

AS E-NEWSLETTER

CONSULTANCY PROJECTS

Activity Program for Professional Qualification Standards for New Graduates

For Thailand Convention and Exhibition Bureau
Duration: January 10 - November 5, 2023
Budget: 1,000,000 Baht



Project Manager
Dr.Sarinya Sungkatavat

ASEAN MICE Academic Cluster Program

For Thailand Convention and Exhibition Bureau
Duration: March 8 - September 23, 2023
Budget: 1,200,000 Baht

Thailand MICE Youth Challenge 2023 : A hybrid National Competition

For Thailand Convention and Exhibition Bureau
Duration: April 5 - August 31, 2023
Budget: 350,000 Baht

Standard Development for The New Generation of MICE Professionals Through International MICE Study Network (iProgram2023)

For Thailand Convention and Exhibition Bureau
Duration: April 5 - September 30, 2023
Budget: 250,000 Baht

Developing Whistleblowing Procedure Project for The Royal Bangkok Sports Club

For The Royal Bangkok Sports Club
Duration: August 21, 2020 - July 31, 2023
Budget: 260,000 Baht



Project Manager
Asst. Prof. Dr.Ornlatcha Sivarak



Project Manager
Assoc. Prof. Dr.Veera Bhatiasevi

Service Quality and Standards of Broadband Internet Service Providers in The Telecommunication Sector

For Broadcasting and Telecommunications Research and Development Fund for Public Interest
Duration: November 29, 2022 - November 24, 2023
Budget: 9,213,449 Baht

Academic Writing of Gut Health Promoting Messages

For Synova Food co. ltd
Duration: May 2 - October 31, 2023
Budget: 19,800 Baht



Project Manager
Asst. Prof. Dr.Tumnoon Charaslertrangsi



Project Manager
Dr.Sunsern Cheamanunkul

Consultancy for GBN-GBS Boat Routing Enhancement and FWLAP Development 2

For The Gang Technology co. ltd
Duration: June 15 - September 30, 2023
Budget: 1,045,000 Baht

Consultancy for Engineering Document Digitization 9

For The Gang Technology co. ltd
Duration: July 17 - October 31, 2023
Budget: 1,020,000 Baht



Project Manager
Dr.Piti Ongmongkolkul



Project Manager
Dr.Weerapong Phadungsukanan

Consultancy for Engineering Document Digitization 10

For The Gang Technology co. ltd
Duration: July 19 - 21, 2023
Budget: 150,000 Baht

TRAINING PROJECTS

Siriraj Presentation Training



Project Manager
Mr. Adriano Quieti

Siriraj Presentation training was conducted on June 2, 2023 at Faculty of Medicine, Siriraj Hospital. The participants of the training were 27 personnel of Faculty of Medicine, Siriraj Hospital. The training has been designed to provide the participants with an overview of the basic principles of public speaking, specifically giving presentations.

The course was delivered in both a lecture and workshop, allowing the participants to first learn the theory and adapt into practice. During the training, participants learned to plan, design, and deliver a presentation in a group and receive feedback. The course also provided participants with core English phrases used in presentations and helped to build confidence in public speaking.

Digital Marketing Strategies (DMS) Batch 4



Project Manager
Asst. Prof. Dr. Dissat Prasertsakul

Digital Marketing Strategies (DMS) Batch 4 took place on July 22, 2023 at Dusit D2 hotel through collaboration between Mahidol University International College and Pan Pho Co., Ltd. It was offered both on site and online. Amongst many marketing strategies available, it is not easy to know which one works best for the companies. This comprehensive program provides entrepreneurs and managers with the skills you need to succeed in today's online world.

On this two-day course, students will uncover different digital marketing and branding strategies and how to create effective communication strategies and compelling content over different social media platforms. As being a pracademic, Dr. Dissat will walk the students through his practical digital marketing process with his hands-on experience. Upon completion of the course, students can develop their digital literacy to grow their businesses and excel in their career.

Digital Advertising Intensive (DAI) Batch 3



Project Manager
Assoc. Prof. Dr. Chanchai Phonthanukitithaworn

Digital Advertising Intensive (DAI) Batch 3 was conducted on August 26, 2023 with Pan Pho Co., Ltd. in collaboration with Mahidol University International College. The training was held online on Zoom for 22 participants.

In the post-2022 era, it is important for modern businesses to have a deep knowledge of online advertising planning in order to be able to adjust their strategies and reach their target audience with a powerful budget. With the importance of strategy, Pan Pho Co., Ltd., in collaboration with Mahidol University International College (MUIC), organized this training which was created to provide significant information, strategies, tactics, and know-how for better advertising performance.

TICA - JICA Triangular Cooperation for Palestine Phase II for The Development of Tourism Sector



Project Manager
Asst. Prof. Dr. Kaewta Muangasame

TICA - JICA Triangular Cooperation for Palestine Phase II for The Development of Tourism Sector was conducted on August 17 - September 8, 2023 with the cooperation of Thailand International Cooperation Agency, Japan International Cooperation Agency, and Mahidol University International College. The participants were 10 Palestinian from The Ministry of Tourism and Antiquities (MOTA) and tourism private sector of Palestine.

The course design concept is to provide special training to understand the requirements of tourism stakeholders in the hospitality industry. The participants visited various hotel classifications in Thailand including small hotels, 5-star hotels as well as homestays run by communities. In addition, the hotel classification from the standard operation procedure (SOP) and Human Resource Development planning and training are the main concentrations of this program.

English Presentations and Discussion Program



Project Manager
Assoc. Prof. Dr. Douglas Lee Rhein

The English Presentations and Discussion Program took place from September 4th to the 7th, 2023, specifically for the Naval Education Department. The training occurred onsite at the Naval Education Department and involved 13 lecturers from the department.

Public speaking skills not only contribute to a teacher's professional success but also enhance confidence, improve organizational abilities, and increase the capacity to influence others. This course was designed for each participant to create and deliver sample lectures focusing on maritime issues relevant to the courses at the Naval Defense College. Participants had the opportunity to listen to lectures, identify rhetorical patterns, and engage with the content from both the perspective of a teacher and a student.

Jorakay Leadership and Development Program



Project Manager
Assoc. Prof. Dr. Veera Bhatiasavi

Jorakay Leadership and Development Program was conducted from September 8 - November 15, 2023 for Jorakay Corporation Company Limited. The training was held onsite at Jorakay Corporation Company Limited for 30 Senior Executives and Core Managers of the company.

The objective of the course was to provide leadership training for Jorakay's Executives through interactive learning, workshops, and case studies for the following modules: designing and engaging multi-generational and diverse workplace, the ultimate people manager under VUCA time, organizational diagnosis for leaders, the journey of catching and coaching, and value creation leadership.

Young-BOLD: Micro-MBA



Project Manager
Assoc. Prof. Dr. Chanchai Phonthanukitithaworn

Young-BOLD: Micro-MBA was conducted on September 16 - October 1, 2023 with Pan Pho Co., Ltd. in collaboration with Mahidol University International College. The training was hybrid with online and onsite with 46 participants.

The course taught about the skills, strategies, and key ideas to make your business grow strategically, even with minimal or no business management background. The participants learned about the direction of the economy, future world trends, and how to leverage. The course design provided the participants to design a business plan from a clear idea that is actionable and can be applied in reality together with practice and learn strategic planning and techniques to find customers in a competitive market

Friends from Thailand 2023



Project Manager
Dr. Sarinya Sungkatavat

Friends from Thailand 2023 Training was held between September 19 - 30, 2023 with the cooperation between Thailand International Cooperation Agency (TICA) and Mahidol University International College (MUIC)

The course objective was to train and prepare the skills of marketing and public relations for developing tourism destination in order to prepare for a representative who will perform the duty of International Tourism Promotion Officer at Yamanashi, Japan. Moreover, the course content included Destination Marketing Management, Destination Product Development, Destination Branding as well as Design in Promotional Materials and Storytelling.

Intensive English Communication Skills for Siriraj Professionals



Project Manager
Mr. Adriano Quieti

Intensive English Communication Skills for Siriraj Professionals Training was held from October 25 - November 22, 2023 at Faculty of Medicine, Siriraj Hospital. The participants were 20 Medical Professors of Faculty of Medicine, Siriraj Hospital.

The course was delivered in both a lecture and workshop format, allowing the participants to first learn the theory and then adapt into practice. During the training, participants planned, designed, and delivered presentations and received feedback on their presentations. The course also provided participants with language and techniques to engage in general conversations in a hospital setting and respond to academic questions and points raised during discussions.