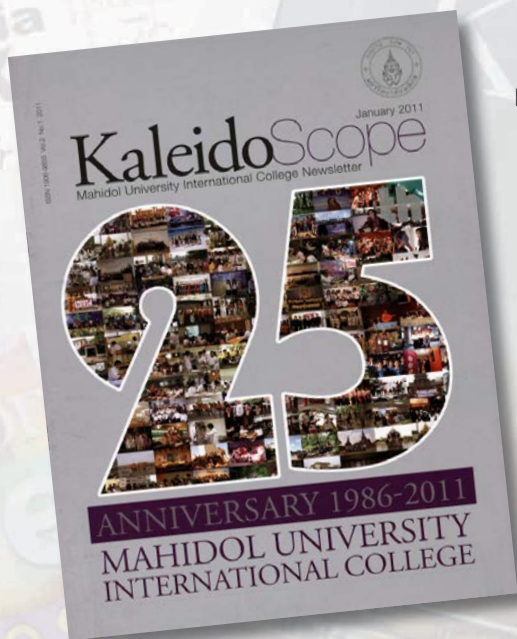
In 2009 more changes were in store for the newsletter. Ms. Tracy Honhart was appointed editor and Ajarn Dynaya Bhutipunthu, the current Program Director of the Communication Design Program, replaced Mr. Heitkamp, who returned to Germany. The newsletter, KaleidoScope, reverted to its original size, with the cover featuring a design. One year later, Mr. John Murn became editor with Mr. Pratchaya Leelaprachayanont serving as Art Director. Like his predecessor, Mr. Murn's tenure as editor lasted only one year.

## 2009

The coverage of the gala dinner in July of 2006 ushered in a new look and format for KaleidoScope: a larger size and the introduction of a cover photo that signaled the issue's feature article. For the next three years that format remained intact, focusing on feature articles that included MUIC international students, the completion of Building 3 and renovation of the Atrium Cafeteria and Herb Garden Restaurant, student activities and achievements, graduation exercises, the new Entertainment Media and Communication Design Programs, constituting the Division of Fine and Applied Arts, in addition to two graduate programs in Business Administration and Tourism and Hospitality Management, located at Sathorn City Tower, Bangkok.



## 2011



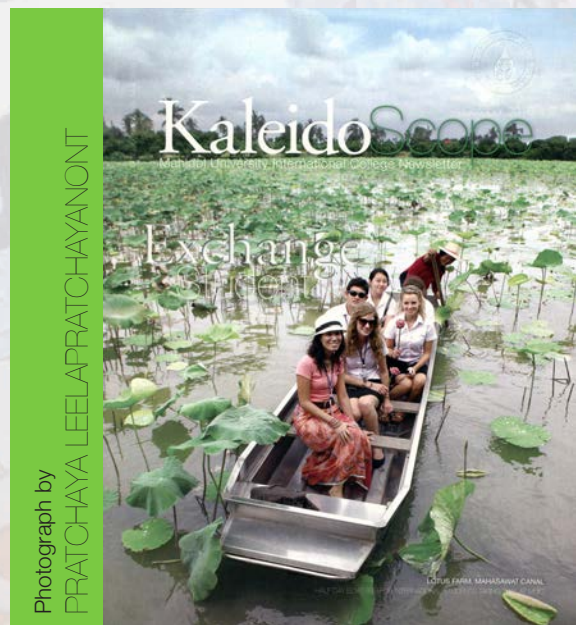
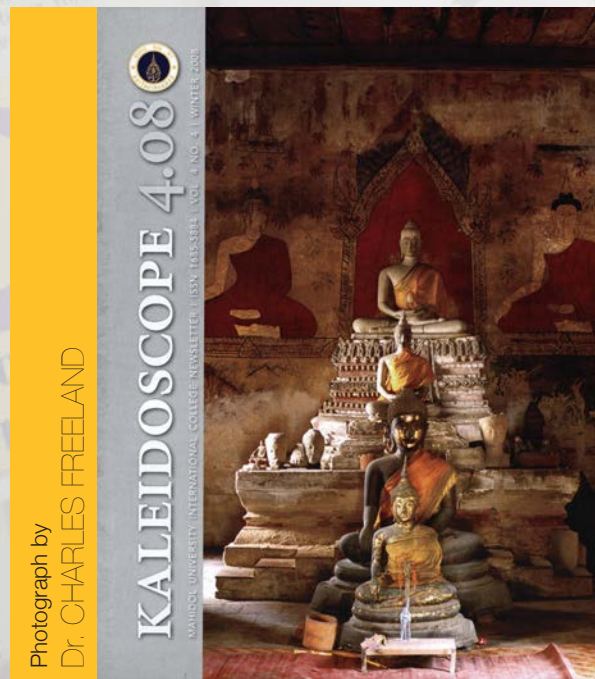
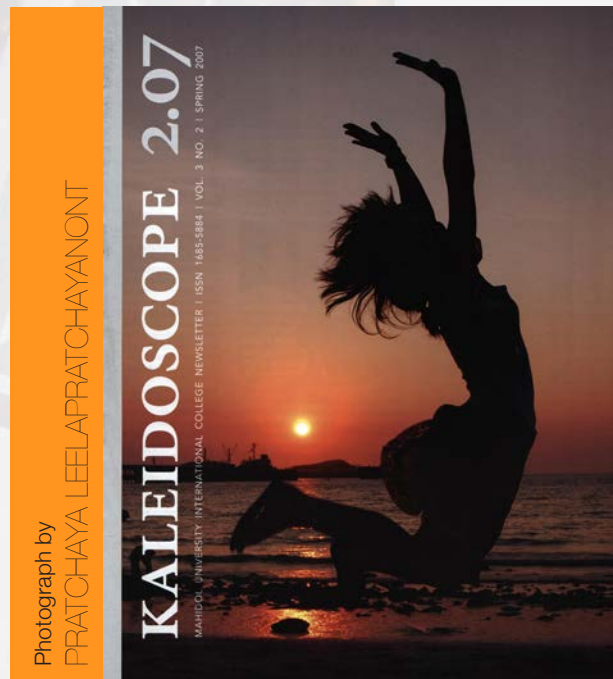
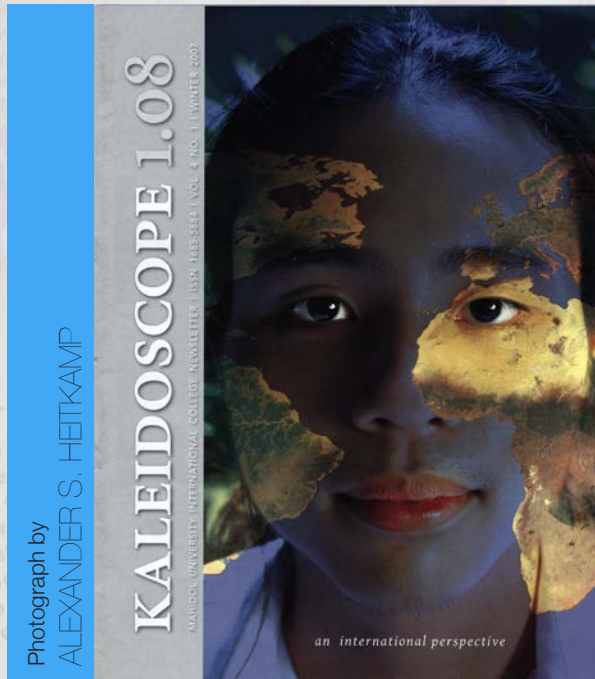
In the interim, Ajarn Alexander assumed editorial responsibilities, which included the issue that celebrated MUIC's 25<sup>th</sup> anniversary, until a new editor could be found. In August of 2011, Mr. George Amurao was appointed Web Content Specialist and Editor of KaleidoScope and continues to serve in that position. This year, Mr. Nutthaboon Pornrattanacharoen has also come back after a year's absence and is now MUIC's Chief of Educational Marketing Communications and Mass Media. He is actively positioning KaleidoScope to play a more prominent role in the PR efforts of the college.

While KaleidoScope will continue to serve MUIC, Mahidol University, its partner universities and the greater community, there will be one additional change in the near future. Beginning with its next issue, the printed version of the newsletter will provide summary reports of MUIC developments and activities while a more extensive edition will be available on the MUIC website.



# VISUAL HIGHLIGHTS

Over the past ten years the MUIC newsletter has not only provided its readers with news about the college but also displayed a range of visual images that deserve a second look.





CELEBRATING TRADITION



an alternative approach

TRADITION IS THE HANDING DOWN OF BELIEFS OR CUSTOMS FROM ONE GENERATION TO ANOTHER. FROM ITS VERY BEGINNINGS THE COLLEGE HAS FAITHFULLY — AND ENTHUSIASTICALLY — OBSERVED ONE SUCH TRADITION, LOY KRATHONG. 2006, HOWEVER, WAS AN EXCEPTION.

KALIEDHOSCOPE 1.07

Staff Development

The splendor of Mount Fuji ... Kyoto and ancient capitol of Nara where Buddhism initially emerged ... the celebrated castle of Osaka, built in 1593 and twice restored ... the

grandeur of the Imperial Royal Palace ... the neon-studded nights of Tokyo ... speeding bullet trains and bustling arcades ... scripted gardens ... the serenity of shrine and temples.

These diverse features of Japan, with their synergy of the old and new, were enjoyed by members of MUIC's staff and faculty during a week-long excursion in April.

The group, led by Director Charriya Brockelman, included staff

na, Somporn Suwanwong, Nattida Boonlert, Anusae Korsawasat, Sasithorn Rojsongkram and Pornthip Piamkhum. They were accompanied by Ajarns Thomas Krey, Sarayut Nathaphan and Phillip Steins.



The MUIC delegation getting in touch with Japanese culture.

members Somluck Lunsuechep, Jutharat Thipboonsup, Manee Muakittan-Anant, Sittis Kutsang, Sarinee Siriphan, Aree Kongam-

This education tour, which explored the intricacies of Japanese culture and lifestyles, was another example of MUIC's ef-

forts in promoting and encouraging personal staff development. During the past several years administrative staff members from every conceivable department at MUIC have had opportunities to participate in short-term English study programs abroad, most notably in Australia, New Zealand and the United States. They have also accompanied MUIC recruitment teams to China, India, Vietnam and Sri Lanka and have participated in visitations to educational institutes in Italy, Spain, Germany, France and the United Kingdom.

All of these experiences beyond the borders of Thailand have enhanced their English and communication skills, learn about the operational management of other universities, develop cross-cultural sensibilities and acquire a broader world view in their personal and professional lives.

"Exploring the intricacies of Japanese culture and lifestyles was another example of MUIC's efforts in promoting and encouraging personal staff development."

Design by ALEXANDER S. HEITKAMP



Photograph by KORRACHAI LEKPETCH



Photograph by PRATCHAYA LEELAPRATCHAYANONT



AcademicNews

MUIC Receives PM Export Award

Mahidol University International College (MUIC) added another feather in its cap when it received the Prime Minister's Export Award 2011 on September 19, 2011.

MUIC Dean Maleeya Kivattachue received the award from H.E. PM Yingluck Shinawatra during the ceremony held at Government House. The dean was accompanied by Dr. Watsongk Sulkarnprasert, Assistant Dean for Planning, Ms. Jansara Thongkiet and Dr. Worrasoon Oryaem, Head and staff of the Planning Research and Development Section, respectively.

The PM Export Award is Thailand's government's highest official award given every year to outstanding Thai exporters of products and services to overseas and acknowledge their top quality and high standards. MUIC was selected for the award's Best Service Provider category.

"This award is a testament to MUIC's outstanding contribution to international education in Thailand," said Dean Maleeya.

According to MUIC's Office of Planning, Research and Development, which had filed the college's application, the criteria for the award include being an autonomous and self-sufficient institution, have been established for at least five years and enjoy a growth rate enough to generate income for the country.

As an international college, MUIC accepts scores of foreign students. On the other hand, the college's Thai students are able to attend classes in universities abroad under MUIC's student exchange program. The college also regularly sends its staff abroad for training.

THM Quarterly

In August the Tourism and Hospitality Management Division launched the THM Quarterly Review, an e-journal that features articles about trends in tourism and hospitality management. The e-journal targets not only industry practitioners and academicians but also members of the general public. Go to THM Quarterly Review Volume 1.11.

Design by PRATCHAYA LEELAPRATCHAYANONT



For Mr. Vacharapong Petchpugdepong, MUIIC paved the way for him to reach his dream: to become a teacher. When Vacharapong, also known as Zeph, realized he wanted to pursue another dream, this time to become an airline pilot, his MUIIC education didn't fail him. Today, he proudly states that he holds two licenses: one for teaching, another for flying. He teaches PE and music at the Keerapat International School and flies for Nok Air airline.

These days, Zeph spends 15-18 days a month flying as a co-pilot. "Being an airline pilot is a glamorous, exciting and highly rewarding job," Zeph told KaleidoScope in an interview. What took him from the classrooms of MUIIC to the hallways of an international school and finally to a co-pilot's seat?



# FLYING HIGH

According to Zeph, he chose to study at MUIC because of its good reputation as an international college in a public university. He graduated with a degree in Social Sciences, majoring in International Studies in 2005.

In his freshman year, he had to switch courses because he encountered difficulties. He uses this incident to illustrate how MUIC really cares for its students. “My academic advisor advised me to change my major because I was struggling with my academic performance. She suggested I take up International Studies because I performed better in social science courses. I took that advice and up to this day, I feel grateful for her intervention.”

His transfer to the Social Science program renewed his zest for his studies. His teachers also ably mentored him. One lecturer he remembers well is Dr. Eugene Jones. “He was very considerate and my learning experience with him was extraordinary. He helped me improve my critical thinking skills.”

He was also active in extra-curricular activities, having been president of the Tae Kwon Do Club and the Go Club (a Japanese board game). “The clubs’ activities helped me develop my leadership skills and establish strong networks with my peers and teachers.”

His time in MUIC also did much to improve his English communication skills. “To become a commercial pilot, candidates must pass several tests that require a high standard of English proficiency.” English is the medium of instruction in MUIC.

Beyond all this, Zeph learned the values of selflessness and being a productive member of society.

“As a pilot, we face many situations where we must make a decision between completing a mission or aborting it—for the sake of safety. The well-being of the passengers cannot be compromised. We may be confident in our flying skills, but the safety of the passengers gets priority.”



ENRICHING LIVES THROUGH  
**LIBERAL ARTS** EDUCATION

**LEARN** **LIVE**  
MORE **LEAD**  
at **MUIC** **LEAD**  
**LIVE** **LEARN**

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