



# AS E-NEWSLETTER



## TRAINING PROJECT

### Project Manager



Asst. Prof. Dr. Ornlatcha Sivarak

### FWDxMU Exclusive Wisdom Program Batch 1 - 3 for FWD Life Insurance Public Company Limited

The FWD X MU Exclusive Wisdom Program, from October to December 2024, arranged for employees from FWD Life Insurance Public Company Limited, 30 employees in batch 1, 30 employees in batch 2, and 18 employees in batch 3. The program aimed to equip participants with soft skills and up-to-date trends necessary for today business. It covers five topics designed to enhance the participants' ability to define and communicate ideas using Design Thinking Process. Participants also gained insights about their personality types through Meyer's Briggs Type Indicator. In addition, workplace diversities, customer insights and digital transformation and AI are discussed.

### Workshop Project on "Workforce Analysis for Organizational Efficiency Enhancement"

for Faculty of Graduate Studies, Mahidol University

A Workforce Analysis for Organizational Efficiency Enhancement workshop was conducted on December 6, 2024, for the Faculty of Graduate Studies, Mahidol University. The project aimed to develop skills in work process analysis to enhance organizational efficiency and prepare for future workforce needs through effective human capital management.

Moreover, the workshop focused on reevaluating tasks and optimizing workforce allocation while promoting individual well-being and resource efficiency. Participants engaged in discussions on strategic workforce planning, gaining insights into best practices to ensure institutional preparedness for future challenges. This workshop supported graduate studies by enhancing work process optimization, enabling participants to develop data-driven workforce strategies for long-term organizational sustainability.

### Project Manager



Dr. Wallapa Suengkamolpisut

### Instructor



Mr. Greg Noland

### IELTS Writing - Quick Course

for Yunnan Around Asia International Education Center

The IELTS Writing - Quick Course, conducted from December 9 to 19, 2024, was designed to enhance the academic writing skills of 18 YAAE students to achieve a band score of 6 in IELTS academic writing. The course had Mr. Joseph Serrani, Director of Preparation Center for Language and Mathematics as the project manager, and had Mr. Greg Noland, an instructor from the Preparation Center for Language and Mathematics as the instructor.

The course content covered the IELTS writing exam format and requirements equipping students with effective strategies for brainstorming, planning, and organizing their writing. Additionally, the course focused on improving students' ability to compose coherent, and well-structured paragraphs, while also expanding their vocabulary and reinforcing the accurate use of a range of grammatical structures. Furthermore, students developed time management skills essential for completing both writing tasks within the allocated time.

### Friends from Thailand 2024

for Thailand International Cooperation Agency

Friends from Thailand 2024 Training was held between December 16 - 29, 2024, with the cooperation between Thailand International Cooperation Agency (TICA) and Mahidol University International College (MUIC)

The primary aim of the course was to provide comprehensive training in marketing and public relations skills tailored towards the development of tourism destinations to prepare for a representative who will perform the duty of International Tourism Promotion Officer for 1 year at Kushiro Hokkaido Japan. Furthermore, the curriculum encompassed topics such as Destination Marketing Management, Tourism Product Development, Destination Branding, as well as Design in Promotional Materials and Storytelling.

### Project Manager



Dr. Sarinya Sungkatavat

### Project Manager



Dr. Wallapa Suengkamolpisut

### Workshop Project on "Workforce Analysis for Organizational Efficiency Enhancement"

for Faculty of Engineering, Mahidol University

A Workforce Analysis for Organizational Efficiency Enhancement workshop was conducted on January 17, 2025, for the Faculty of Engineering, Mahidol University. The workshop aimed to provide fundamental knowledge for both academic and supportive staff to revisit task processes, identify opportunities for upskilling, and prepare the workforce for the future.

The workforce analysis will support the review of job scopes, helping to formulate individual development plans and succession planning strategies for the faculty. The results from this analysis will also contribute to proposing workforce policies, ensuring alignment with the faculty's long-term strategic goals. This initiative enhances organizational efficiency and ensures a future-ready workforce equipped with the necessary skills for evolving job demands.



# CONSULTING PROJECT



**Project Manager**



Asst. Prof. Dr. Kaewta Muangasame

**Developing the Assessment Criteria for Community-Based Tourism Destinations Standard, regarding the Global Sustainable Tourism Criteria (GSTC-D) toward the Sustainable Development Goals (SDGs)**

**For:** Department of Tourism

**Duration:** March 23 – November 17, 2024

**Budget:** 1,585,000 Baht

**14th Coach the Coaches Program for MICE Industry**

**For:** Thailand Convention and Exhibition Bureau

**Duration:** June 14 – December 11, 2024

**Budget:** 1,980,000 Baht

**Project Manager**



Dr. Sarinya Sungkatavat

**Project Manager**



Dr. Weerapong Phadungsukanan

**Consultancy for Engineering Document Digitization 12**

**For:** The Gang Technology Company Limited

**Duration:** October 21 – November 1, 2024

**Budget:** 340,000 Baht

**Brand Positioning and Customer Perception of Mahidol University International Demonstration School (MUIDS)**

**For:** Mahidol University International Demonstration School (MUIDS)

**Duration:** November 20 – December 18, 2024

**Budget:** 84,000 Baht

**Project Manager**



Asst. Prof. Dr. Dissatit Prasertsakul

**Project Manager**



Dr. Dynaya Bhutipunthu

**Motion Graphic Design Project 2024**

**For:** Bangkok Commercial Asset Management Public Company Limited

**Duration:** October 21 – November 1, 2024

**Budget:** 340,000 Baht