



Mahidol University
International College



**MAHIDOL UNIVERSITY
INTERNATIONAL COLLEGE**

ANNUAL REPORT | 2018

Organized by
Strategic Planning and Quality Development Section



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Vision

MUIC will be recognized as a world-class liberal education institution

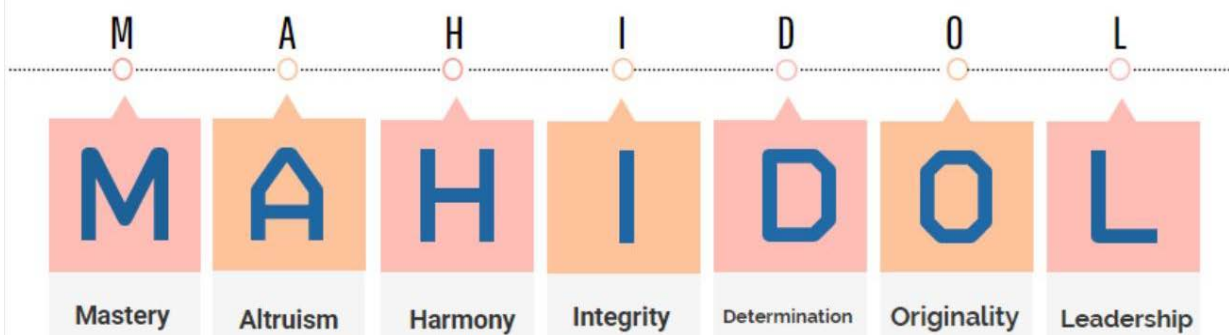
Mission

MUIC excels in providing international liberal arts education and selected professional fields in order to prepare global citizens for the 21st century and transforming knowledge for the benefit of society through sustainability

Strategic Goal

Produce high-potential graduates who will drive development and introduce changes beneficial to society today and in the future

Core Value



Core Competencies

1. The international working & studying environment
2. The diversity of MUIC faculty, staff and students
3. A number of active MOUs and study abroad programs
4. Diversity in curriculum
5. Flexibility in management and operation
6. The reputation of MU
7. The state-of-the-art technology and IT system





The Faculty Committee

| | |
|--|----------|
| Dean | Chairman |
| Associate Dean | Member |
| Associate Dean for Human Resources and Planning | Member |
| Associate Dean for Academic Affairs and Research | Member |
| Associate Dean for International Affairs and Networking | Member |
| Associate Dean for Administration and Academic Support | Member |
| Associate Dean for Student Affairs | Member |
| Associate Dean for Information Technology | Member |
| Division Chairs | Member |
| Faculty Representative for SC Dr. Chayanant Hongfa | Member |
| Faculty Representative for HLD Asst. Prof. Takayoshi Fujiwara | Member |
| Faculty Representative for HLD Dr. Prateep Wongverayut | Member |
| Faculty Representative for FAA Dr. Jerimiah Morris | Member |



MUIC Executive Board (Fiscal Year 2015-2018)

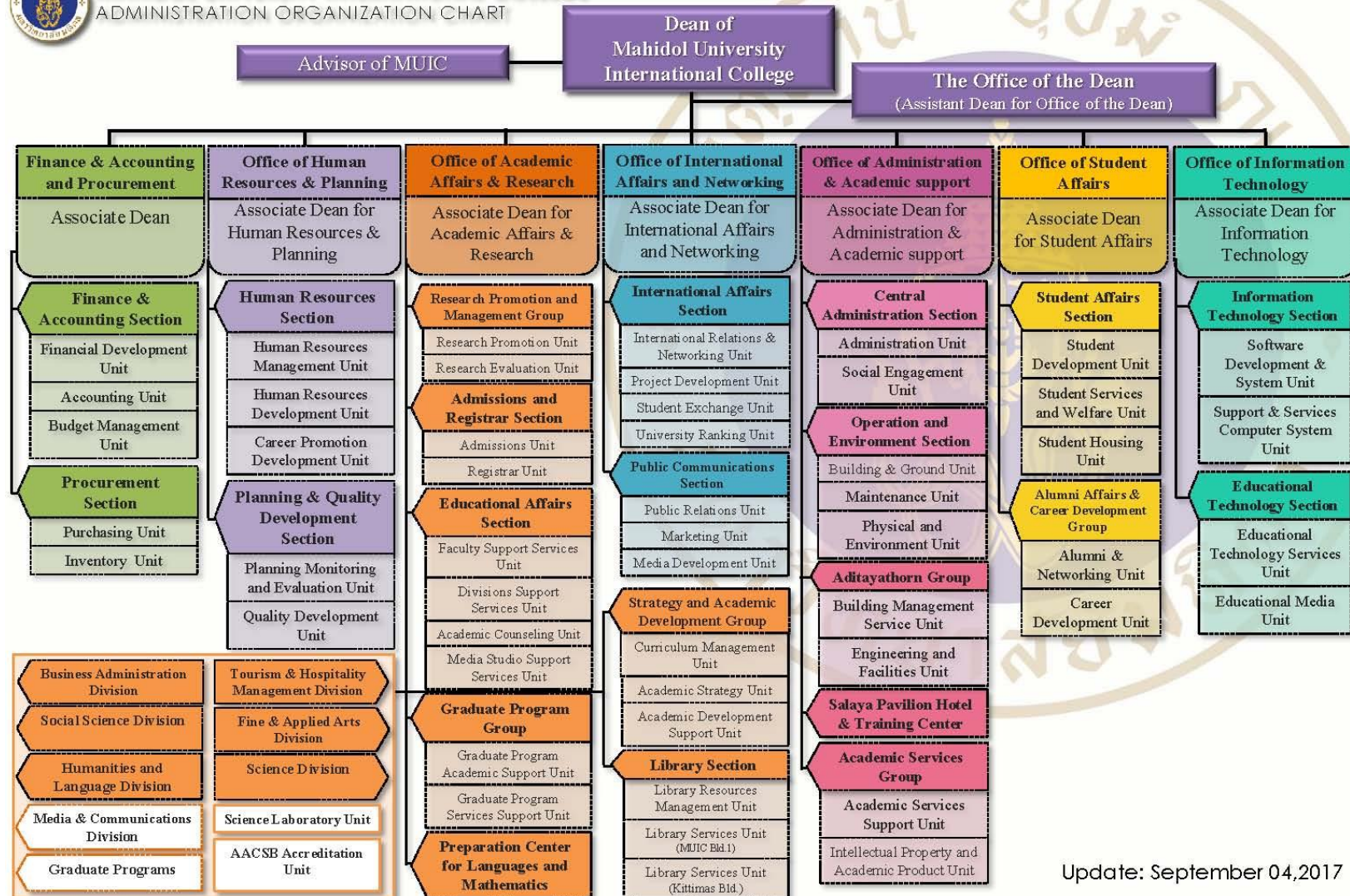




MUIC Organization Chart



MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE
ADMINISTRATION ORGANIZATION CHART



Update: September 04,2017



Event Highlights

Accreditation

International Hospitality Management Program has been successfully assessed by both the ASEAN University Network-Quality Assurance (AUN-QA) and the UNWTO.TedQual in 2018.



AUN-QA Accreditation

The AUN-QA has developed through the years to provide a firm foundation for ASEAN member universities to understand each other's systems. It preserves the uniqueness of each institution while promoting cost and expertise sharing among members. It has also been a forum where experienced university members can help newer partners. The network is now ready to expand its cooperation to share with and learn from its peers since quality assurance is a continuous attempt best accomplished by collective efforts, comparative approaches, and peer-to-peer collaboration. The International Hospitality Management Program was accredited by the AUN-QA in 2018.



TedQual Certification by UNWTO

This is a voluntary certification that seeks to facilitate the continual improvement of tourism education, training and research programs through the promotion of quality standards. To this end, the system takes into consideration the coherence of study plans; infrastructure and pedagogical support; policies, tools and support mechanisms for administrative management; the existence of transparent mechanisms for the selection of the faculty and favorable conditions for their professional development; and the relevance of the content of the program of studies with respect to the needs of the tourism sector. MUIC's THM program has the distinction to be the first undergraduate international program in Thailand to receive TedQual certification by the UNWTO.



AACSB Accreditation

For the past seven years, MUIC programs from Business Administration Division have followed the AACSB action plan by revising BBA's Vision and Mission, establishing an advisory board for BBA, ensuring Assurance of Learning (AoL) for core courses, and enhancing faculty qualification. Progress is shown in the picture below.



MUIC has ensured the compliance with the AACSB standards by establishing mission and executing plans to achieve it focusing on strategic management and innovation, the sufficiency and deployment faculty and professional staff, effective teaching and learning, and academic and professional engagement with extensive efforts from the BA Division and unwavering supports, MUIC and BA Division are expected to receive AACSB accreditation by 2019.



Student Achievements

MUIC focuses on the learning achievement of students and provides support to maximize their potential. The results can be seen with MUIC students who receive awards and who are sent as representatives to both national and international events.

Tech App Entry Earns MUIC Students 2nd Prize at Hack Your Tech 2018

Five Computer Science students won 2nd Prize at the Hack Your Tech 2018 competition held on August 26, 2018 at Bits & Bytes Hall, Faculty of Information and Communication Technology (ICT). Mr. Pan Teparak, Ms. Atidhaya Yoochanachon, Ms. Siripatsorn Sirichai, Mr. Nuttapat Koonaransri, and Mr.



Supanut Thongnumchaima, Computer Science students from Mahidol University International College (MUIC), received 30,000 Baht as prize money for their winning entry, an application called “LookLaan.” It is an application designed to help the elderly in paying their electricity, water, cellphone and other bills online through the use of voice

command. The Hack Your Tech 2018 event was sponsored by the Ministry of Science and Technology, Kasikorn Business Technology Group (KBTG), Institute for Technology and Innovation Management (INNOTECH) of Mahidol University, and the Faculty of Information and Communication (ICT) of Mahidol University. It aims to support the development of digital software for new innovations which can serve users as well as increase the potential of businesses in Thailand.

MUIC Student Bags 2 Awards at Asian Science Camp

A Chemistry student from Mahidol University International College (MUIC) received two major awards in the Asian Science Camp (ASC) held on August 3-9, 2018 in Manado, North Sulawesi, Indonesia. Ms. Wanutcha “Soon” Lorpai boon was the lone representative from MUIC, joining several other students from different universities in Thailand. Ms. Wanutcha received certificates and a figurine of a tarsier as a token gift. She said that her group (composed of five

students from different countries) won the Best Poster Presentation Award based on the topic “Cleaning Up the Ocean.” On the other hand, during the question-and-answer forum in a discussion panel featuring seven scientific experts from around the world, Ms. Wanutchai’s question about DNA earned her the Best Question Award. ASC’s organizers describe it as “an annual forum which aims to enlighten those science-talented youths through discussion and dialogue with top scholars in the world and to promote the international friendship and cooperation among the best young students of the next generation in Asia.”



MUIC Student Wins Award at Youth Ecosperity Dialogue



A student from Mahidol University International College (MUIC) majoring in International Business was given the Best Performing Student Award in the recently held Youth Ecosperity Dialogue 2018 (YED 2018) in Singapore. Ms. Panawan Wanotayapitak was sent as a delegate to YED 2018 organized by Temasek Foundation International in partnership with National University of Singapore. The event is a parallel student track under the umbrella of

the Ecosperity Conference. This program allowed students from Southeast Asian countries to discuss national issues in order to find sustainable solutions and present them as a team. Ms. Panawan’s team, consisting of students from Singapore, Vietnam and Malaysia, won the competition. She also received the Best Performing Student Award after presenting a model of the Royal Irrigation System, an innovation of King Rama IX of Thailand.

Physics Student Wins FameLab 2018

Mr. Apivich Hemachandra, a student majoring in Physics at Mahidol University International College (MUIC), won FameLab Thailand Competition 2018, a science communication competition wherein the contestants have to explain clearly and effectively a scientific concept to a general audience in just 3 minutes. Organized by the British Council of Thailand, the national competition was held at the Bangkok Art & Culture Centre (BACC) on April 28, 2018. As the national winner, Mr. Apivich will compete in June 2018 in the International FameLab Competition at Cheltenham Science Festival, United Kingdom accompanied by Ms. Cherprang Areekul, a Chemistry student from MUIC and also team captain of popular idol group BNK48. This international contest is indeed a rare opportunity for science students to demonstrate their knowledge and skills.



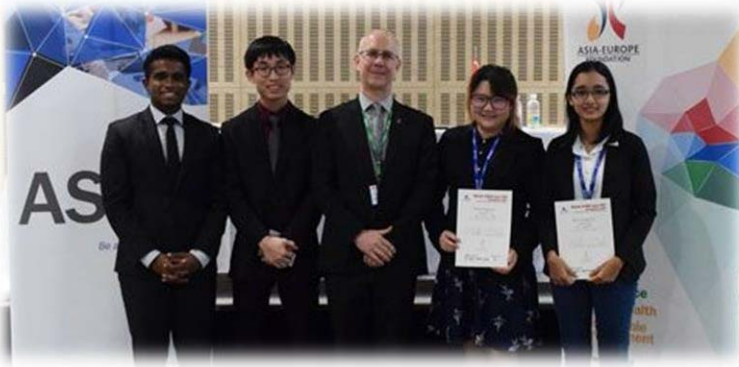
MUIC Students 2nd Runner-up in “D 7 Days Competition”

Three Film Production students of Mahidol University International College (MUIC) won 2nd Runner-up in the “D 7 Days Competition 2018” at the Atrium Zone, Central World, on March 25, 2018. Mr. Sattamate Karnasuta, Mr. Siravich Uekrongthem, and Mr. Varin Khanijou, comprising “Team Match Stick Production,” submitted



their short film entitled “Smallman” to the contest. The D 7 Days Competition was organized by the Thai Health Promotion Foundation in collaboration with the National Legislative Assembly of Thailand in order to encourage the youth to perform good deeds seven days a week.

ICCU Student Awarded for Diplomatic and Speech Skills



An Intercultural Studies and Languages major received the Best Delegation Award in the 5th Model Asia-Europe Meeting (ASEM) Spinoff held in Singapore on December 8-10, 2017. Ms. Suthida Chang took on the role of head of the French delegation in the socio-

cultural and educational pillar, responsible for giving the intervention in the panel discussion and debating the means of creating smart cities. In receiving the award, Ms. Suthida was cited for her distinguished diplomatic and conflict resolution skills, as well as giving the best intervention speech.

Science Students Sweep Top Prizes

Two groups of students from the Science Division won the major prizes in the recently held “Invent for the Planet” competition organized by Mahidol University’s Faculty of Engineering and INNOTECH in collaboration with Texas A&M University. The IC the Future team comprising Ms. Suchanuch Piriyaasatit, Ms.

Arthitaya Rusmintratip, and Ms. Wanutchai Lorpai boon, together with teammates from Mahidol University, won the 1st Prize for its entry, “WaterBout You,” a computer app that measures water usage in buildings and households. The BIN48 team with Ms. Sawarin Sodsangsook and Mr. Pongsavud Naknual and teammates also from Mahidol University won 2nd Prize for its entry, “Remote Monitoring of Waste Build-up.”





ICCU Student Given 2 Awards in UN4MUN Event

A student majoring in Intercultural Studies and Languages received two awards at the UN4MUN Southeast Asia Conference 2018 held on January 17-20, 2018 at the Centara Grand and Bangkok Convention Center in Bangkok.

Ms. Rosemary Gosteli Dela Cruz was given the Diplomacy Award and the Best Position Paper Award based on her performance in the event. UN4MUN is the official model United Nations procedure established by the UN Department of Public Information.



Science Students Win Grand Prize in Food Contest

Two Food Science and Technology students from Mahidol University International College (MUIC) won the grand prize in the recently held Food Innopolis Innovation Contest. Ms. Thanatcha Vichienkalayarat and Ms. Kamolporn Ittisurasing, comprising the lone team from MUIC, bested 73 other teams from other universities all over Thailand with their entry called "Original Sensation," a rice pop and Thai chicken green curry spread they dubbed as "Dip the Dish." They also won two other prizes, "Best Presentation Award" and 1st Prize in "Original Sensation



Theme," earning them a total cash prize of 110,000 Baht. Coached by their professors at the Science Division with Dr. Chayanant Hongfa as their adviser, the duo—who had spent at least a month preparing their winning entry—were proclaimed grand prize winners on February 9, 2018 at Parc Paragon in Bangkok.



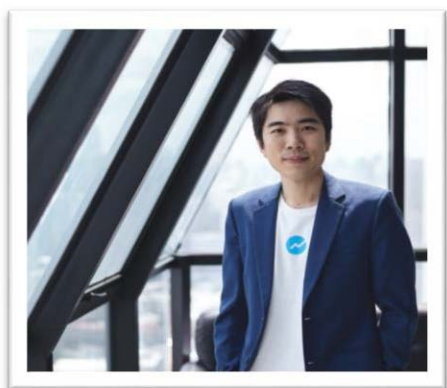
Alumni Achievements

MUIC Alumna in Thai Equestrian Team Wins Asian Games Bronze Medal

Ms. Pakjira Thongpakdi (MUIC Class of 2014), who is also a member of Thailand's dressage team, won the bronze medal at the Asian Games 2018. The competition was held on August 20, 2018 in Jakarta, Indonesia, with the Thai team receiving a score of 66.715. Ms. Pakjira, a THM alumna, earned a lead score of 68.117 for the Thai team at the same time being ranked 11th among all the equestrians.

Alumnus Among "100 Faces of Thailand's Innovation Inspirers"

Congratulations to Mr. Kridsada Chutinat, Class of 2005, for being selected as one of the 100 Faces of Thailand's Innovation Inspirers (No. 61, "Online Business Person"). He was also interviewed for the "100 Faces of Thailand's Innovation



Inspirers," a book published by Thailand's National Innovation Agency. The award aims to present Thai innovators from various industries in order to inspire others. The awardee can be a famous person, an icon, or an influencer to society. Mr. Kridsada is a co-founder of FlowAccount.com. His company recently received a funding of US\$1.15 million from investors.

Alumna's Company Receives Gold Medal

G-Yu Creative, owned and managed by Ms. Yupharet Ekthuraphakul (ISDP Class 8), received the "Gold Medal Award 2017 for Asia Best Product" from Asia Industrial Cooperation Thailand Network on December 23, 2017 at Chulabhorn Research Institute. The award is given to companies that creatively grow and expand their business in Asia.





Alumna's Resort Wins "Luxury Romantic Hotel" Award

Ms. Pattamon "Beau" Mekavarakul's (Class of 2008) hotel Cape Dara Resort Pattaya won the Luxury Romantic Hotel Country Award at the 11th Annual World Luxury Hotel Awards 2017 in Switzerland. This award started in 2006 and aims to promote luxury hotels which enjoy international recognition based on the votes by guests, travelers, and industry players alike. Congratulations on your success, Ms. Pattamon! We are so proud of you.

Award for Enterprising Herbal Cosmetic Factory CEO

Congratulations to Ms. Pattaraporn Kanyame, CEO of The Little Onion Factory Co. Ltd., MUIC Class of 2006, for receiving the 2017 AABI Torch Award for Promising Entrepreneur during the 23rd AABI General Assembly. The award was given by Asian Association of Business Incubation (AABI), which was held in Shanghai, China on October 24-27, 2017. The AABI Torch Entrepreneur Awards aims to promote entrepreneurial activities by honoring an entrepreneur in an incubation program at AABI member countries or territories who has developed an outstanding innovation. We are so proud of you!





Environment Achievements



MUIC received the Best Performance Award for Fire Prevention and Control System during “MU Safety Day (Year 2): A Day of Fire Safety” on April 27, 2018 at Prince Mahidol Hall. Representing MUIC, Mrs. Somluck Lunsucheep, Associate Dean for Administration and Academic Support, received the award from Prof. Banchong Mahaisavariya, M.D, MU President. The event was organized by MU’s Center of Occupational Safety, Health and Environmental Management (COSHEM), Division of Physical and Environment as part of the university’s effort to encourage its faculties to organize an active fire prevention and control system in compliance with city laws.

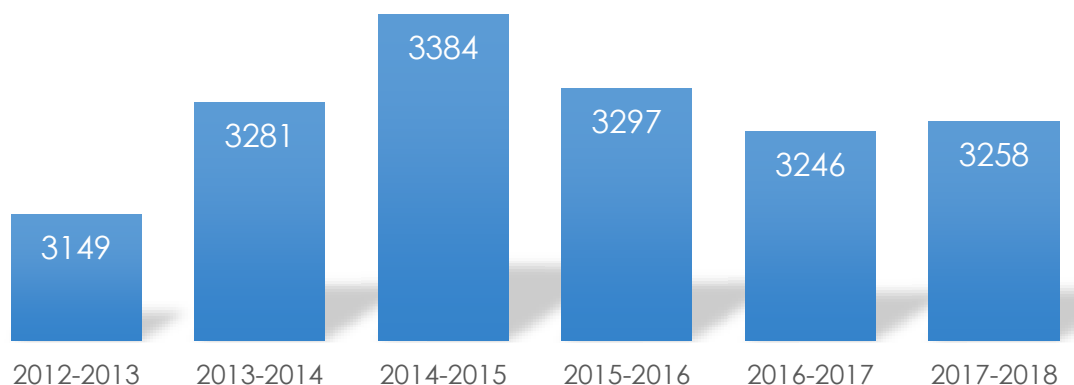


Student & Personnel

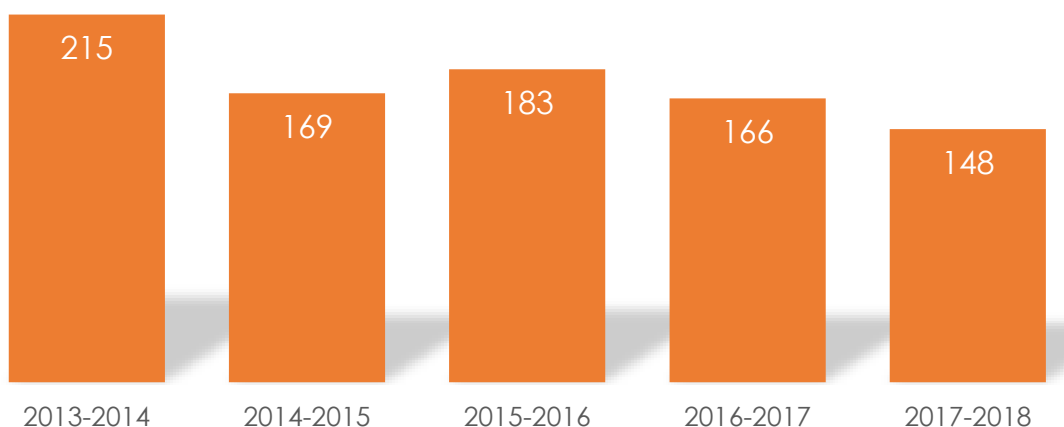
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Number of Full-time Students

Bachelor's Degree



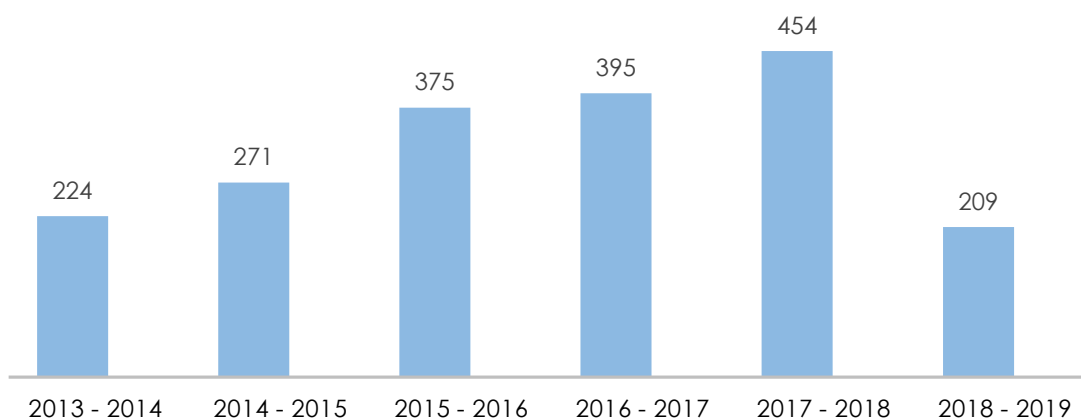
Master's Degree





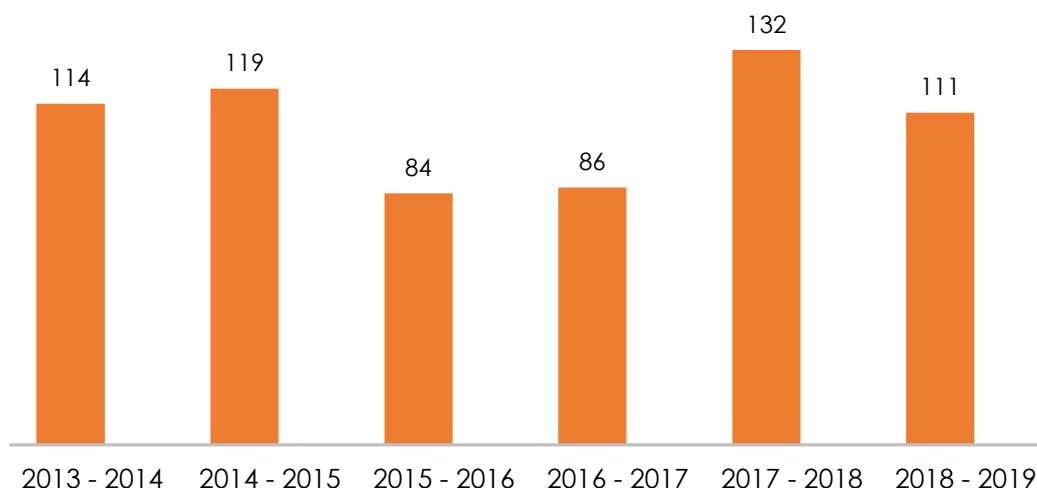
Number of Inbound and Outbound Exchange Students

Inbound Exchange Students (Includes Visiting Students)



ACADEMIC YEAR (SEP. - AUG.)
NOTE : 2018-2019 (SEP.18 - DEC.18)

Outbound Exchange Students

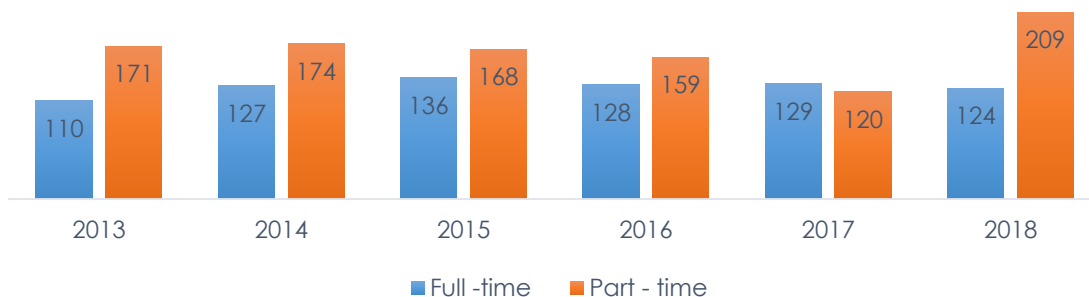


Academic Year (Sep. - Aug.)
Note : 2018-2019 (Sep.18 - Dec.18)

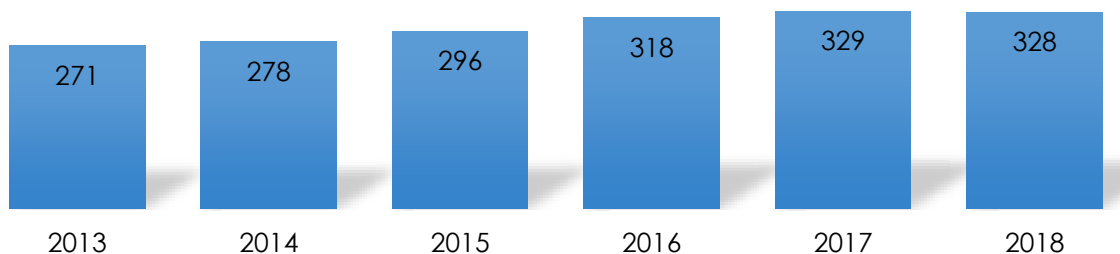


Number of Academic and Support Staff

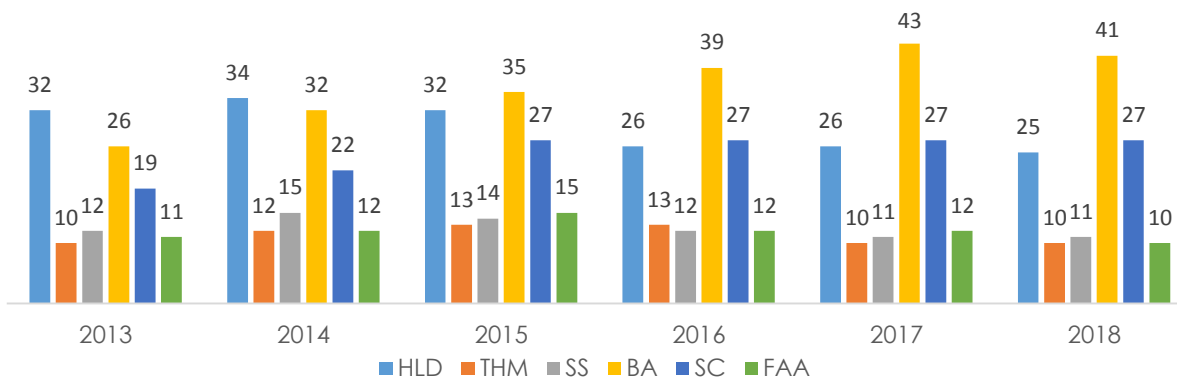
Number of Academic Staff



Number of Support Staff



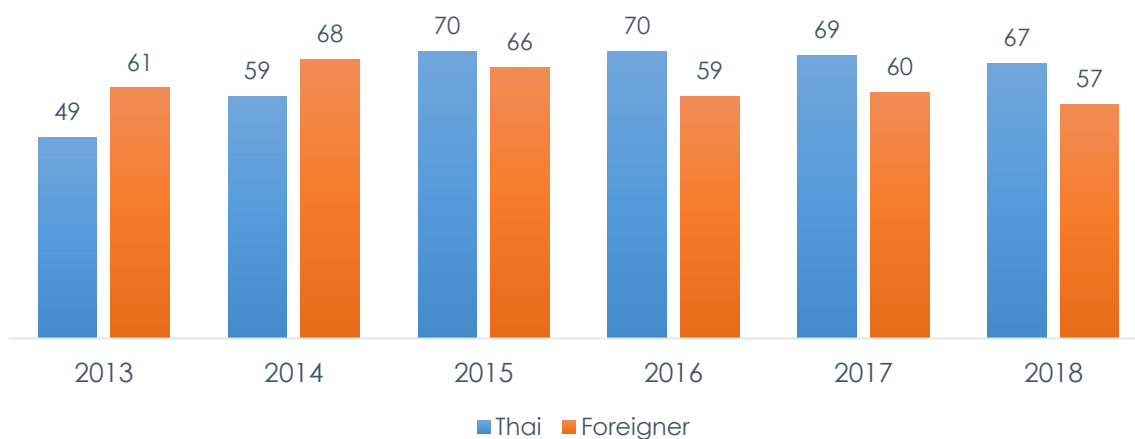
Number of Academic Staff Categorized by Divisions



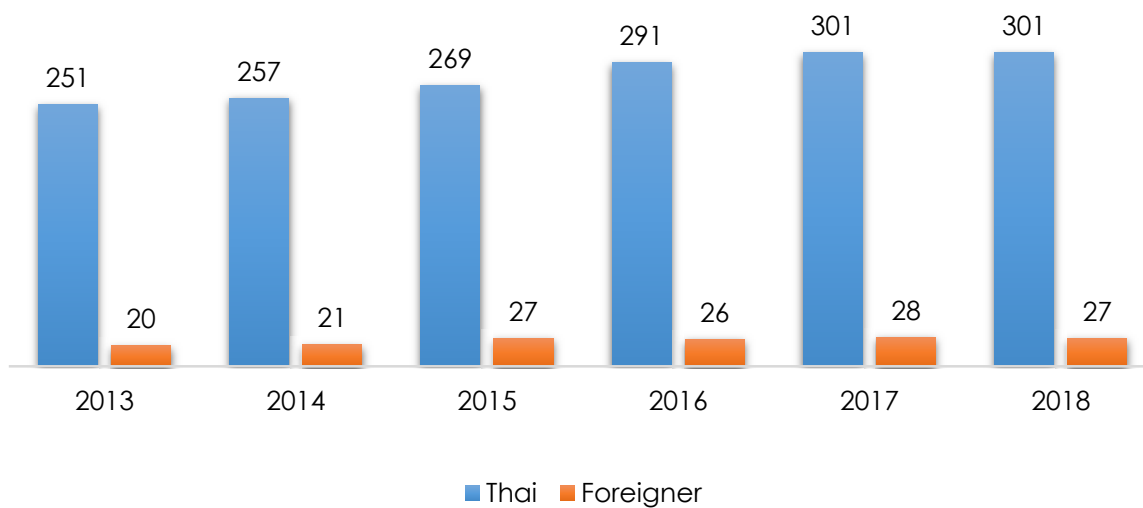


Numbers of Academic and Support Staff (Thai & Foreigner)

Academic Staff



Support Staff





Education

2

Bachelor's Degree Programs

| Division | Programs |
|---|---|
| Fine and Applied Arts Division | - Bachelor of Fine Arts (B.F.A) Communication Design |
| | - Bachelor of Communication Arts (B.Com.Arts.) Media and Communication |
| Business Administration Division | - Bachelor of Business Administration (B.B.A.) Business Economics Finance International Business Marketing |
| Humanities and Language Division | - Bachelor of Arts (B.A.) Intercultural Studies and Languages |
| Social Sciences Division | - Bachelor of Arts (B.A.) International Relations and Global Affairs |
| Tourism and Hospitality Management Division | - Bachelor of Management (B.M.) International Hospitality Management |
| Science Division | - Bachelor of Science (B.Sc.) Applied Mathematics Biological Science Chemistry Environmental Science Computer Science Physics Food Science and Technology |



Master's Degree Programs

| Division | Programs |
|--|---|
| Business Administration Division | - Master of Business Administration Program (M.B.A.) |
| Tourism and Hospitality Management Division | - Master of Management in International Tourism and Hospitality Management Program (M.M.) |



Internationalization

3

Exchange Program

Inbound Students

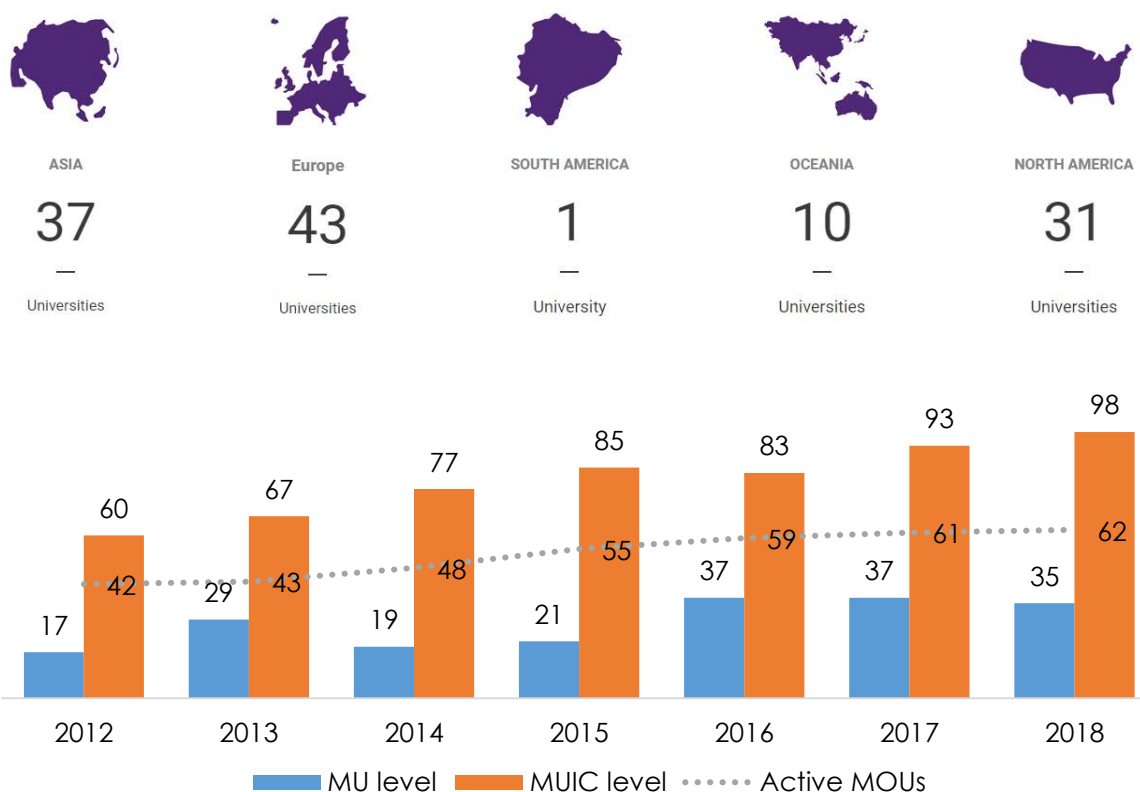
Mahidol University International College (MUIC) accepts three kinds of inbound international students and greatly values their participation and contributions in promoting the international profile of the College. **Inbound exchange students** engage in studies at MUIC for a fixed period of time, from one trimester up to one academic year, as part of the study abroad programs at their home universities. They have a choice of approximately 400 courses each trimester in the Arts, Sciences and Management. Moreover, exchange students are encouraged to take the Thai Language and Culture course to broaden their understanding of Thailand and its people. Students whose home university is not one of MUIC's partner institutions can study at the College as **visiting students** for one trimester or up to one academic year. Credits earned can be transferred to an ongoing degree program at another institution. Apart from their selected courses in the MUIC academic schedule, visiting students are also encouraged to take the Thai Language and Culture course.

Outbound Students

MUIC enjoys exchange agreements with over 100 partner universities, representing more than 20 countries throughout the world. Participating in an exchange program is an excellent opportunity for MUIC students not only to expand their educational experiences through having an integrated, international curricular experience but also to engage in cultural exchange which will further develop their cross-cultural sensibilities. Students can choose to study abroad for either one semester or one academic year at our partner universities and receive credit towards their degree at MUIC.

Partner Universities

MUIC's international character is enriched by foreign national students from Europe, North and Latin America, Asia and Oceania who not only immerse themselves in the college's academic environment but also enjoy the cultural life of Thailand. In addition, the college's regular students gain invaluable academic and cultural experiences from studying in reputable partner universities abroad.



Number of Exhibitions

| Exhibitions | Rate of Participation | Number of Visitors |
|-----------------------------|-----------------------|--------------------|
| Asia (APAIE and Summer NTU) | 2 | 5,300 |
| Europe (EAIE) | 1 | 5,000 |
| America (NAFSA) | 1 | 9,000 |



Student Experiences

*Exchange and Visiting Students Participated in
Corporate Social Responsibility Activities*



*MUIC Students Participated in an Exchange Program Gaining
an Integrated, International Curricular and Culture Experiences*



Number of Exchange Scholarships

| Academic Year | MU | Young Ambassadors Scholarship | Internship Abroad Scholarship | JASSO | ASEM-DUO | AIMS | Total/Year |
|---------------|----|-------------------------------|-------------------------------|-------|----------|------|------------|
| 2013-2014 | 10 | 50 | 14 | 3 | - | 10 | 87 |
| 2014-2015 | 8 | 48 | 10 | 5 | 1 | 10 | 82 |
| 2015-2016 | 4 | 53 | 7 | - | 1 | 10 | 75 |
| 2016-2017 | 1 | 40 | 10 | 1 | - | 8 | 60 |
| 2017-2018 | 2 | 47 | 8 | 2 | - | 9 | 68 |
| 2018-2019 | | 26 | | 2 | - | 7 | 35 |

Short-term Program

The MUIC Short-term Program provides flexible tailor-made courses according to requirements of each specific group in terms of academic areas, program durations, field trips, credit hours, and budget to meet their needs and expectations.

Through the year, several programs of one- to four weeks' duration are running and cover various fields of study such as Language and Culture, Sustainable Tourism, MBA, Business Administration, Management, Medical Science, Social Science, Academic Study Trip and other disciplines, and we receive several groups of students and participants from our partners, non-partners, and educational institutions. With effective coordinators and support staff, we are able to offer one- to four weeks' unforgettable and productive learning experience at MUIC.

Besides the required classes provided in the program, students and participants will also participate in various activities including field trips, company visits, and cultural classes. These well-rounded experience will prepare participants to be global citizens and to be adaptable in a dynamic world. This short-term study program is guaranteed to be a once-in-a-lifetime experience for the participants.



Programs Offered

We offer various programs that feature the expertise of MUIC faculty members. These can be divided into Language and Culture, Sustainable Tourism, Business Seminar Week, Medical Science, Business Management, and Media and Arts programs. The following are some of the programs organized by MUIC.

Business Administration

- Executive Seminar in Thailand
- MBA Business Week
- Study Tour
- Business Program
- Leadership Management Program



Language and Culture

- English Program
- Acting Global Project

Medical Science

- Bioethics in Thailand
- Study Trip



Sustainable Tourism

- Study Tour
- Sustainable Tourism Project
- Hospitality Training for Trainers in Thailand

Short-term Program Events

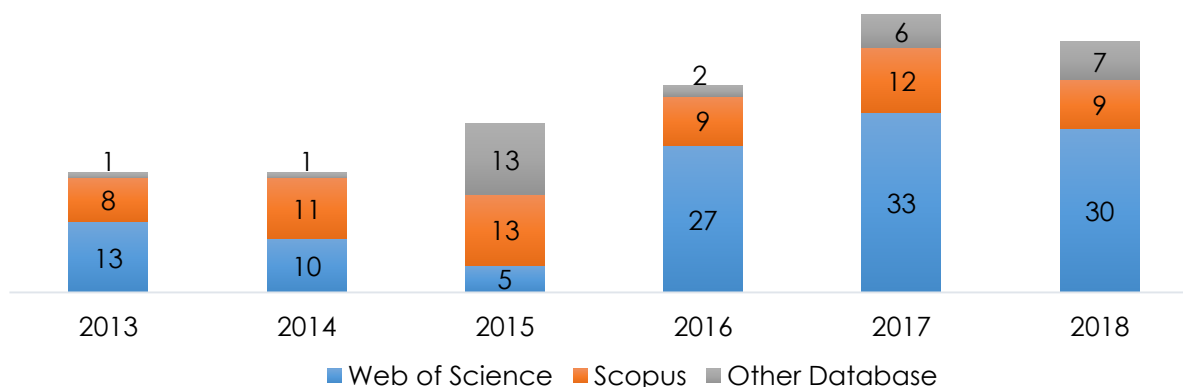
| Date of Event | Project Name | Name List of Universities | Number of Participants |
|--------------------------------|---|--|--|
| January 11 - 15, 2018 | Study Tour 2018 | The Hong Kong Polytechnic University, Hong Kong | 42 students and 3 professors |
| January 14 - 20, 2018 | The 2 nd UB-MUIC Business Seminar in Thailand | University of Baltimore, USA | 26 students and 2 professors |
| January 16 - 24, 2018 | The Leadership Management in Thailand | Deakin University, Australia | 5 students |
| January 19 - 25, 2018 | Understanding Business in Thailand | Woosong University, South Korea | 8 students and 2 professors |
| February 4 - 9, 2018 | The 6 th Executive Seminar in Thailand | Lucerne University of Applied Sciences and Arts, Switzerland | 17 students |
| February 25 - March 11, 2018 | English Spring Program 2018 for Chiba University | Chiba University, Japan | 26 students and 2 coordinators |
| May 27 - June 16, 2018 | Study Tour in Thailand 2018 | California State University, Long Beach, USA | 14 students and 2 coordinators |
| August 19 - September 1, 2018 | Acting Global Project 2018 for College of Liberal Arts and Sciences | Chiba University, Japan | 11 students |
| September 2 - 16, 2018 | English Summer Program 2018 | Chiba University, Japan | 45 students and 2 coordinators |
| September 24 - October 3, 2018 | Oversea Exchange Program 2018 | Institute of Technical Education (College East), Singapore | 10 students and 1 lecturer |
| September 26 - 27, 2018 | Study tour 2018 | National Open University, Taiwan | 9 students and Vice President Tang Shain May, and professors |



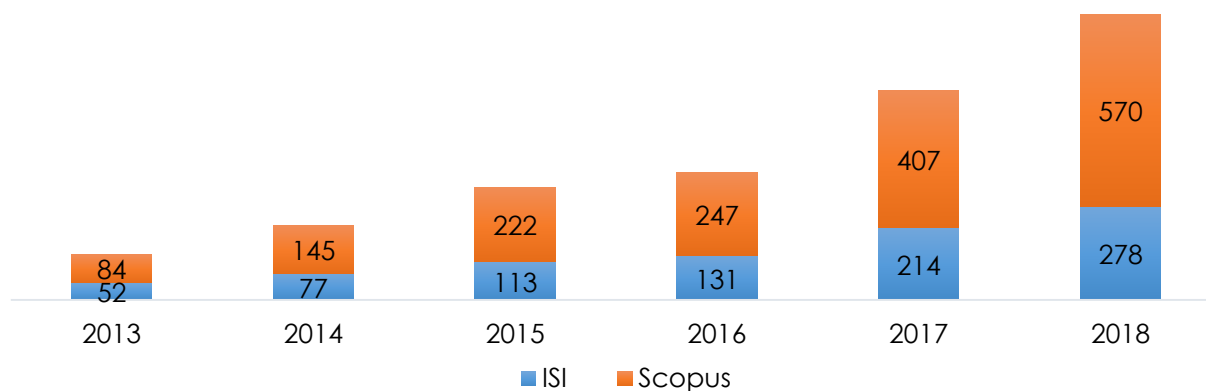
Research 4

Contributing to the university's continuous pursuit of research excellence, Mahidol University International College (MUIC) strives to engage high-potential researchers, support multi-disciplinary investigations, and facilitate international collaborations. As the unit responsible for implementing these strategies of the college, the Research Promotion and Management Section (RPM), awards generous research grants, presentation funds, and product rewards to all faculty and staff members. We also organize events such as research seminars and training workshops, as well as provide consultations regarding academic advancement.

Number of International Publications

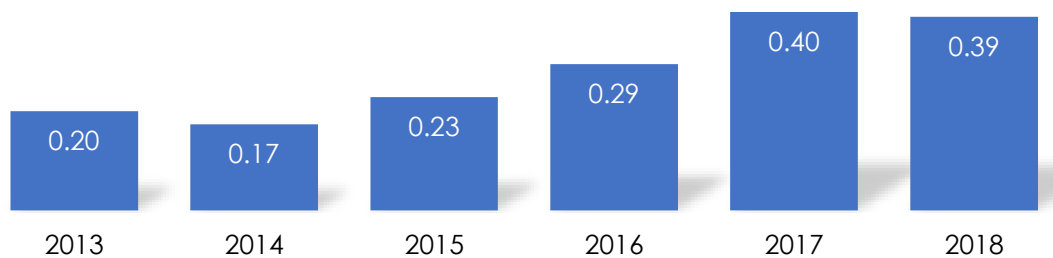


Number of Citation

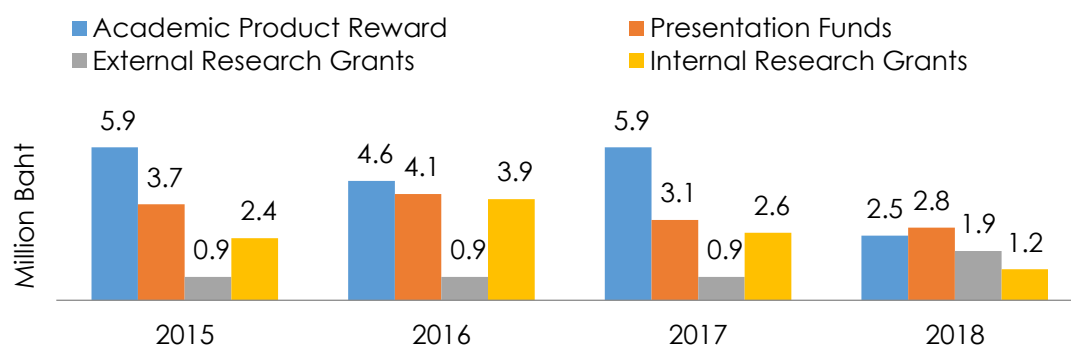




Citation Proportion of Publications per Academic Staff



MUIC Research Funding



Journal Publications and Academic Products of 2018

| Title | Type | MUIC Researcher(s) | Journal/Book/Volume/DOI |
|---|--------------------------|--|--|
| African-American Student Socio-cultural Adjustment to Thai International Higher Education | Journal article | Asst. Prof. Douglas Rhein, Ph.D. | Globalisation, Societies and Education (WoS) Online 2018 DOI: 10.1080/14767724.2018.1440349 |
| An Insight into the Motivations of Thai Working and Holiday Makers (WHMs) | Chapter/chapters in book | Suwadee Talawanich, Asst. Prof. Walanchalee Wattanacharoensil, Ph.D. | Asian Youth Travellers (SENSE-B) Springer, 2018 ISBN: 978-981-10-8539-0 |
| Applying Fuzzy Interpretive Structural Modeling to Evaluate Responsible Consumption and | Journal article | Asst. Prof. Sarayut Nathaphan, Ph.D. | Industrial Management and Data Systems Studies (WoS) Vol. 118 (2), 2018 |



| Title | Type | MUIC Researcher(s) | Journal/Book/ Volume/DOI |
|--|---|--|--|
| Production Under Uncertainty | | | |
| Conversation Analysis in Language Teacher Education: An Approach for Reflection Through Action Research | Journal article | Alexander Nanni | Hacettepe Egitim Dergisi (Hacettepe University Journal of Education) (WoS) Vol. 33 (Special), 2018 |
| Corporate Social Responsibility Disclosure in Vietnam: A Longitudinal Study | Journal article | Thanita Buranatrakul, Ph.D. | DLSU Business and Economics Review (Scopus) Vol. 27 (2), 2018 |
| Curious Bounds for Floor Function Sums | Journal article | Thotsaporn Thanatipanonda, Ph.D. | Journal of Integer Sequences (Scopus) Vol. 21 (1), 2018 |
| Does Board Independence Substitute for External Audit Quality? Evidence From an Exogenous Regulatory Shock | Journal article | Assoc. Prof. Pandej Chintrakarn, Ph.D. | Australian Journal of Management (WoS) Vol. 43 (1), 2018 |
| Factor Structure of the Beliefs About Language Learning Inventory for Thai Students Learning Japanese | Journal article | Asst. Prof. Takayoshi Fujiwara, Ph.D. | Perceptual and Motor Skills (WoS) Online 2018 DOI: 10.1177/0031512518760881 |
| Hanuman, Navaratri, Ganesa, Ganesh Chaturthi | Dictionary, encyclopedia – Multiple authors | Ruchi Agarwal | Hinduism and Tribal Religions (SENSE-B) Elsevier, 2018 ISBN: 978-94-024-1189-8 |
| Investigating Reef Contact Rates of Snorkel Visitors at Koh Sak, Pattaya on Guided and Non-guided Coral Reef Tours | Journal article | Wayne Phillips, Ph.D. | Applied Environmental Research (TCI) Vol. 40 (1), 2018 |
| Positive Aspects of Study Abroad Programs in Thailand: Students Perceptions of Events | Journal article | Asst. Prof. Douglas Rhein, Ph.D. | Journal of Asia Pacific Studies (Academic Search Premier (via Ebsco)) Vol. 4 (4), 2018 |



| Title | Type | MUIC Researcher(s) | Journal/Book/ Volume/DOI |
|---|-----------------|---|---|
| Private-label branding and willingness to pay: Evidence from an auction experiment | Journal article | Assoc. Prof. Yingyot Chiaravutthi, Ph.D., Kandapa Thanasuta, Ph.D. | The International Review of Retail, Distribution and Consumer Research (Scopus) Online 2018 DOI: 10.1080/09593969.2018.1433704 |
| Socio-cultural Adjustment and Coping Strategies of Korean and Japanese Students in a Thai International College | Journal article | Asst. Prof. Douglas Rhein, Ph.D. | International Journal of Asia Pacific Studies (WoS) Vol. 14 (1), 2018 |
| Thai-Sikh diaspora and identity: Participation of Sikh students in the extracurricular activities at the university | Journal article | Anjana Warren, Ph.D. | South Asian Diaspora (WoS) Online 2018 DOI: 10.1080/19438192.2018.1464705 |
| The place sustainability scale: measuring residents' perceptions of the sustainability of a town | Journal article | Asst. Prof. Viriya Taecharungroj, Ph.D. | Journal of Place Management and Development (WoS) Online 2018 DOI: 10.1108/JPM-04-2017-0037 |
| Using Student Voice in Creating Learner-centered Course Design | Journal article | Xiaoxia Wei, Ph.D. | International Journal of Innovation and Learning (Scopus) Online 2018 DOI: 10.1504/IJIL.2018.10010127 |



Conference Presentations 2018

| Title | MUIC Presenter(s) | Conference |
|---|--|--|
| Can Mutual Fund Managers Time Market cosewness? Evidence From Emerging Market | Woraphan Wattanatorn | 25th Annual Conference of the Multinational Finance Society 24 – 27 June 2018 |
| Coral Reefs of the Asia-Pacific : Working Together Amidst Contemporary Challenges | Wayne Phillips, Ph.D. | 4th Asia Pacific Coral Reef Symposium 4 – 8 June 2018 |
| Effectuation on Causation : Expatriates' Network Building Approaches in Asia | Assoc. Prof. Claus Schreier, Ph.D. | XXXVIII Sunbelt 2018 Conference 26 June – 1 July 2018 |
| Factor Structure of Beliefs About Language Learning Inventory (BALLI): Language Learning Beliefs of Thai EFL Students | Asst. Prof. Takayoshi Fujiwara, Ph.D. | The 29 th International Congress of Applied Psychology (ICAP 2018) 26-30 June 2018 |
| Fostering Environmental Awareness in the Language Classroom Through Project-Based Learning | Alexander Nanni | 52 nd Annual International IATEFL Conference and Exhibition 9-13 April 2018 |
| Fostering Cultural Awareness in ELT: Public Speaking and Ethics | Julien Hardy | TESOL 2018 International Convention and English Language Expo 27-30 March 2018 |
| Harmonic Number Identities via Generalized Bernoulli Polynomials | Asst. Prof. Aram Tangboonduangjit, Ph.D. | American Mathematical Society 10-13 January 2018 |
| Immersive Stories: Can a Place for 2D Tradition Animation Storytelling Be Made in the 360 Projection Paradigm | Millicent Young | The Society for Animation Studies Conference 2018 18 – 21 June 2018 |
| Orien-Thai-ism : Thailand Through the Eyes of Western Artists | Asst. Prof. Dale Konstanz | Art, Materiality and Representation 1-3 June 2018 |

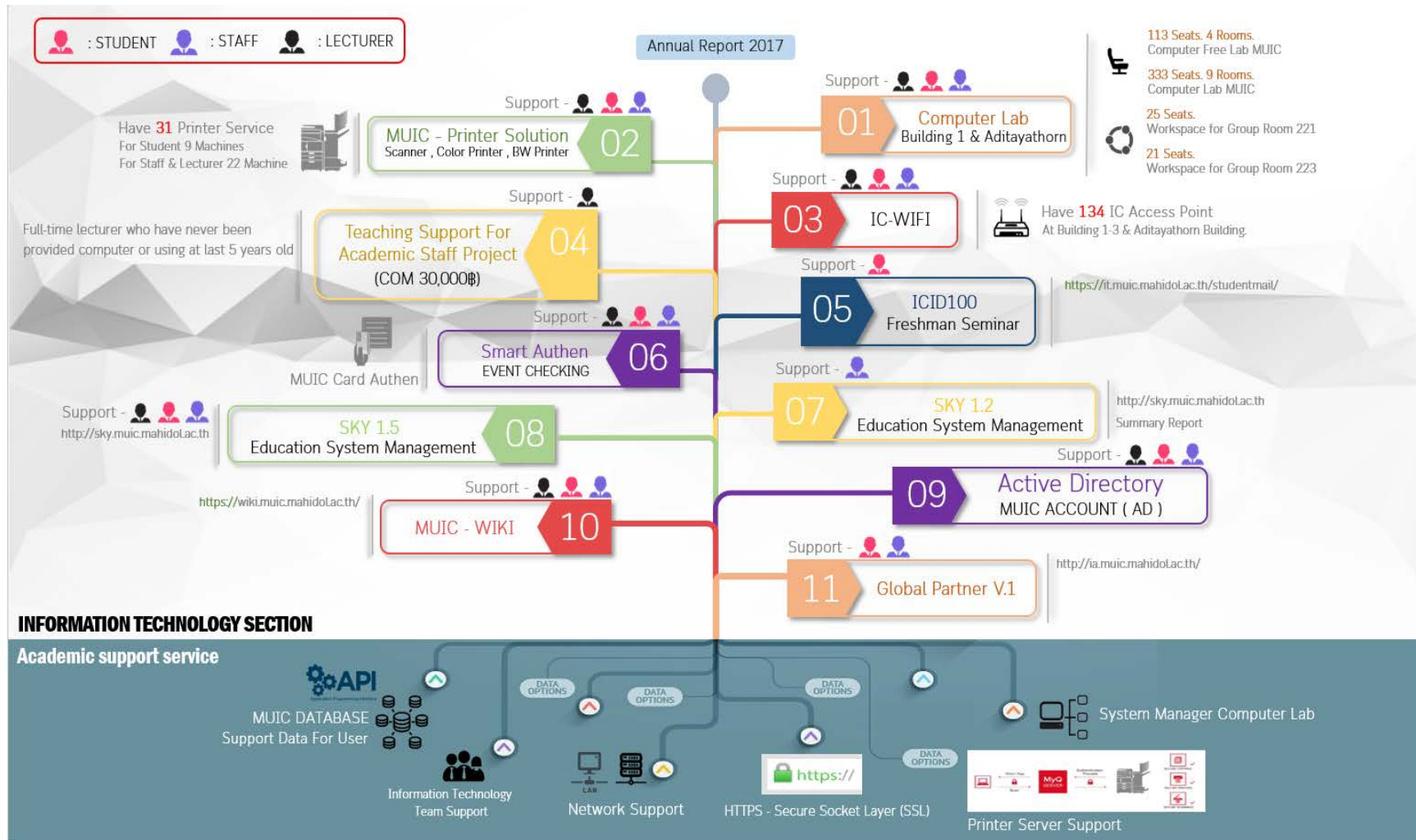


| Title | MUIC Presenter(s) | Conference |
|---|---|--|
| Statistics of Domino Tilings on a Rectangular Board | Thotsaporn Thanatipanonda, Ph.D. | The Eighteenth International Conference on Fibonacci Numbers and Their Applications 1-7 July 2018 |
| Strategic Storytelling: What Other Corporations Can Learn From Football Clubs | Youcef Nassim Dehouche, Ph.D. | 7th Conference on Rhetoric and Narratives in Management Research 26-28 March 2018 |
| Strengthening ELL's Environmental Awareness Through Project-Based | Alexander Nanni | TESOL 2018 International Convention and English Language Expo 27-30 March 2018 |
| The Politics of English Education in Thai Schools | Asst. Prof. Analiza Liezl Perez-Amurao | IRIS International Conference 2018 18-19 Jun 2018 |
| User-generated Place Brand Identity : An Articulation of the Place Brand Identity from the Social Media Platforms | Asst. Prof. Viriya Taecharungroj, Ph.D. | 5 th Corfu Symposium on Managing & Marketing Places 16-19 April 2018 |
| Utilization of Personal Networks for SMEs Internationalization | Asst. Prof. Nuntana Udomkit, Ph.D. | XXXVIII Sunbelt 2018 Conference 26 June – 1 July 2018 |



Academic Support Services

5





SKY
<http://sky.muic.mahidol.ac.th>

Student Support

- Curriculum Graphic Checker
- Real-time Class schedule
- Class room Notification
- Registration & Online payment
- Online Request form
- GPA Testing
- Class room / Chat



Lecturer Support

- Teaching wage
- Class Management



Staff Support

- Admission Management
- Student Management
- Room/Time-table Management
- Curriculum Management
- Counselor Management
- Graduation Management
- Club / Activities Management
- Alumni Management
- Report and Summary



Audio Visual Equipment 2018

| Room | Equipment | Aditayathon Building | MUIC Building 1, 2, 3 | HLD Building | Total |
|--------------|-------------------------------------|-----------------------------------|----------------------------------|--------------------------------|------------|
| Classroom | 1. LCD Projector | 62 | 47 | 14 | 123 |
| | 2. Visualizer | 58 | 47 | 14 | 119 |
| | 3. Sound System (Amp, Speaker, MIC) | Amp 58, Speaker 116, MIC 58 (232) | Amp 47, Speaker 94, MIC 47 (188) | Amp 14, Speaker 28, MIC 9 (54) | 474 |
| Meeting Room | 1. LCD Projector | 9 | 6 | - | 12 |
| | 2. Visualizer | 9 | 3 | - | 12 |
| | 3. Sound System (Amp, Speaker, MIC) | Amp 9, Speaker 18, MIC 9 (36) | Amp 4, Speaker 10, MIC 4 (18) | - | 54 |
| Borrow | 1. LCD Projector | - | 3 | - | 3 |
| | 2. Visualizer | - | 2 | - | 2 |
| | 3. Sound System (Amp, Speaker, MIC) | 4 | - | - | 4 |
| | 4. Camera | - | 9 | 5 | 14 |
| | 5. Clicker | - | 20 | 2 | 22 |
| | 6. Notebook | - | 13 | - | 13 |
| | 7. TV | - | 2 | - | 2 |

Number of e-Learning (MOOC and SPOC)

| e-Learning | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------|------|------|------|------|------|------|
| e-Learning V.1.9 | 244 | 284 | 320 | 320+ | - | |
| e-Learning V.3.0 | - | - | - | 23 | 200 | 217 |

e-Learning Courses / Lessons

| | |
|-------------|---|
| MOOC | Introduction to Thai Language and Culture |
| SPOC | Management Science |

MUIC Library

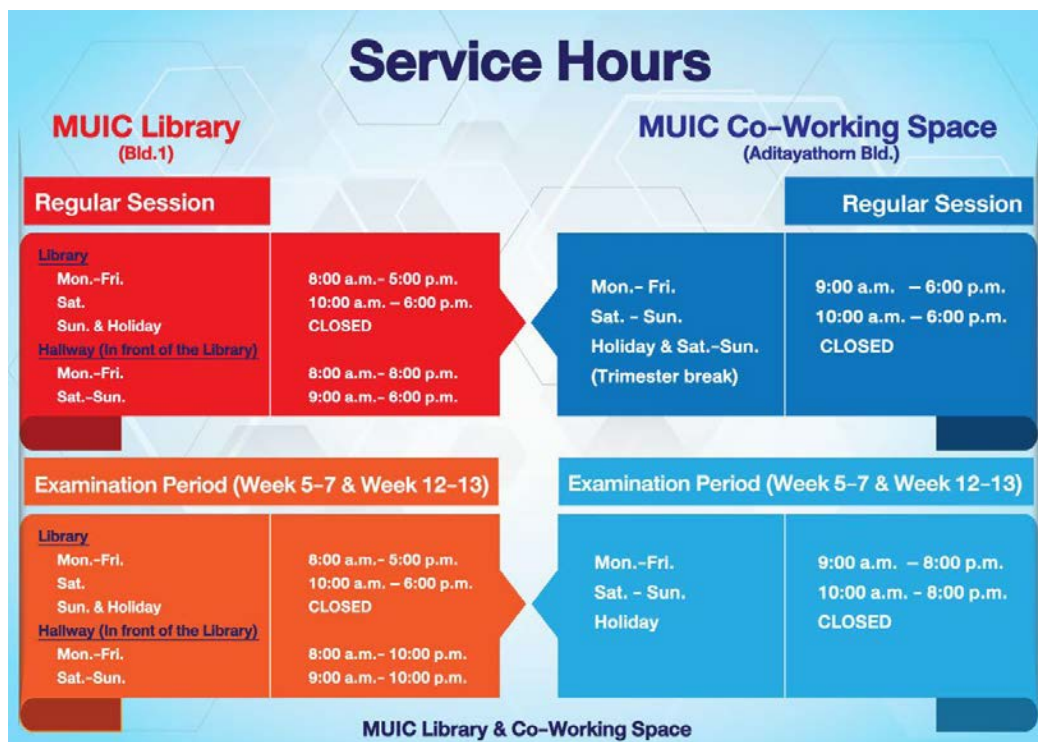
The MUIC Library, located on the 3rd and 4th floors of Building 1, is part of the broader Mahidol University library system and offers an ever-expanding collection of English-language books, periodicals, audio-visual materials and electronic resources.

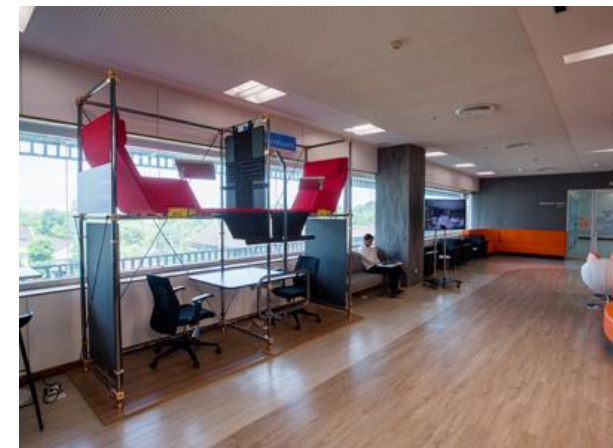
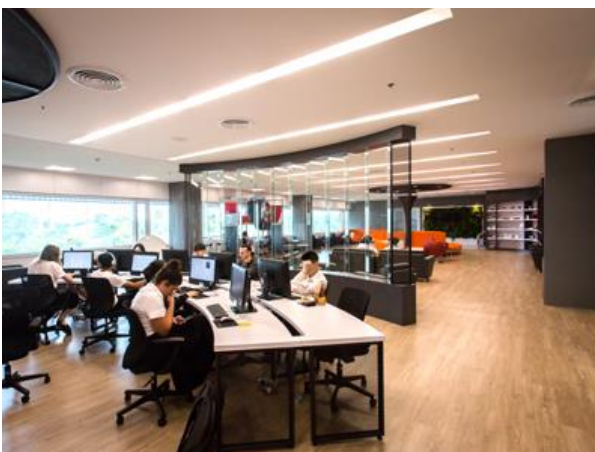
MUIC Co-working Space

The Co-working Space is the newest place in the campus for researching, writing, and even chilling. The enormous floor area, 820 sq.m., divided into sectors like the Computer, Study, Relaxation, and Quiet zones, the Multipurpose Rooms, and Alumni Corner, assures every visitor that there is enough space for all.

With MUIC's signing of an MOU with the Thailand Creative and Design Center (TCDC), the Co-working Space now hosts TCDC's community project called mini-TCDC Link, a resource center that provides students and researchers access to online design databases and TCDC publications, among others.

MUIC Co-working Space and MUIC Library Service Hours







E-Databases by MUIC



Business Source Complete is the world's definitive scholarly business database, providing the leading collection of bibliographic and full text content. As part of the comprehensive coverage offered by this database, indexing and abstracts for the most important scholarly business journals back as far as 1886 are included. In addition to the searchable cited references provided for more than 1,200 journals.



Emerald Management Xtra online database the largest, most comprehensive collection of peer-reviewed management journals and online support for librarians, students, faculty and researchers. It features 175 full text journals and reviews from the world's top 300 management journals.



Hospitality & Tourism Complete covers scholarly research and industry news relating to all areas of hospitality and tourism. This collection contains more than 749,000 records, with coverage dating as far back as 1965. There is full text for 440 publications, including periodicals, company & country reports, and books.



Passport Euromonitor International is a global market research database providing statistics, analysis, reports, surveys and breaking news on industries, countries and consumers worldwide. Passport connects market research to your company goals and annual planning, analysing market context, competitor insight and future trends impacting businesses globally. And with 90% of our clients renewing every year, companies around the world rely on Passport to develop and expand business opportunities, answer critical tactical questions and influence strategic decision making.



The UNWTO Elibrary is an information source offering an unparalleled coverage of research and information in the area of tourism and available to our Member States, Affiliate Members and Subscribers. The subject areas reflect all important themes moving the tourism sector and include, among other, ecotourism, sustainable development, finance and investment, risk and crisis management, market research, tourism statistics and poverty alleviation. The UNWTO Elibrary contains books, journals and statistical reports by country and by indicator.



Thomson Reuters Eikon gives you access to trusted, timely and accurate content from more than 400 exchanges and OTC-traded markets and over 70 direct exchange feeds, delivered via Thomson Reuters Elektron low latency data feeds. Access deep liquidity pools, with over 80 providers and more than 1,300 institutional clients, plus FX market pricing from over 2,000 contributing sources in 175 currencies.



Academic Services

6

MUIC Coaching Center

MUIC Coaching Center aims at sharing the knowledge and expertise of our faculty and staff members with society. Given the rapid social, political and economic changes in the world today, MUIC's engagement focuses on supporting the life-long education of members of society in order to support their development continuously and sustainably.

➔ *Public Training*

Continuous development and lifelong learning are important in enhancing the individuals' capability and working competencies. The MUIC Coaching Center offers a variety of community outreach training programs. Interested individuals can join our programs to strengthen their capability with the help of our qualified trainers.





| No. | Date | Topic | Fee |
|-----|-------------------|---|------------|
| 1 | July 7-8,2018 | Restaurant Business' Start-up and Strategies' | 5,500 Baht |
| 2 | August 9,2018 | How to Build service Culture for an Effective Motivation in an Organization # 3 | 3,500 Baht |
| 3 | August 23-24,2018 | Digital Marketing | 5,500 Baht |
| 4 | September 14,2018 | Managing Generation Diversity in the Workplace (Gen) # 3 | 3,500 Baht |

➡ Customized Training

Human resource development is one of the strategies that most organizations consider important. Human resources play a key role in improving the competitive advantage of an organization. The MUIC Coaching Center offers tailor-made training programs to suit your organization's needs since we do recognize that each organization, whether public or private, may have different requirements.

➡ Youth Program

These programs are all designed to help students improve their English language and mathematical skills especially in preparing for their undergraduate entrance examination. Students will be taught by our professional teachers from MUIC.





Consulting Services

The continuing corporate development is one of the vital factors of an organization's growth and success. With the full assistance by our team of professionals, MUIC provides you the consulting service matching with your corporate requirements and help your business stay competitive in the rapidly-changing business world.

Number of Projects

| Year/Project | Youth Program | Public Training | Customized Training | Consultancy Project |
|--------------|---------------|-----------------|---------------------|---------------------|
| 2015 | 7 | 5 | 7 | 5 |
| 2016 | 3 | 3 | 4 | 12 |
| 2017 | 5 | 3 | 14 | 11 |
| 2018 | 15 | 4 | 5 | 15 |

Number of Participants

| Year/Project | Youth Program | Public Training | Customized Training | Consultancy Project |
|--------------|---------------|-----------------|---------------------|---------------------|
| 2015 | 151 | 105 | 307 | 4 |
| 2016 | 111 | 38 | 324 | 10 |
| 2017 | 37 | 42 | 352 | 10 |
| 2018 | 221 | 63 | 168 | 12 |

Income

| Year/Project | Youth Program | Public Training | Customized Training | Consultancy Project |
|--------------|---------------|-----------------|---------------------|---------------------|
| 2015 | 862,999.00 | 584,941.00 | 684,826.00 | 503,100.00 |
| 2016 | 817,705.63 | 66,043.00 | 310,245.88 | 1,308,539.24 |
| 2017 | 316,614.35 | 40,795.40 | 1,492,681.29 | 484,030.42 |
| 2018 | 847,143.50 | 70,381.70 | 109,484.75 | 2,357,874.36 |



Satisfaction Level of Participants

| Year/Project | Youth Program | Public Training | In-house Training |
|--------------|---------------|-----------------|-------------------|
| 2015 | 4.48 | 4.45 | 4.44 |
| 2016 | 4.37 | 4.54 | 4.75 |
| 2017 | 4.44 | 4.78 | 4.43 |
| 2018 | 4.35 | 4.59 | 4.41 |



Preparation Center for Languages and Mathematics (PC)

Mission Statement

"The mission of the MUIC Preparation Center for Languages and Mathematics is to provide educational experiences which cultivate students' academic English communication skills; to foster their ability to be self-reflective and responsible learners; and to stimulate their curiosity about the world."

Thai/Foreign students residing in Thailand can apply to study through the MUIC Entrance Examination **and overseas residents can apply through the PC International (Overseas) Track.**

Since 1998, the Preparation Center for Languages and Mathematics (PC) has been providing a solid foundation for students whose English proficiency and Mathematics are below the MUIC admission requirement, but who have the potential to be admitted to MUIC after receiving adequate preparation.

Currently, PC Offers Two Programs:

- The Preparation Center for Languages and Mathematics Program (PC), which offers intensive instruction in English with math courses required for some students. In October 2010, the Pre-College Program was designated as the Preparation Center for Languages and Mathematics. It currently provides four levels of instruction: PC1 (Elementary), PC2 (Pre-Intermediate), PC3 (Intermediate) and PC4 (Upper-Intermediate).
- The Mathematical Foundation Program (MP), which offers intensive instruction in mathematics. "MP gives students the opportunity to solidify important math skills necessary to be successful in an international environment. Students benefit from a small class size, individual attention, and attending class with a group of students solely focused on math. Too many students across the world are forced to leave universities every year because they fail math courses. MP was designed to not only give students a chance to enter MUIC, but in addition, to build a fundamental understanding of algebra needed for future math courses and general education. MP helps students realize the importance of proper study skills and preparation in order to achieve their goals."



Number of New PC Students Who Enrolled in Each Academic Year

| Year | Goal | Result | New Student* |
|------|-------|--------|--------------|
| 2014 | 1,520 | 1,801 | 709 |
| 2015 | 1,810 | 1,841 | 561 |
| 2016 | 1,810 | 1,501 | 552 |
| 2017 | 1,810 | 1,509 | 617 |
| 2018 | 1,810 | 1,752 | 696 |

Number of PC4 Students Who Successfully Passed and Enrolled as MUIC Students

| Year | Total Number of PC Students | Number of Students Who Passed PC4 | Number of Students Who Passed and Enrolled as MUIC Students |
|------|-----------------------------|-----------------------------------|---|
| 2014 | 436 | 365 | 365 |
| 2015 | 537 | 417 | 417 |
| 2016 | 418 | 346 | 346 |
| 2017 | 460 | 383 | 383 |
| 2018 | 447 | 378 | 378 |



Satisfaction Survey of PC's Admission and Support Services

| | 2014 | | 2015 | | 2016 | | 2017 | | 2018 | |
|--|----------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|--------------|
| | Criteria | Result | Criteria | Result | Criteria | Result | Criteria | Result | Criteria | Result |
| Interview process | 3.5 | 4.9 | 3.5 | 4.66 | 3.5 | 4.76 | 3.5 | 3.93 | 3.5 | 4.41 |
| Online registration | 3.5 | 4.31 | 3.5 | 4.23 | 3.5 | 4.16 | 3.5 | 3.93 | 3.5 | 4.22 |
| PC admission process | 3.5 | 4.07 | 3.5 | 4.28 | 3.5 | 4.26 | 3.5 | 3.97 | 3.5 | 4.26 |
| PC orientation | 3.5 | 4.41 | 3.5 | 4.32 | 3.5 | 4.25 | 3.5 | 4.03 | 3.5 | 4.39 |
| Academic support services (internet and Wi-Fi, classrooms, library and others) | 3.5 | 3.82 | 3.5 | 3.93 | 3.5 | 4.1 | 3.5 | 3.97 | 3.5 | 3.95 |
| Average | | 4.302 | | 4.284 | | 4.306 | | 3.966 | | 4.246 |



Salaya Pavillion Hotel and Training Center

Customer Satisfaction

| Herb Garden | |
|---|------|
| Level of Satisfaction in Food/Beverages Quality and Taste | 8.38 |
| Level of Service Satisfaction by Staff | 9.00 |
| Little Mango Bar | |
| Level of Satisfaction in Food/Beverages Quality and Taste | 9.02 |
| Level of Service Satisfaction by Staff | 9.39 |
| Banqueting | |
| Level of Satisfaction in Food/Beverages Quality and Taste | 9.16 |
| Level of Service Satisfaction by Staff | 9.74 |

| Accommodation | |
|--|--------|
| Level of Room Comfort | 9.09 |
| Level of Service Satisfaction by Staff | 9.28 |
| Will Guests come back | 87.04% |
| - Yes: | 12.22% |
| - Maybe: | 0.74% |

| Visitor (s) | |
|----------------------------|------------|
| Thai Organization | 15 |
| Number of Thai Visitors | 816 |
| Foreign Organization | 1 |
| Number of Foreign Visitors | 22 |
| Total | 838 |

Internship's Evaluation





Social Responsibility

7

MUIC Social Engagement

Inspired by Prince Mahidol's famous words, "True success is not in the learning but in its application for the benefit of mankind," MUIC aims to instill in its students, faculty, and staff the value of using their knowledge, skills, and resources to help humanity. The College reaches out to communities and builds links with support organizations in order to promote volunteerism and play a responsible role in society.

The MUIC Social Engagement Unit provides administrative support for the development of volunteer activities for students, faculty, researchers and staff who wish to engage in sustainable projects in the community. We also support collaborative engagement with other institutions at the local, national, and international levels. We build on existing relationships and create new associations in order to enhance the role of Mahidol University in the community.

Vision

To work together with the partners to serve the needs of the community

Mission

To meet community needs by sharing knowledge, expertise, skills and resources; to foster sustainable volunteer programs for the benefit of all parties

Our Event Highlights

1. To promote community engagement by developing mutually beneficial relationships with community partners
2. To support campus-based and community-based community engagement
3. To work with faculties, departments, institutes and centers on and off campus to increase community engagement
4. To make a difference in the areas where we have a presence
To ensure that we give something to the communities we serve

5. To help address problems faced by surrounding communities and community partners; to promote engaged scholarship, applying theory to practice
6. To deepen the MUIC learning experience by giving students, faculty, researchers and staff members the chance to make a difference with community partners
7. To bring awareness of our projects via social media and other public forums

Social Responsibility and Community Support Activities

| Number of Activities | 2015 | 2016 | 2017 | 2018 |
|--------------------------|------|------|------|------|
| Social engagement | 3 | 11 | 13 | 27 |
| Community support | 3 | 14 | 21 | 31 |
| Environmental protection | 4 | 10 | 17 | 21 |

❖ Social Engagement



PLC-CLT and Classroom Language Workshop



The 5th Engagement Thailand Annual Conference



We Do Good Deeds with Hearts Project

❖ Community Support



Supplies Donation to Hom Kret School



U School Mentoring Project 2018



MUIC Art Club X Shalala Project



MUIC Volunteer Teaching English Project

❖ Environment Protection



MUIC Jungle Camp X Shalala Project



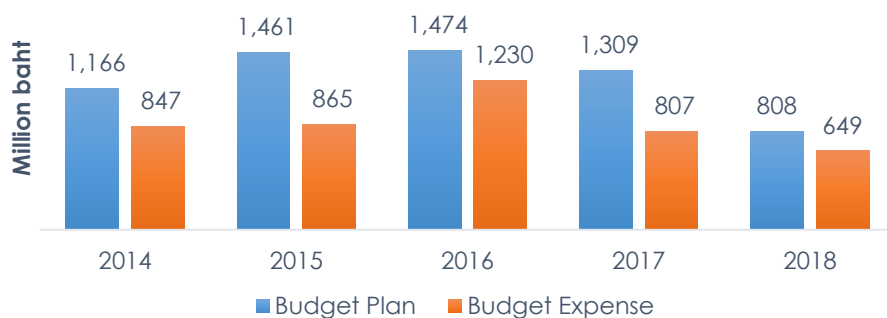
Organization Management

8

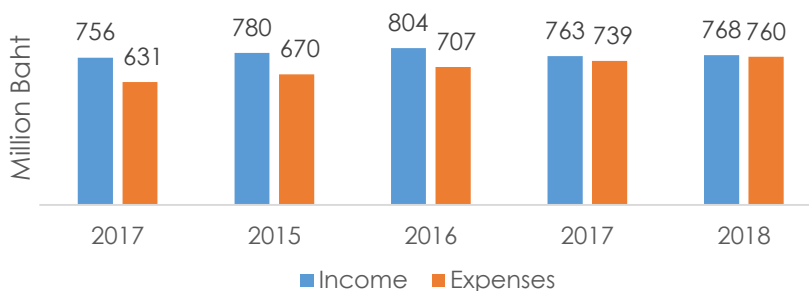
Financial

In fiscal year 2018, the college approved the budget (MUIC&SPH) consisting of operation budget, investment budget, personnel budget, and supporting budget.

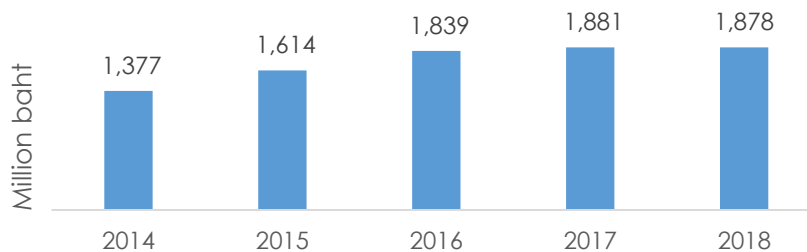
Overall Financial Operation in Fiscal Year 2018



Income and Expenses



Assets





Human Resources Management

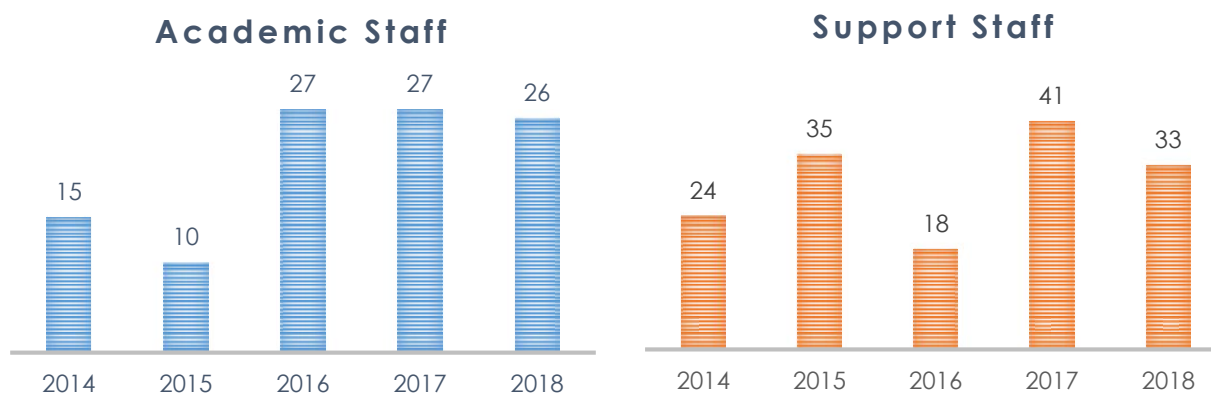
Expenses for Scholarship

| Budget of Scholarship | 2015 | | 2016 | | 2017 | | 2018 | |
|-----------------------|------------------|---------------|----------------|---------------|------------------|---------------|----------------|---------------|
| | Academic Staff | Support Staff | Academic Staff | Support Staff | Academic Staff | Support Staff | Academic Staff | Support Staff |
| Doctoral Degree | 2,083,000 | 2,000,000 | - | 639,900 | - | 2,000,000 | - | - |
| Master's Degree | - | 1,178,920 | - | - | - | - | - | 400,000 |
| Total | 5,261,920 | | 639,900 | | 2,000,000 | | 400,000 | |

Academic and Support Staff Achievement

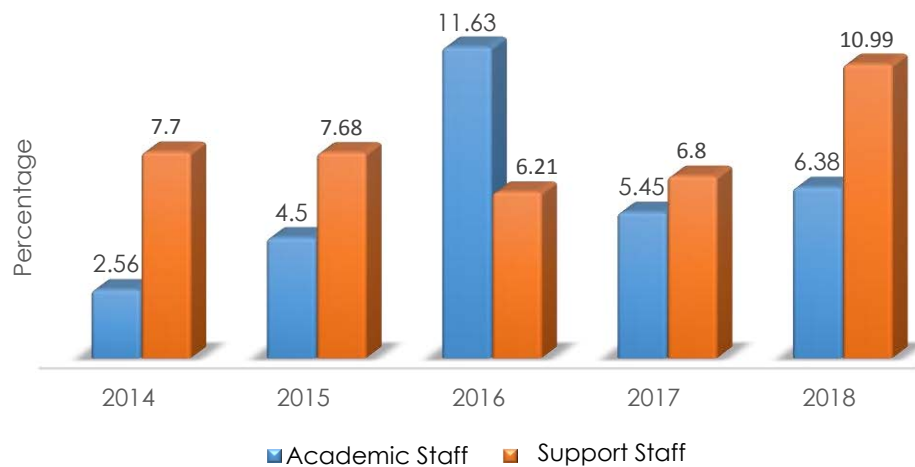
The objective of this ceremony is to recognize and honor college's personnel who dedicated to their work, to set good example for other staffs to better perform, and to show support for continuous improvement.

Number of MUIC Achievement Awards

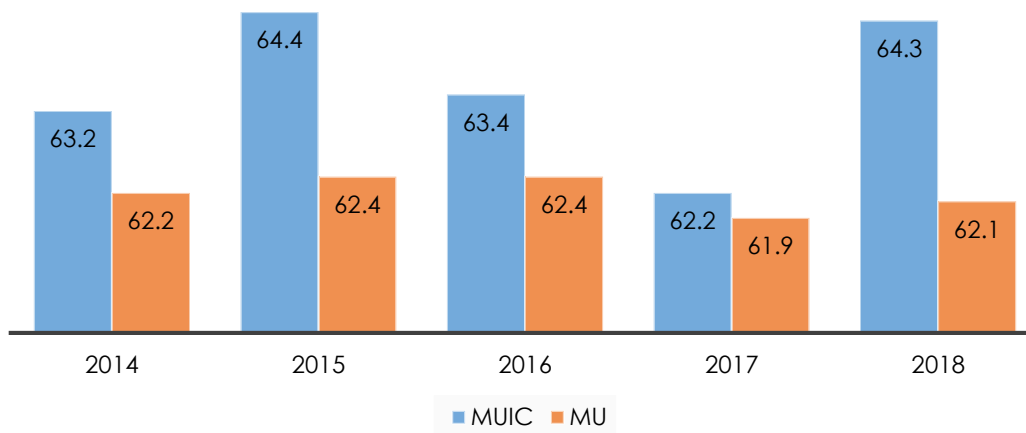




Turn-over Rate of MUIC Staff

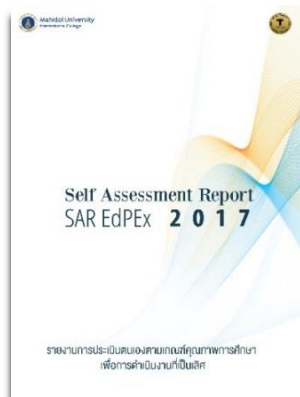


Happiness Evaluation of MUIC Staff (Result from MUIC and MU)

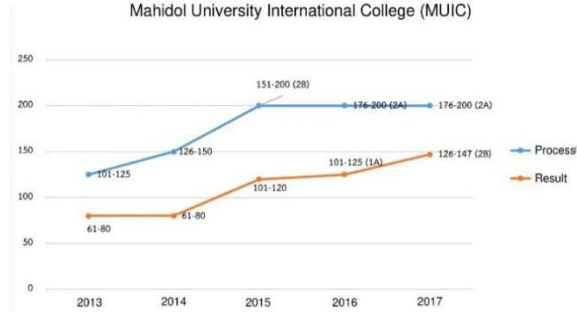




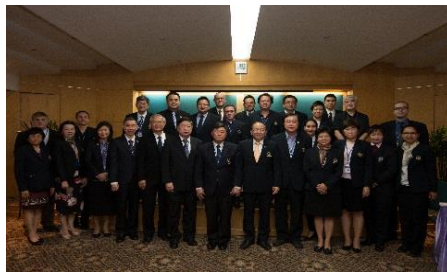
Planning & Quality Development



Education Criteria for Performance Excellence (EdPEx) Result
Mahidol University International College (MUIC)



Activities



PA Visit



EdPEx Visit



Lean Workshop



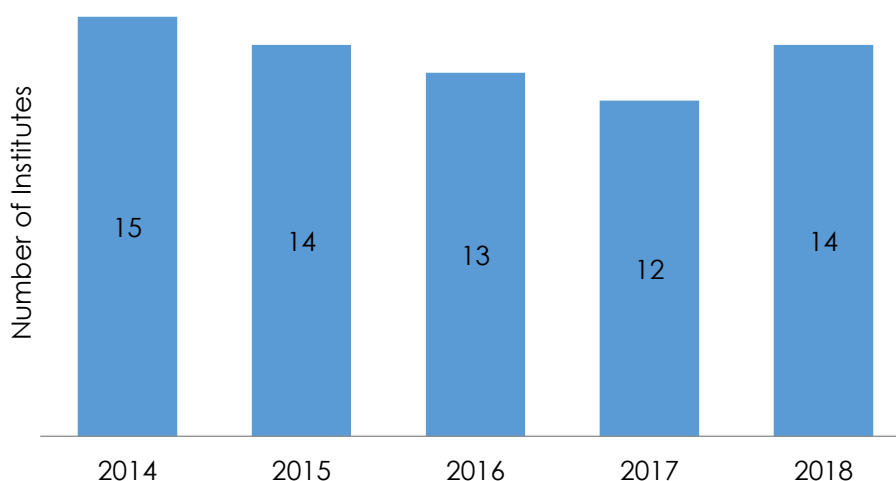


Public Communication

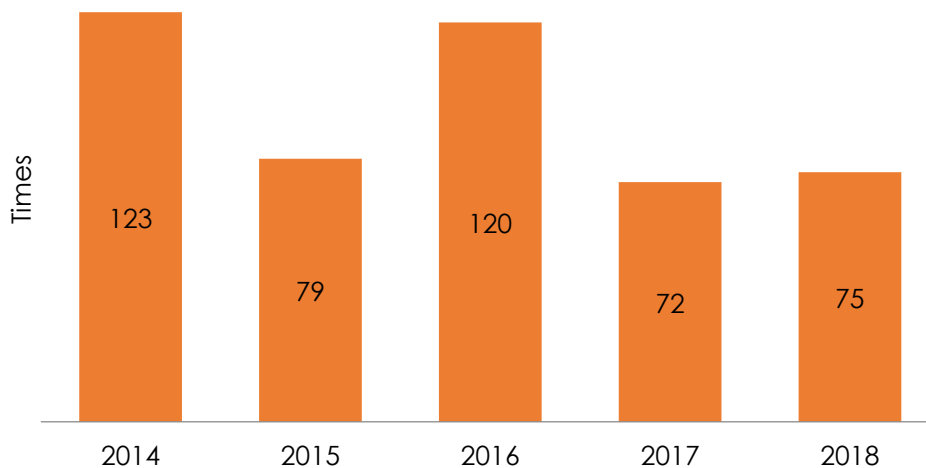
The Public Communications Section promotes positive impressions of the College by delivering information to MUIC's target audiences in a variety of ways. The Section focuses on the conception and execution of in-person public relations, as well as conducts campaigns in advertising and the media.

A Summary of Public Communications Section Activities

Protocol Visit

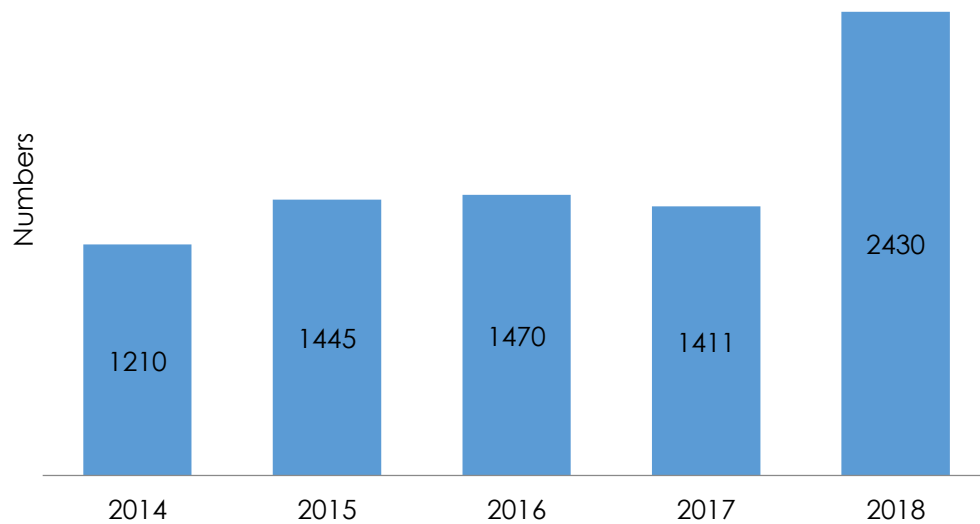


Road Show

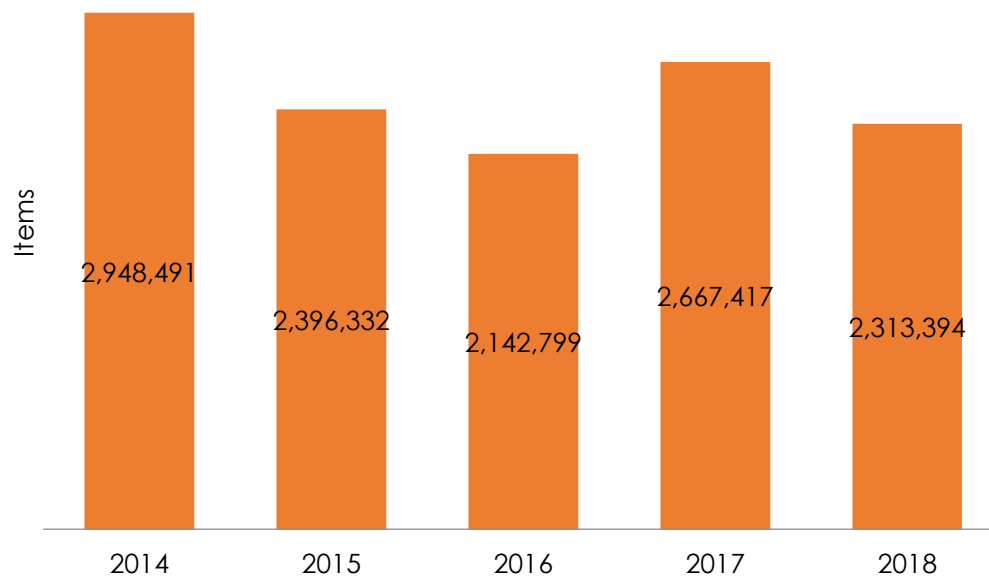




Press Releases



Website Visibility



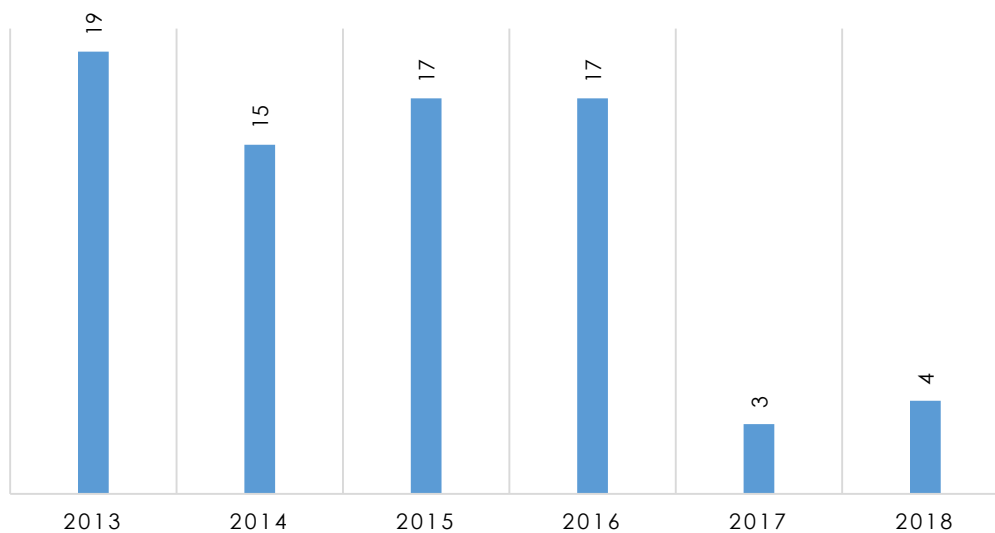


Energy and Environment

Energy Performance

| Eco-Index | 2015 | 2016 | 2017 | 2018 |
|----------------|------|------|------|------|
| Materials | 0 | 3 | 3 | 3 |
| Energy | 2 | 3 | 3 | 3 |
| Water | 2 | 3 | 3 | 3 |
| Waste | 1 | 3 | 3 | 3 |
| Building | 1 | 3 | 3 | 3 |
| Greenhouse gas | 1 | 3 | 3 | 3 |

Number of Energy Publications





Safety, Health and Environment

Number of Participants

| Activity | 2015 | 2016 | 2017 | 2018 |
|---------------------------------------|------|------|------|------|
| Basic Firefighting Training (6 hours) | 45 | - | - | 120 |
| Annual fire Evacuation | 240 | 362 | 477 | 215 |





Mahidol University
International College

ANNUAL REPORT 2018