

CONNECT

YEAR 2 ISSUE 6 JUNE 2014

A Journey beyond Time Feature

Application of Soft-Prepared Chalk
GSB Learning Reflection out of Class

**A "Fun-tastic" Learning Experience
through Learning by doing**
MBA TRM students at
Thai Airways Suvarnabhumi
International Airport

**Individual Development and
Holistic Management
towards AEC**
1st Joint Research:
ADECCO & ABAC-ODI

**From the TRM Classroom
to the Mr. Thailand 2014
Spotlight**

**Butterflies are free
lifestyle**



At sunrise I awake to day's new reality
 Which, like all things must end at dusk
 Twenty five centuries ago, the Enlightened One
 The Buddha awoke as I do, to elucidate blessings
 That one may derive from meaningful existence
 The act of listening to learn from wisdom's store
 The act of giving to the impoverished who need more
 The act of paying reverence, not from mere habit
 But from the leanings of spiritual grace,
 Through living to reiterate determination to lead noble lives,
 To develop the mind,
 To practice loving-kindness and to bring peace and harmony to humanity
 As on Vesak day
 The blossom of the day, like any flower, will fade
 Yet, it shall not obliterate the teachings of the Enlightened One:
 Dhamma, righteous living and peaceful co-existence
 Shall be the epitome of Life's supreme teachings

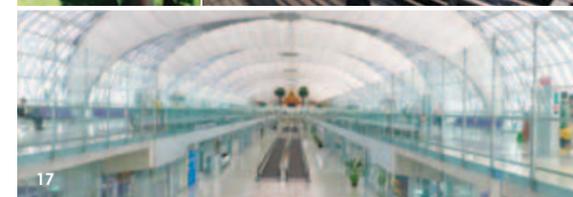
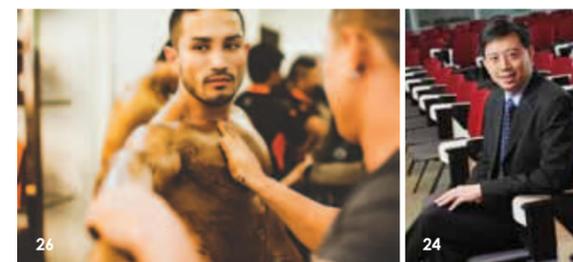
Glen V. Chatelier
 Director, Office of International Affairs
 Assumption University
 2014



GSB NEWSLETTER

CONNECT

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Contributors Glen Chatelier Asst. Prof. Dr. Chittipa Ngamkroekjoti Dr. John Barnes Dr. Voravee Pattaravongvisut Narachai Treeitipbut Asst. Prof. Dr. Chanintorn Jitawiriyankoon Dr. Adrash Batra Panita Siripat Sansanee Aranyanak Dr. Thongdee Kijboonchoo Dr. Joh Blauw Echo Wang	Executive Committee Dr. Kitti Phothikitti Dr. Soonthorn Pibulcharoensit Dr. Kitikorn Dowpiset Dr. Ismail Ali Siad
	Editorial Team Glen Chatelier Nattawat Deddechanukul Rangsan Traibutra
	Graphic and Printing Pressociale Co. Ltd

02 MESSAGE FROM THE PRESIDENT



REV. BRO. BANCHA SAENGHIRAN, F.S.G., PH.D.

PRESIDENT-RECTOR MAGNIFICUS

As we are in the month of June 2014, it should remind all of us that AU is in the transition period of adjusting the university calendar to the ASEAN calendar of most universities in ASEAN Community.

We must ask ourselves how ready we are to face the challenges of change in ASEAN Community. We should be aware of the existence of the ASEAN Community and its impact on our lives and the country as a whole. The awareness can be four levels, namely, individual, institutional, national, and even global.

In fact, ASEAN Community with its aims and purposes is to promote regional cooperation and partnership to create peace and prosperity in the region. The goals set will be too lofty and will take long years to achieve. The catalyst lies in each individual to be aware of the existence and try to cooperate with the movement. Peace, stability, and prosperity will never be achieved unless the concerned effort must be launched.

Everything begins with individual effort first. Strengthening your capacities, in particular investing in education.

As a start, just remember:

**ASEAN Community 2015:
One Vision, One Identity
One Community**

Rev. Bro. Bancha Saenghiran, f.s.g., Ph.D.
President

MESSAGE FROM DEAN 03



DR. KITTI PHOTIKITTI

DEAN

As we begin a new trimester at the Graduate School of Business, I'd like to welcome all of you back to our programs, and to classes which I am sure will enhance your knowledge, while imparting to you virtues such as industry and endurance. Since we in Thailand recently marked the observance of Visakha Bhucha day, I would like to use the spirit of such a celebration to remind all teachers and learners that our academic efforts should imbue in each of us the search to make not just our lives better, but to add to the usefulness of liv-

ing in general through the fruits of our searches and endeavors in knowledge enterprise. This best results with persistence and perseverance which I do hope will accrue from our quest to learn, to strive to seek and to achieve.

I wish you all the very best in efforts and in accomplishments.

Kitti Photikitti, Ph.D.
Dean, Graduate School of Business
Dean, Graduate Studies

04 MESSAGE FROM THE DIRECTOR

Office of Graduate Studies



SOONTHORN PIBULCHAROENSIT, PH.D.
DIRECTOR, OFFICE OF GRADUATE STUDIES

Dear Graduate Students and Faculty Members

Welcome new students and welcome back returning students for May Semester!

Now that the semester is well underway, I would like to update you on several initiatives and a number of new resources intended to enhance the student experience. We are undertaking the implementation of our new LMS system in order to support the learning environment for GSB students.

Assumption University is now an Apple iTunes University. We are in the first wave of universities in Thailand which are officially on iTunes U. There are around 2,700 schools and Universities on this portal. We are currently uploading our course

contents on iTunes which you can access by iOS devices and PC. All materials for your courses- syllabi, videos, apps, books, class assignments, and more are all in one place.

Additionally, we are implementing our AU Line application internally for ABAC students. With this system, you can enjoy major features such as LINE application customized stickers for our internal use. You can design your own sticker and use with this AU Line application. It's going to be fun. We hope to finish the application and do a test run very soon.

On behalf of the Office of Graduate Studies, I wish you a rewarding and productive semester in 4/2013.

Best wishes,

Dr. Soonthorn Pibulcharoensit
Deputy University Registrar
Director, Office of Graduate Studies
Assumption University

STUDENT'S COLLAGE 05

WHY DID YOU CHOOSE TO STUDY IN ASSUMPTION UNIVERSITY



It was the perfect occasion for me to extend my training in order to get new skills and competencies while being able to discover another country and culture. A double degree between my original university and the Assumption University has been proposed by my main teacher in France.

Jason Valax
From : France
Program : MBA Technology Management (Exchange Student)



I choose Assumption University because it's international and famous. I need to get a higher level in English, and I want to graduate in Master Degree with a quality of knowledge in good environment and society. Finally ABAC has now got a nationwide renown. Thank you!

Ms. Monchaya Wittayanon
From : Thailand
Program : MBA (Fast-Track)



I choose Assumption University because this university has high reputation in Thailand and I was graduated bachelor degree with this university. One more reason is that international university will help me improve my skill of English language.

Vasin Taveeprichachart
From : Thailand
Program : MBA (Fast-Track)



I chose to study in Assumption University because of its reputation of being the first and top international university in Thailand. I also chose to study at Assumption University because I believe that they would have well qualified A/jarns/lecturers.

Olurotimi Abayomi Bamgbelu
From : Nigeria
Program : MBA (Day)

06 RECENT ACTIVITIES



MBA-TOURISM GUEST SPEAKER VISIT

Dr. Adarsh Batra invited Dr. Chuwit Mittrchob as a key resource person from Designated Areas for Sustainable Tourism Administration (DASTA) to deliver an extension lecture on Saturday, 25th January 2014 at ABAC Huamak Campus in the A-101 room. Dr. Chuwit is Director of Strategic Management Office.

The session lasted for more than one and a half hour morning session, comprising 1 hour power point slides presentation and 30 minutes question-answer session with the audience. The audience comprised two MBA-Tourism batch students and faculty members.

Dr. Chuwit introduced about DASTA and Sustainable tourism situation in Thailand.

1. Designated Areas for Sustainable Tourism Administration - Concept and mission
2. Designated Areas for Sustainable Tourism Administration - Roles and responsibilities
3. Graphical display and explanation of key DASTA project areas in Thailand
2. Challenges for Development of Sustainable Tourism in Thailand
3. Creative Tourism and Low Carbon tourism as DASATA Strategy
4. Comparison of Missions of State Agencies: DASTA, Tourism Authority of Thailand (TAT) and Ministry of Tourism and Sports (MOT)



JANUARY 12, 2014

GSB INDUCTION AND ORIENTATION 3/2013

GSB conducted the Induction and Orientation Day for the freshmen students who were joining in MBA Day and Evening programs, MBA Fast-Track, MBA Tourism Management and MS Investment Analysis program in the trimester 3/2013.

The Induction started with the welcoming address by the President of Assumption University, Rev. Bro. Dr. Bancha Saenghiran, and Dr. Kitikorn Dowpiset, Associate

Dean of Graduate School of Business who delivered the introduction to the study in GSB. The Induction was taken place at Hua Mak Campus, Auditorium Hall and program information were moderated by Dr. Apichart Intravisit. The course's briefing was introduced by Dr. Ismail Ali Siad, the MBA Program Director and the Student Support Information and Survival Guide was introduced by Dr. Soonthorn Pibulcharoensit, the Director of the Office of Graduate Studies. There were 180 freshmen students and 20 faculty members participated on the Induction Day.

07



FEBRUARY 22, 2014

FRESHMAN SEMINAR

Graduate school freshman seminar 3/2013, 22-23 February 2014 was organized at Holiday Inn Hotel, Pattaya. All freshmen got a warm welcome and speech from Rev. Bro. Dr. Amnuay Yoonpraying the Vice Rector for Moral Development Education student and faculty enjoyed many activities and traditional ceremony.



JANUARY 31, 2014

ABAC GSB STUDENTS EXPERIENCE LONG LIFE LEARNING ACTIVITIES AT THE INTERNATIONAL CONFERENCE IN CHIANG MAI.

During 31 January – 1 February 2014, Asst. Prof. Dr. Sirion Chaipooirutana and 6 MBA students participated and presented research papers at the International Conference hosted by the Faculty of Business Administration, Maejo University and Rajamangala University of Technology Lanna at the Impress Hotel, Chiang Mai. On the first day of the conference, all ABAC students research group as well as Dr. Kitikorn Dowpiset, Associate Dean, ABAC Graduate School of Business were receiving a warm welcome and having group photos from the Asst. Prof. Chamnian Yosraj, Ph.D, President of Maejo University. On the second day, students had a chance to explore and experience traditional and cultural visits in Chiang Mai and some provinces in the North.



MAY 23, 2014

THE 1ST JOINT RESEARCH: ADECCO AND ABAC-ODI WHITEPAPER

The ABAC Organization Development Institute by Dr. Perla Rizalina M. Tayko, Organization Development Institute (ODI) Director and Dr. Kitikorn Dowpiset, Associate Dean, Graduate School of Business and ADECCO, the world's leading provider of HR solutions by Khun Phitaya Phromjanja hosted the press conference to announce the research on "Key Success Factors for Individual Development & Holistic Management towards the AEC 2015". This research was conducted by Dr. Sirichai Preudhikulpradab, Associate Director, MMOD Program and was published in the ABAC ODI Journal as the academic research paper of Assumption University. ADECCO and ABAC ODI had a joint collaboration together for Organization Development, HR Consultation Services and research since 2012.



JANUARY 25, 2014
SPECIAL LECTURE

The knowledge is around us not just from our lecture but from the special guest as well. Students get new knowledge from Mr. Chuwit Mittrchob.

LEARNING THAI FOR FOREIGN COMMUNITY

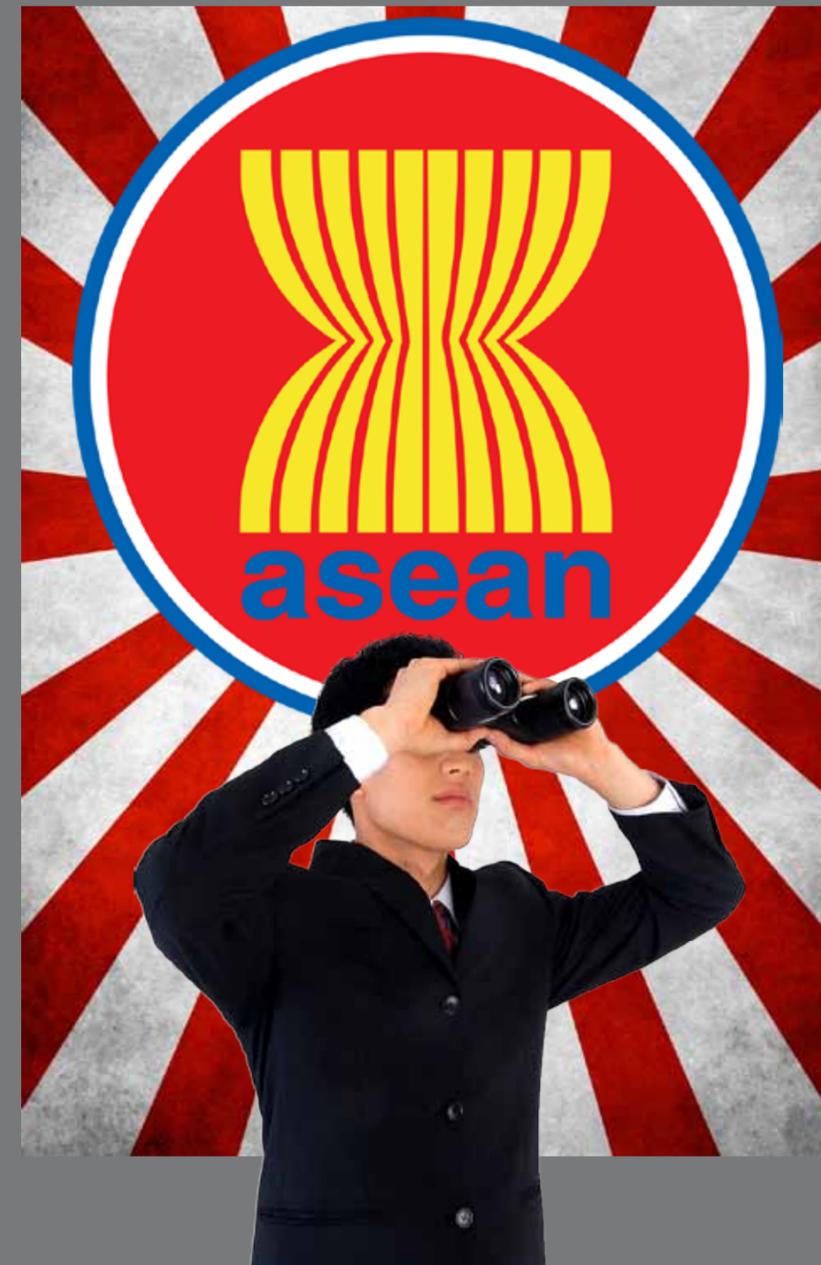
As for the creating a distinctive international educational experience for GSB students through a blended Thai and International culture, GSB offered the 30-hour Thai Course for International students and faculty during February 18 – March 30, 2014. The Thai course was opened on day time and evening time and there were 36 students taking the course. The courses were taught by the lecturers from the ABAC Thai Arts and Culture Department. Dr. Ismail Ali Siad, the MBA Program Director was having the opening session and introducing the course and lecturer on the first class. The objectives of this project are to provide opportunities for foreign students to learn daily life speaking and writing in Thai language, to learn and preserve the Thai arts and culture so that they can make their life easy and stay in Thailand happily.



GSB ON THE QA SEMINAR AT HUA HIN

Dr. Kitti Phothikititi, Dean of Graduate School of Business and GSB faculty members as well as staff were attending the QA Seminar on the Knowledge Management at Asara Resort Hua Hin during 20-22 December 2013. The seminar was moderated and shared knowledge by Perla Rizalina M. Tayko, Ph.D., Organization Development Institute (ODI) Director as part of the Faculty and Staff Development, to increase more knowledge of the KM.

KEY SUCCESS FACTORS FOR INDIVIDUAL DEVELOPMENT & HOLISTIC MANAGEMENT TOWARDS THE ASEAN ECONOMIC COMMUNITY (AEC 2015)



The fast changing marketplaces, increasing customer expectations, aspiration for work-life balance, and the increasing exchange of international employees across different countries; and the regionalization towards the ASEAN 2015 are unavoidable drivers of change that the 21st century business leader and manager have to focus on and attend to in order to further progress organization effectiveness, productivity and business results. This current and future flux of these driving forces critically influence the organization strategy, decision making processes, and the achievement of the organization's bottom-line. Thus, business leaders and managers are challenged to think and act differently and creatively. This research is an attempt to present baseline data that will help determine the next best steps for today's business leaders and managers to level themselves up to the challenges. This study presents (1) the competencies/skills are critical for the 21st century business practitioners in national, international and global village; (2) which competencies/skills are the most urgent and needed for the industry; and (3) a set of recommendations for Organization Development Interventions in order to best hone the competencies/skills in view of the challenges. Data was gathered using on-line questionnaires which were distributed to the business practitioners holding current positions ranging from Assistant Managers, Directors up to the Top Executives level. Most of the respondents (n=218) came from the service industry. The major findings reveal that there are five areas which are the most critical competencies/skills required for Thai managers, namely; (1) English language communication skills; (2) innovative and ingenious practices in developing products and services; (3) hands-on execution of business/services for strategic planning and management; (4) process-learning which is a critical skill for coaching and empowerment in developing the human potential; and (5) the open-mindedness for the cultural diversities where business/services are. Lastly, the selection and design of talented and professional development programs need to veer away from the standard or prefabricated training program. Conversely, the focus of individual development and holistic management is oriented towards the leveraging human brain functioning as an integral part of everyday life at workplaces—it is the total transformation and change from within: one that is real time, personal, and timelessly engaging. The possibility for the success key critical factors for the whole organization is thus interdependent with quality of the development of individual awareness of thought patterns, the patterns of self-knowing, the capacity for learning to learn, lastly the ability to make appropriate choices that lead to actions that are meaningful and constructive for self, group, organization, community and nation at large.

Sirichai Preudhikulpradab, Ph.D.
 Associate Director, MMOD Program
 Graduate School of Business, Assumption University Thailand

A Journey Beyond Time



Williams (2010, p. 239) stated that who we are and where we come from matters to most people. This fascination with the past has become integral to contemporary life as a hobby-based activity that center on the collection of all kinds of memorabilia, in entertainment and in many sectors of education (Fowler, 1992). Urry (1990) emphasized that heritage sites are often important locally, since by conserving such places local people find an important way to signify their locality. Timothy and Boyd (2003) suggested that within the range of heritage attractions, particular categories assume a raised level of significance. These include

- Museums and galleries;
- The living culture that is expressed in festivals, ceremonies and performances;
- Archaeological sites.

The MBA-Tourism students in the Graduate School of Business, at Assumption University of Thailand (ABAC) organised a one day educational field trip to places of cultural interests (Suan Pakkad Palace Museum – Jim Thompson House – Bangkok Art Gallery – International buffet dinner at Baiyoke Tower) in Bangkok on Sunday September 29, 2013 to experience the diverse nature of these attractions.

Suan Pakkad Palace Museum

'Suan' means garden and 'pakkad' means cabbage.

Upon arriving, the group of 40 (35 students and 5 faculty members) was divided into two main groups, so that all members could enjoy tour of the house without crowding the museum site. Complementary leaflets in English Language were available for visitors describing the history of the place, and containing sample pictures of the rare collections and different sections in the museum.

The museum area adjoins the busy Si Ayutthaya road but once inside is calm and pleasant. The museum area is divided into eight rebuilt Thai houses based on the type of sections and presence of collections inside. Wooden stairs take you to the first floor of each house with wooden bridges connecting one house to another. For safe walking and support, bridges have railings. The tour began with the Thai Music section (House 1). House 1 contained several Thai musical instruments belonged to the late H.R.H. Prince Paribatra, a son of His Majesty King Chulalongkorn, Rama V, such as six big drums, a Thai three - stringed fiddle, an alto xylophone and models of Thai musical instruments made of ivory. Drums are made of buffalo skin. In the Thai language these are called Thai Gongs. The use of coconut shells as music instrument was evident. A rare collection of gramophone records of 1928 was also noticeable. Prince Paribatra is considered one of the greatest music composers in Thai history.

As we entered Thai house 5, enthusiastic visitors were politely requested to take off and carry their shoes, in plastic bags to maintain sanctity of the site. In another Thai house, three Buddha images depicting Thai, Indian and Burmese styles with short description were available. There is a separate shelf that stores and displays coins of the historic era.



Dr. Adarsh Batra
Director of Research in Sustainable Business MBA-Tourism Program
Graduate School of Business



Suan Pakkad Palace Museum

Jim Thompson House and Museum

House 6 contains displays of glassware, lacquerware (trays, plates, containers, cups and vases), silverware and porcelain that belonged to the late H.R.H. Prince Paribatra and H.R.H. Prince Chumbhot of Nagara Svarga. There is also a collection of Thai coins and foreign currencies and Sukhothai figurines¹. There is a separate collection of Thai antique weaponry including some from European countries and ceramic wares of the Ming and Ching dynasty from China. A driver's license of the Princess dating back 50 to 60 years was also shown.

House 3 had a bedroom, bathroom, reception hall, artefacts, mirror and perfumes which were over 100 years old. There was a collection of fine pieces of pent achromatic porcelain called Bencharong, made in China but decorated with Thai designs (In Thai Language Bencharong means 'five colour'), betel nut and a teaset. Collections also included palanquin and an umbrella, with the formal insignia of a very highly-ranked prince, belonged to the great-aunt of the Prince Chumbhot¹.

The upper level of House 2 accommodated food containers with covers made up of wood, lacquered and decorated with mother-of-pearl in Thai designs. This section also houses red painted pottery, necklace glass beads dated back 2000 years, bronze bracelets and pottery. Another section of the museum (House 4) used for receptions and dinners, included a private collection of Buddha. The dining area on the wooden floor is surrounded by paintings on cloth depicting the Lord Buddha and a very rare panel of mother-of-pearl work in the late Ayutthaya style. There were also a collection of 'Talapat' (Ecclesiastical) or monk's fans used for religious Buddhist ceremonies.

House 7 is the Khon Museum displaying several art forms and the crafts in the context of the Great Indian epic, "the Ramayana" which presented scene movement of Kumpakan¹. There were full-size khon masks, puppets, clay figurines. Landmark incidences of Ramayana epic are displayed as models made up of fine wood. Ramayana characters do show movements individually and as a set. The main characters of the Indian Epic Ramayana are presented (Hindu Gods and Goddesses, 'Phra' means Lord Rama, 'Sida' is Sita, 'Pharam' is Lord Vishnu and 'Thot Sakarn' is Rawan). Audio-visual presentations and the computer kiosk were also available for interested visitors. Type and colour of

the masks represent good and bad characters. The Khon mask-making process was displayed in Thai and English Language for visitors.

Personal collections of the Princess, such as shells, rocks, minerals collected from many countries are kept safe in House 8. Outside the house is a huge turtle shell dating back 100 years. There is a Lacquer Pavilion of Ayutthaya period (17th century), which is reproduced on the cover page of the official brochure. Inside the Pavilion, equally magnificent mural paintings, with Gold on black lacquer, depict the life of Lord Buddha. The architecture of the house resembled the Arabian style.

As we descended to the ground floor we were allowed to put on our shoes. The teak wood barge, which was used to escort Royal barge (19 meters long) is displayed. The last section was an exhibition room that portrayed contemporary work. As we moved from one house to another, there were ample opportunities for visitors to capture the moments using their mobile phones or cameras. Unfortunately, there were very few visitors at the museum on that day other than our group.

Jim Thompson House and Museum

Ten minutes drive from Suan Pakkad took us to Jim Thompson House on the Rama 1 road in Bangkok. Along with the entry tickets, staff provided printed leaflets in multiple languages such as English, Spanish, German, Japanese, French, and Chinese. An air-conditioned Jim Thompson store (part of The James H.W. Thompson Foundation) faces the ticket counter with a variety of Jim Thompson branded products including key rings, showcases, t-shirts, silky neck ties, sleepers, gowns and many more. There were a few enthusiastic visitors looking at the products but not many appeared eager to buy as they were quite expensive. The House also provided complementary professional guides (who can speak different languages) to accompany international groups of tourists. All employees were dressed in traditional local attire, made eye contact and were ready to swing into action. The house appeared quite busy with the presence of number of international tourists giving the feeling that the Jim Thompson House is a popular tourist attraction. There were rest rooms available adjoining the

ticket counter. Two young girls in traditional attire greeted us with a Thai dance (Ramwong) performance upon arrival. These girls were, in fact, artists; a few minutes before one of them was weaving silk sitting on a wooden platform while the other was displaying her skills carving on a water melon. As our group waited for the tour guides to be assigned, students were offered a snacks box as brunch.

This remarkable Thai-style wooden house once belonged to the late Mr. Jim Thompson, an American silk entrepreneur. The house now is a museum, to display Mr. Thompson's splendid collection of Asian artefacts and antiques. It is stated in the Jim Thompson leaflet that Jim Thompson came as a military officer to Bangkok but he fell in love with Thailand so much that he decided to live here permanently. The hand weaving of silk, a long -neglected cottage industry, captured Jim Thompson's attention. Therefore, he devoted himself to reviving the craft. Highly gifted as a designer and textile colorist, he contributed substantially to the industry's growth and to the worldwide recognition accorded to Thai silk. The houses were elevated a full story above the ground, a practical Thai precaution to avoid flooding during the rainy season. The red point on the outside walls is a preservative often found on many old Thai buildings.

On March 26th 1967, Jim Thompson mysteriously disappeared while on a personal trip to Cameron Highlands in Malaysia and could not be traced thereafter. His famous Thai house, however, remains as a lasting reminder of his creative ability and his deep love of Thailand.

As the tour of the Jim Thompson House began, an expert guide led our group through the walking track that meanders through green vegetation, keeping the surroundings cool and pleasant to the eyes. A Kalong (canal) adjoining the Thompson House was noticeable. We were informed that Jim Thompson wisely moved to establish this house close to the weavers who stayed on the other side of the canal.

The curved roof-ends which gave the tip of the eaves a highly distinctive look and add to the graceful appearance of Thai houses are symbolic of the 'nagas' or serpents that adorn the Khmer temples². They have been stylized and often bear little resemblance to the original art form. Wood was readily available so it was the most common material used in the construction



Bangkok Art & Culture Center

Baiyoke Tower

of these houses. Paintings in the temple represented life of Lord Buddha to teach disciples about Buddhism.

A Thai Spirit house is found located in many Thai houses in Bangkok. These little houses are often charming miniature replica of a Thai-style house or temple. According to traditional Thai belief, the spirit house provides a home for the resident spirits of the compound. Wielding considerable power, resident spirits can play a major role in the fortune and destiny of the inhabitants of the compound. If the spirits are offended by inappropriate acts, neglect or disrespect, bad luck and misfortune befalls the owner and residents of the house. To appease and pacify the spirits, a daily offering of incense sticks, fresh flowers, water and food is presented almost every day based on Thai belief. The location of the spirit house is of primary importance. A badly positioned spirit house brings countless misfortunes to the residents. Great care is taken to ensure that it is never placed in a location where the shadow of the main building casts a shadow over it. Hence the spirit house is often found in the northern, eastern or northeastern corner of the compound.

Inside the house on the first floor, we were shown a living room. For celebrations, the terrace becomes the stage for Thai dining. Interestingly, in the past, based on Thai belief, toilets were not constructed inside the house; but instead, outside as the presence of waste together with the place of living were not considered auspicious. But in the Jim Thompson House, a locked door concealed a bathroom constructed for foreign guests as Jim Thompson was American. In one corner of the house there was a small mouse house, made in China that acts as a showpiece and entertainment for children of the house in the past. The mice ran up and down in that small house, giving joy to the children. The Jim Thompson tour ended with group pictures with the tour guide.

Bangkok Art & Culture Center

Bangkok Art & Culture center is a seven story building adjoining MBK shopping center. It was not too late to stop for rest break as it was almost lunch time, everyone appeared tired and needed to relax before moving on. Different floors had different levels of activity to promote contemporary art. The ground floor had an ASE-

AN exhibition. The second floor appeared busy with some artists drawing life. There were many visitors who preferred to stay there and wanted to watch these new creations. The artists could draw portraits of any person, charging nominal fees (200 Thai Baht for black & white and 1000 Thai Baht for coloured).

Many members of our group decided to sneak in MBK shopping department for a while to have quick snacks and a bit of shopping.

Baiyoke Tower

Baiyoke Tower II is an 85-storey, 304 meters (997 ft) skyscraper hotel at 222 Ratchaprarop Road in the Ratchathewi district of Bangkok, constructed in 1997. It is the tallest building in the city, and contains the Baiyoke Sky Hotel, the tallest hotel in Southeast Asia and the fourth-tallest all-hotel structure in the world.

With the antenna included, the building's height is 328.4 m (1,077 ft). The building features a public observatory on the 77th floor; a bar called "Roof Top Bar & Music Lounge" on the 83rd floor, a 360-degree revolving roof deck on the 84th floor and 673 hotel guest rooms.

As we reached Baiyoke tower, we were told to assemble on the 19th floor of the highest tower in Thailand. On the 19th floor, Baiyoke tower had a ticket counter. The arriving people were channeled to form a queue before taking elevators. As people waited for the elevators, they are encouraged to pose for a picture facing special cameras. The escalator quickly moved up to 77th floor of the tower. It is a covered area with wide glass windows to see the view, which is beyond description. It is as if you are looking through an airplane window. With a clear sky, you can see the extremes of Bangkok city as far as your eyes can take you. You can have 360 view of majestic Bangkok. This floor has souvenir shops charging reasonable prices. The popular products available include a variety of Baiyoke tower symbol chains, key rings, caps, and tee-shirts. On the same floor, visitors can get back coloured pictures taken earlier. Different corners of the floor have something interesting to capture visitors' attention. In one corner, a heavy cemented spherical block with iron rods inserted is kept as a sample to inform visitors about the quality and quantity of metal, and

concrete used to construct this tower. Different window panes keep information and distance information for the various landmarks of Bangkok city visible from that direction of the tower. Everyone appeared busy taking pictures and smiling with pride to see Bangkok's skyscrapers' viewed for the first time in their life. The fast Bangkok traffic appeared to be crawling below at a snail's pace from the tremendous height.

For almost an hour, all members of the group were busy capturing plenty of pictures of the bird's eye view of Bangkok from the different corners of the tower. We were informed to proceed to the buffet dinner on the 84th floor of the tower. Again, people queued up to take elevators. As our group arrived, the buffet dinner was about to begin. Apart from buffet dinner, the spherical restaurant provided an open balcony for taking photos. The sun was about to set and lighting dots all around the city appeared. The stewards were seen moving quickly with freshly cooked food to the serving stations. Everyone occupied the best seat to have a glimpse of one of the rare views of the Bangkok city. For an hour the whole group enjoyed the sumptuous international foods with lots of variety. By that time, the floor was completely occupied and quite busy. After the dinner, many wanted to reach the top-most floor via stairs (almost 7 floors up). The top floor is a revolving open platform which circles to give a 360 degree view of the city. The illuminating light continuously changed multiple colours as we still took more photographs. We all assembled after an hour at a single point on the ground floor to return to the ABAC Huamak campus with plenty of unforgettable memories and new experiences.

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IMPORTANT ISSUES CONCERNING APPLICATION OF SOFT-PREPARED CHALK

IN THALECHUPSON DISTRICT, LOPBURI, THAILAND

ASSIST. PROF. DR. CHITTIPA NGAMKROECKJOTI,
THONGDEE KIJBONCHOO AND NATWARUT RUANGTRAKUL

Soft-Prepared Chalk or Marly limestone is considered as a traditional Thai chemical herb composed mainly of calcium carbonate (CaCO₃) and white soil. This special herb was popularly used since the reign of King Narai the Great in the Ayutthaya period (1565-1688) (Junrat, 2014). According to King Narai's statement:

"Soft-Prepared Chalk could cure people from thirst and aphthous ulcer very well (Muslim Thai post, 2014)."

Nowadays, Thais become aware of this special herb only during the popular Thai Songkran festival in April every year. Several other benefits of Soft-Prepared Chalk are researched and listed by the Geological Society of Thailand (GST). Soft-Prepared Chalk can possibly cure body allergy and protect from harmful sunlight. It can be used as a component of lime and lemon juice or turmeric to exfoliate and brighten human skin (Muslim Thai post, 2014).

The aim of this article is to reflect explicit opinions corresponding to an interview result and feedback based on an academic trip to the owner and general manager of Kae Factory at Lopburi on Saturday, February 22nd 2014.

The most popular and internationally accepted soft-prepared chalk is sourced from the Soft-Prepared Chalk Village located at Thalechupson District, Amphur Muang, Lopburi province (ASTV Online Manager, 2009). There exists abundance of Marly lime stone in this vast geographical area which is not suitable for paddy field or any other agricultural activities. However, there is a lot of White Soil, which is the main ingredient of making Soft-Prepared Chalk. Based on an interview with Khun Kae, the general manager at the Kae Soft-Prepared Chalk factory in Lopburi in February 2014, it was stated that:

"Even though Soft-Prepared Chalk is an ingredient used in several products like toothpaste, Joss sticks, household furnishing, pharmaceuticals (curing pimples on facial skin), profit is low." In addition, she revealed her concerns that:

"Soft-Prepared Chalk business in this village bustles during the Songkran Festival because of large orders by retailers and wholesalers. Because of huge demand and its advantage towards pharmaceutical businesses, it seems to be a profitable business. However, as a result of stiff competition, uncooperative and irrelevant prices fixed by the Department of Internal Trade (DIT), Ministry of Commerce, it strikes and affects sales volumes. Therefore, retailers and wholesalers have gained bargaining power, and they set a relatively low price. Many local producers have no choice but to sell with little or at times at no profit margin. As a consequence, they may not be able to pay for a high production cost, they finally become debtors. The local worker wage is lower than Baht 300 (daily standard wage rate in Thailand since January, 1st 2013) because of low price fixing by the middleman (Alexander et al. (2013)."

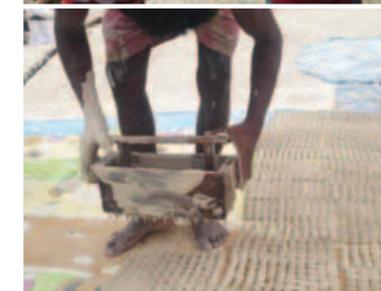
Moreover, to be more insightful of the issue, Khun Kae clarified downhearted that:

"the price of a single unit at the factory is Baht 35 per 20 kilograms while the retail price Baht is 50 per 20 kilograms. The wholesale price used for industrial production is only marked at Baht 1,100 per ton."

After a long discussion, Khun Kae demonstrated the long and complicated process of making Soft-Prepared Chalk. ASTV online manager (2009) explained the process of producing Soft-Prepared Chalk. It is divided into three steps shown as follows:

1. Separating Marly soil in the primary pool and using water is released to mix it. After Marly soil and water are mixed, water from the primary pool into a draining pool to sort out gravel and pebbles.
2. Fill water from the draining pool into the production pool and leave it for a night, after that the white soil will settle down at the bottom of the production pool, then we must pump out the water which appears on the surface of the production pool. Then, only white soil will be left at the bottom of production pool.
3. Finally, bring white soil to the mold and make a single unit of Soft-Prepared Chalk or make bigger pieces for industrial sale.

According to the interview we had made with the owner of the Soft-Prepared Chalk factory, several problems were found which destabilize this business. The most serious issue that needs to be considered immediately is the market



price supposedly set by Department of Internal Trade (DIT), Ministry of Commerce; however, this has been ignored. Hence, the market price issue should be researched and applied. Furthermore, DIT officers should provide feedback, address the right problem, and provide solutions right along. Along with sufficient government subsidy policy, Soft-Prepared Chalk can be a profitable product of Lopburi province both locally and internationally. At least, there should be a relevant and fair market price for them to guarantee that if they produce Soft-Prepared Chalk, no matter how much they produce, they can make some profit based on the proposed standard price to sell.

In our opinion, after we became aware of this business and also learned about the problems that need to be solved, we would like to suggest and recommend that the leader of the village or any leading soft-prepared chalk representative leading association, should discuss among themselves all the related problems. So that, they are able to create several promotional campaigns towards Soft-Prepared Chalk benefits and to set a fair price.

As well, new products, new production processes should be technologically developed.

Local wage should be partially subsidized or raised through encouragement of the Thai government agencies like the Office of SMEs Promotion (OSMEP), Small and Medium Enterprise Bank of Thailand (SME bank), Department of International Trade Promotion (DITP), and the Federal of Thai Industries (FIT). Moreover, the Soft-prepared Chalk association should be initially created and become strong and influential enough in order to increase bargaining power of suppliers. Also, engaging and/or negotiating with government agencies to create a price absolute advantage should be done. This is import substitution industrialization (ISI), whereby Thai replaces foreign import powder with Soft-prepared Chalk; it helps to improve trade and economic growth. A logical supply chain is the linkage between suppliers and government agencies which is sincerely cooperative and working towards a common goal.

Soft-Prepared Chalk is a Thai traditional product that majority seek after when the Songkran Festival approaches (in April of every lunar year). There are many hidden benefits that majority should learn and understand. Recognizing its important role in Lopburi's local economy, they might be able to change the perception toward the Soft-Prepared Chalk, and look for the approach to conserve this business. Therefore, if everybody works together and solves these problems, then Soft-Prepared Chalk business will be preserved, grow, and be successful. It will generate job opportunities, increase income among local workers. The welfare and standard of living will certainly be improved. We emphasize again that we would like to see the feedback and the support from the Thai government. With the government agencies' actions to help the Soft-Prepared Chalk village at Lopburi, entrepreneurs and local workers will be gratified. Eventually, it's like a saying:

"Soft-Prepared Chalk business remained in Lopburi province for a very long time. Without interest and conservative attitude of this business and Thai values, its profit, and growth will disappear. Soft-prepared chalk production will be lost in the next generation."

Definitely, we should use it for its benefit much more than using and enjoying in Songkran Festival, then this traditional Thai herb will completely disappear from our country soon. (ASTV Online Manager, 2009).

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7. Khun???

016 LEARNING EXPERIENCE OUT OF CLASS



017

A FUN-TASTIC LEARNING EXPERIENCE THROUGH LEARNING BY DOING

At Thai Airways International Catering Suvarnabhumi Airport

.....Wednesday, 26th March 2014.....

Fourteen TRM MBA students and Dr. John Barnes visited the Thai International Catering Department at Suvarnabhumi International Airport to observe all functions and features associated with the facility. This was a part of the class study on airline industry covered in their TR6109 International Tourism and Environment. Our group was welcomed by Ms. Piamboon Kungvariwongse Duty Manager.

Khun Piamboon (Tem) gave us a very detailed explanation of all functions of this impressive facility along with PowerPoint slides laced with her own humorous anecdotes.

This huge facility employs 1,500 Thai and international staff, 3,500 outsourced staff working on three rotating shifts and working 365 days per year.

60,000 meals are prepared and delivered per day to 61 airlines. All staff working on site are provided with four meals per day so that they do not have to leave the site to eat out. This

makes managing employees and security much easier than would otherwise be the case. Quite apart from meals for airlines the Catering Department also prepares meals for those wishing a catering service such as Puff and Pie outlets, or providers for tourism MICE activities or social gatherings funerals etc.

Great details are paid to cleanliness of the facility, workers attire, raw materials and ingredients, dinnerware and trolleys to be loaded onto and being returned from airplanes.

Thai International Catering is accredited by

ISO 9002; GMP 1997; HACCP, DHS2000; OHSAL 9001:2008; ISO14001: 2004 and is permitted to store and to deliver HALAL meals since 2008 &2011. All Halal storage and preparation areas are isolated from all other storage and preparation and delivery areas.

The class enjoyed an À la Carte meal after the visit at the adjacent Thai cafeteria

We thank Ms. Piamboon at Thai Catering Services and also our visiting lecturer Dr. Ruangyot Sanposh for facilitating this visit through Thai International head quarters.

018 UNIVERSITY ANNOUNCEMENT



THE NEW AU COUNSELING CENTER

Late February of this year marked the re-opening the AU Counseling Center located in Coronation Hall, 9th floor on Hua Mak Campus. There have been counseling services offered at Assumption University in the past, however this time the counseling services are available to all students, faculty, staff and member of the general public with a different focus in two important ways. Firstly, our new aim is to diversify our services as well as enlighten students to the many useful reasons to talk to someone at the counseling center. It is noteworthy that many students and other people here in Thailand and this region of the world regard going to counseling and therapy as only for those who are going "crazy." To educate people to the contrary, our advertising campaign covers a wide array of reasons a person might want to seek counseling. For example, along with some of traditional reasons for seeking help such as dealing with depression, loneliness, anxiety, grief, family problems etc. some additional reasons to think about going to counseling include:

- Test Anxiety
- Adjusting to a new culture
- Career Counseling
- Substance abuse, like quitting smoking or reducing or stopping drinking
- Help with relationship issues, breakups, couples counseling
- Practicing Positivity (discussed below)
- Internet, Video game and Social Website addictions
- Promotion of a healthy lifestyle, proper diet, exercise etc.
- Eating disorders: binge eating, anorexia nervosa, over-eating etc.
- Effective communication and assertiveness skills

These are just a small list of the many reasons one might consider going to counseling. Other reasons include that counseling is free for students,

staff and faculty. A small reasonably priced fee will be charged to those not associated with Assumption University. One of the best reasons to attend counseling, unless one is a danger to self or others, is that it is confidential and can only be shared between the counseling staff, that is the counselors and their supervisors. In addition, all counselors will be supervised by Ph.D. level experienced psychologists.

The second new line of focus for the new AU Counseling Center is its focus on "Positive Psychology." This is an effort to help people who are not necessarily struggling with some of the traditional reasons to attend counseling as noted above. The goal then is to help people to reach new levels in their life goals and lives. Areas that increase life satisfaction that research has shown can be increased are depicted by the acronym PERMA in which P is pleasure, E is engagement (involvement in a focused activity), R is for relationships, M for meaningfulness and A for Accomplishment. These are aspects of life when increased help one to "flourish" in their lives. This term and the PERMA concepts are coined by Dr. Martin Seligman father of positive psychology. Therefore, the new AU Counseling Center will set a goal to reach out to the AU and general communities through face to face counseling, workshops, lectures, offers of free testing, like strengths testing for example, to help enhance the goals within both the traditional counseling and the realms within positive psychology.

If this sounds interesting to you and you would like more information please contact the AU Counseling Center for a free and confidential consultation by calling (66) 02-300-4543 ext. 3636 or 3621. You may also e-mail us at au-counselingcenter@gmail.com. For even more information such as some interesting articles that are sure to enhance your knowledge and life please see our website at www.aucounselingcenter.au.edu.



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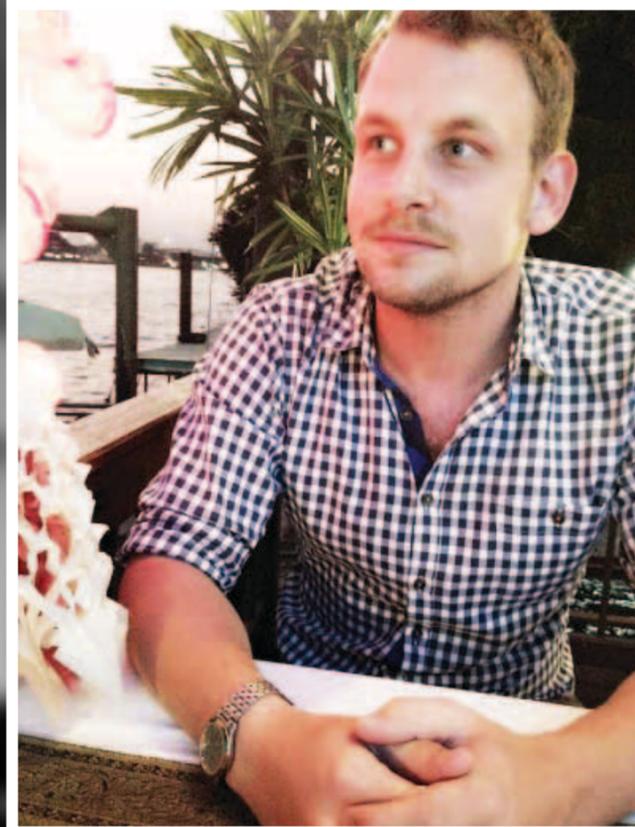
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I REALLY ENJOY THAT THE STUDENT LIFE AT ASSUMPTION UNIVERSITY IS COMPLETELY INTERNATIONAL. I GET TO KNOW A LOT OF INTERESTING PEOPLE FROM ALL OVER THE WORLD.



BENJAMIN SCHMITT

From : **Germany**
Program : **MBA Day**

CAN YOU GIVE US A BRIEF BACKGROUND ABOUT YOURSELF?

Hello, my name is Benjamin Schmitt, 24 years old and I am from Darmstadt, Germany. After graduating from the university of Applied Sciences, Mainz (which is a partner-university of ABAC), I decided to continue with my M.B.A at Assumption University, Thailand. All in all I stay in Thailand for nearly 1.5 years now. The first time I came to Thailand was in 2012 as an exchange student in ABAC. I came again in 2013 for an internship in a German company, located in Bangkok, where I wrote my bachelor thesis. In January 2014 I started my M.B.A day program at the Hua Mak campus of ABAC.

HOW DID YOU CHOOSE TO STUDY AT ASSUMPTION UNIVERSITY?

The first time I got to know Assumption University was in 2012, when I came here as an exchange student during my undergraduate program. As I said, the university where I did my undergraduate program has a partnership with ABAC and after looking at the pictures of ABAC's Bangna campus and listening to the experiences that former exchange students made here, the decision to participate in this exchange program was not too difficult. The support of the German university and Assumption University was great and the partnership between them works very well. Since the first day that I arrived at Assumption University I felt safe and comfortable with the whole environment. To choose ABAC as the university for my M.B.A was then easy. I was in contact with ABAC all the time after my exchange semester and experienced a great acceptance and support.

WHAT DO YOU LIKE THE MOST ABOUT THE STUDENT LIFE AT ASSUMPTION UNIVERSITY?

I really enjoy that the student life at Assumption University is completely international. I get to know a lot of interesting people from all over the world. Assumption University offers a lot of different student activities and the student community is great!

HOW HAS YOUR TIME HERE HELPED YOU MANAGING CULTURAL DIFFERENCES AND SOLVING PROBLEMS?

First of all I need to say that it is my first time living alone in another country, far away from home. When I came here, I had to deal with problems on my own without the help of my family, which was a big step for me already. I am very happy that I always have and had an open ear at ABAC and never felt being left alone here. Before I came to Thailand, I tried to read and learn about the Thai culture, but you won't learn that out of books or the internet. I had some doubts of being able to live in Thailand on my own but I experienced the Thai culture as very open and I think I adapted myself pretty well. I can say that many parts of Thai culture fit with my personal values which made it easier for me to feel comfortable in Thailand. Still there are some huge differences between German and Thai culture and it takes time to understand all of them. I stay in Thailand for nearly 1.5 years now and I can say that I am still learning.

HOW IS UNIVERSITY LIFE IN THAILAND DIFFERENT FROM GERMANY?

In Germany the city where I studied (Mainz) and the city where I lived (Darmstadt) are more than 40km away from each other so it was hard to participate in student activities. This is unfortunately the reason why my studies and my personal life were pretty much separated. In Thailand I experienced that my life takes place in and around the university. Everyone gets to know each other very quick. During the day you can meet most of the students somewhere around the campus, in coffee shops, restaurants or the cafeteria on the 6th floor. I have the feeling that the student community in Thailand with all its activities is much bigger than it was in Germany for me.

WHAT IS THE MOST DEMANDING PART OF YOUR STUDIES?

The way of studying in Germany and studying in Thailand are completely different. There are many things that I need to get used to. During my undergraduate studies in Germany I never had such a thing as attendance, midterms or a lot of project work. It is sometimes hard to deal with all the different subjects and organize myself at the same time but I feel that I come along with that pretty well.



I REALLY ENJOY THAT THE STUDENT LIFE AT ASSUMPTION UNIVERSITY IS COMPLETELY INTERNATIONAL.



WHAT ARE YOUR SHORT-TERM AND LONG-TERM FUTURE PLANS?

First of all I want to finish my M.B.A at ABAC as well as possible. I will probably take Entrepreneurship or Marketing as my major. I am not planning to open my own business right after my studies, but I could imagine doing that one day. If everything works out I would like to work in Bangkok for at least a few years after graduating. By now I can't tell if Thailand is the final destination in my life, but it is definitely the place where I want to be for a certain time.

WHAT IS YOUR ADVICE FOR INTERNATIONAL FRESHMAN STUDENTS?

Open your mind for new experiences and new people. Try to learn as much as you can about Thailand and its culture. Make new friends, Thai and foreigners! Think out of the box sometimes.

022 SPEAKER OF THE MONTH



FEBRUARY

SPEAKER: MR. ROBBY HILL
TOPIC: E-COMMERCE AND ENTREPRENEURSHIP
WEDNESDAY, FEBRUARY 26 AT 1:30PM - 3:30PM
ASSUMPTION UNIVERSITY SALLE D' EXPO

Students have received a very enthusiastic presentation on the history and forming of Hill South Company limited. It indeed was a great lesson on leadership skills and leadership performances. Some of these lessons are that leadership come naturally and the importance of growing and learning out of own mistakes. Positive thinking and seeing mistakes as an opportunity instead of a failure were some of his key messages.

023

MARCH

SPEAKER: DR. YE HU
TOPIC: ICBC'S OUTLOOK ON BUSINESS DEVELOPMENT
BETWEEN THE ECONOMIES OF CHINA AND THAILAND
WEDNESDAY, MARCH 12 AT 1:30PM - 3:30PM
ASSUMPTION UNIVERSITY, HALL OF FAME

The graduate school of business had the honor of receiving Dr.Ye Hu, Chairman of Industrial and Commercial Bank of China PLC as Speaker of the Month March. The event, which took place at the Hall of Fame, a large number of students witnessed a speech which went beyond the framework of economic relationship between the two countries of the People's Republic of China and Thailand. In his future outlook Dr.Ye Hu emphasized on the importance of peace for stable economic growth in the region of South East Asia.



MARCH

SPEAKER: DR. CONCHITA L. MANABAT
+ BOOK LAUNCHING "MAKING IT TO THE BIG FOUR: A
JOURNEY OF A DECADE" BY DR.PERLA RIZALINA M. TAYKO
TOPIC: GROWING THE SEED OF AN ENTERPRISE
FRIDAY, MARCH 7 AT 1:30PM - 4:30PM
ASSUMPTION UNIVERSITY SALLE D' EXPO

Dr. Conchita L. Manabat: A Certified Public Accountant (CPA), holder of MBA and Ph.D degrees and participant in executive programs, Dr. Conchita L. Manabat studied at the University of the Philippines, the Ateneo de Manila University, the Southeast Asia Interdisciplinary Development Institute, the Harvard Business School and Pennsylvania State University.

- Program:
1. Speaker of the Month Dr.Conchita L. Manabat: Growing the Seed of an Enterprise
 2. Book Launching: "MAKING IT TO THE BIG FOUR: A JOURNEY OF A DECADE"
By Dr.Perla Rizalina M. Tayko, OD Program and OD Institute Director, GSB.ABAC
 3. Reading of Endorsement from the GSB Appointed Reviewers:
 - Dr. John A. Barnes, PD Hospitality and Tourism Management, ABAC GSB
 - A. Bhumiphat Giltwala, Director Special MBA, ABAC GSB
 - Dr. George L. Dorros, International Consultant, OD & Change Management, WHO (Ret.) Geneva, Switzerland
 - Dr. Douglas O'Loughlin, Principal Consultant, Singapore Civil Service College.
 4. Launching of the OD Index: Dr. Marissa L. Fernando, Dr. Sirichai Preudhidulpradab, Dr. Kitikorn Dowpiset, Dr. Perla Rizalina M. Tayko
 5. Book Signing by the Author and Reception

APRIL

SPEAKER: MS. SANDRA SELMANOVIC
TOPIC: "EU-AEC TRADE EXPANSION"
WEDNESDAY, APRIL 2 AT 1:30PM - 5:30PM
ASSUMPTION UNIVERSITY, HUA MAK CAMPUS, ROOM A.72

On the 2nd of April MBA students had the opportunity to join a Speaker of the Month session which gave a deeper insight to the history of the European Union and the outcome for its member countries. Attendees joined for a geographic exercise, which was handed out by Ms. Selmanovic and learned very efficient about the complex structures which exist in the European Union, not only geographically but political and economic as well. Issues on migration are only one out of many topics that Ms. Selmanovic has touched.





DR. TREERAPOT KONGTORANIN

Dr. Treerapot Kongtoranin
Bangkok Fastening Co.,Ltd

Bachelor's Degree : Mechanical Engineer
 Chulalongkorn University

Master's Degree : Mechatronics Technical
 university Hamburg-Harburg

Ph.D. Degree : Business Administration
 major Finance Assumption University

During his undergraduate studies, Dr. Treerapot discovered the interest for the machinery industry in Germany, which later would influence his career path significantly. Dr. Treerapot shows us how important it is developing a passion, creating a clear vision and having a plan which leads to one person's ultimate goal. In the second part of the interview you will read about strategic planning in order to remain successful in the 3rd generation of a family business.

CAN YOU GIVE US A SHORT EDUCATIONAL BACKGROUND?

My first experience with this catholic education institution started when I was young. I was at Assumption Primary School and Assumption College.

After grade 9 I have shifted to the Triam Udom Suksa for another two years before I enrolled to Chulalongkorn University, where I had my Bachelor of Mechanical Engineer in 1999. It was a good opportunity, that during the study I had joined two internship programs in Krupp Kautex, a machine builder for plastic extrusion products in Bonn, Germany and Thonburi Panich Co.,Ltd., a Mercedes Benz service point in Bangkok. From that point I have exposed myself to the German interest, especially in the mechanical and electrical fields; therefore I have decided to continue my further study in Germany. My master degree was sponsored by Siemens, the leading electronics German firm, and the DAAD, The German Academic Exchange Service. I have graduated in 2001 in Master of Science (Mechatronics) from Technical University Hamburg-Harburg and have worked with Siemens VDO AG, an international supplier of automotive electronics and mechatronics for powertrain, engine management system and fuel injection systems in Regensburg, Germany, as a function engineer for another two years, before I decided to come back to work with my family business, Bangkok Fastening Co.,Ltd., a bolt and nut manufacturer. Though my responsibility was in production department focusing mainly on the technical stuffs, I have to work with people in the organisation and later on in sale and marketing department. It was totally a big shift from engineering to the business field. Then, I decided to study more in business administration. I got my Phd. in Business Administration, major finance, from Assumption University last year.

FROM YOUR POINT OF VIEW, WHY DID YOU CHOOSE ABAC FOR YOUR GRADUATE STUDIES AND YOUR SELECTED PROGRAM?

Frankly speaking I chose ABAC firstly because the university is near my working place and house. Secondly, I prefer to study in English since it is a language that is widely used in academic. Thirdly, the facilities and people are good.

I have enrolled to PhD. program in Business Administration against Master program by the advice of Dr. Cherdpong Sibunruang, former Dean of ABAC Martin de Tours School of Management. He suggested that studying PhD suited me better since I already had a master. Until today I have to thank him for this precious advice.

CAN YOU TELL US ABOUT YOUR COMPANY'S BACKGROUND, WORKING ENVIRONMENT AND OUTLOOK CONSIDERING ASEAN 2015?

Bangkok Fastening Co.,Ltd. is a leading manufacturer of bolts, nuts, nails, and wire products in Thailand established since 1963 by my grandfather, Mr. Kitti Kongtoranin. Our major markets are 60% domestic and 40% export. We deliver good quality products with reasonable price to our worldwide customers and continuously develop process and product innovation for competitive cost and service quality.

ASEAN market is not a new market to us, since our products are already used in the regions. However, it is a challenging task to create a new business model to penetrate these fast growing and complex-structured markets, which seems to be a big cake that we and also the competitors around the world want to get. We started to build up more confidence in the market by joining trade fair in a particular market segment, e.g. construction material or machinery. After that we select interested local partners and build a business model together with them. It is important to select local partners carefully, since our brands and products are in their hands. So far we have successfully established connection in Myanmar, Laos, Indonesia, and Vietnam.

HOW DID YOU ADAPT AND APPLY WHAT YOU HAVE LEARNT DURING YOUR STUDIES TO THE BUSINESS?

From the core subjects of the business administration program, I have learnt many micro and macro-economic principals, which are fundamentals for the business and environment analysis and decision making. The organisation theories can enhance my understanding on organisation structure and how to motivate my team. Last but not least, the research methodology and econometrics help me understand how to make good reliable researches.

From the major subjects in finance, I have learnt how to manage money within and outside the of the corporate to minimise risks and maximise returns on the business, such as using suitable financial instruments and financial policies.

HOW DO YOUR STUDIES IN GERMANY BENEFIT YOU AS A BUSINESS MAN AND A PRIVATE PERSON?

Actually, it is not only the study itself that gave benefits to me, but also the life in Germany did. It was always my goal to work in Germany after the study and also to explore

Europeans countries.

For the first goal, getting work in Germany was not easy, since there were many good candidates. The Germans are very good in education and are very systematic in thinking. And importantly it is required to understand some German language for the daily life. The German education system is also different from Thai in many aspects. The first lesson that I learnt from the education life in Germany was how to be survived in such an environment.

For the second goal, exploring European countries and people, I have spent my leisure time with some friends. It was from different trips that I can learn differences between different cultures or people from different countries. They think and believe differently; therefore they act differently. I got a second lesson that the world is not what we think it is.

WHAT ARE SOME OF THE KEY SUCCESS FACTORS IN THE MANAGEMENT OF A FAMILY BUSINESS?

In my point of view, there are two main questions for family business, one, how to deliver the business to the next generation without having a severe transition and two, how to solve the family conflicts between family members to keep a good relationship among them. In family business we cannot hold only the business, but also the relationship between the family members, both in and out of the business. On one hand, the family should provide key business principal to all family members, so that they are proud to be one of the business owner and/or management. On the other hand, participate in the family family members should participate the family activities to keep their relationship. The family should organise to have an opportunity to communicate among themselves and set a good strategic family planning to avoid the future problems.

AS AN ABAC ALUMNI AND SUCCESSFUL BUSINESS MAN, WHAT DO YOU SUGGEST YOUNG GLOBAL PROFESSIONALS IN TERMS OF STUDY AND CAREER DEVELOPMENT?

Everybody has his own dreams. It is a matter of making decision (not choices). Once you have made your decision, you will know there are many choices to get there. Then you make decision again and again, but importantly you have to remember that you keep closer to your dream. If career development is your goal, you would need to know which skills do you need to be improved. Once you know it, you can choose what you want to study. At ABAC, there are plenty of courses conducted by experienced professors. I am certain that one of the courses can match your demand and make your dream comes true.

FROM THE HOTEL AND TOURISM CLASSROOM TO THE MR. THAILAND 2014 COMPETITION: MR ANURAK

Our students participate and succeed in various sport competitions national and international wide. One of these students is Mr. Anurak who found his passion in the discipline of bodybuilding. Certainly a scene which popularity is on the rise, also due to encouraged young people like our MBA Tourism Management student Mr. Anurak. What drives a young man being successful in Body Building and how important is it to succeed in competition, such as in Mr. Thailand 2014 (a Bodybuilding competition supported by The Bodybuilding and Fitness Association of Thailand)? Find the answer in Mr. Anurak's article:

As active young people we engage in a variety of sports and athletic events.

Around two years ago I became interested in improving my personal fitness and started exercising and taking care of my diet. I liked it so much that I took it to the next level namely body building.

I am very pleased to have improved my personal level of health and vitality and so I recently entered into the Mr. Thailand Body Building Competition staged in Pattaya City.

The competition was arranged under the sponsorship of the Body Building Fitness Association of Thailand and acknowledged and supported with trophies by Princess Maha Chakri Sindhorn. This competition began in 1980 and has been 34 times yearly during April-May. The competition includes 10 categories. Winners and place holders are eligible to represent Thailand in similar regional events.

So to brighten up your life and improve your health why not start an exercise regime, take care of your eating habits and take your vitality to the next level.

Frequently Asked Questions for Current Students



How much do I need to spend for a program? Per term? The whole program?

In average, expenses for the whole program is approximately 300,000 – 400,000 baht, the exact number is depending upon the program because different programs have different expense structure. The expense per term will be in the range of 40,000 – 60,000 baht which is based on the number of credits that will be taken in that specific term.



I need to register 2 foundation courses this trimester, but I cannot study right now, what should I do?

You can join with next batch but maintaining status is required to do if there is no course work registration.



Could students join double major in master program at the same time?

It's possible to study if there is no time conflict between two programs.



I want to change my program to (name of the program), what should I do? What documents should I need?

You should fill up the petition form on which either deans or program directors should sign for approval and submit to OGS and pay 1000 baht. Also, you need to fill up application form and submit required documents again.

OGS: A Service Center for Graduate Students



ABAC DATA SIM

The OGS will provide special 3G Data Sim Packages exclusively for graduate students. Students will have the opportunity to purchase Data Sim Packages at a discount price by showing their AU student ID card. Data sim will be available in the near future at AIS outlets. We will inform our students, once the promotion is available.



AU SIM for calling FREE amongst ABAC group for 24 hours

Exclusively for ABAC member (students, staff, faculty and alumni) offering by AIS and True for you with

- Free calling amongst ABAC community for 24 hours.
- Free calling to ABAC at tel. 023004543



Coffee Breaks & Snacks complementary service for students

Available at Hua Mak Campus on the 5th floor at Café De Lux and 6th floor at Café du Brésil. Students who study at City Campus can have the service at the Student's lounge. Contact the staff at each café for receiving your coupons with your registration slip when the trimester starts.



Access to the Internet on campus

To access WIFI Internet inside campus, the OGS provides a personal Internet User ID for each student. This ID is used for accessing the Internet while using AU WiFi internet on Campus as well as the student's personal mailing ID.



Self-Service Copy & Print

OGS operates a combined self-service copy & print service for students to send print jobs from PC to self-service print stations located at Hua Mak Campus computing lab at "A" building, 4th flr., and ABAC City Campus student lounge.



New WiFi Channel

Free WiFi access at 'A' Building exclusively for graduate students. Wireless network connected to: "Graduate Student wifi by OGS" which login for internet access: Username : Student ID and Password: Citizen ID or Passport ID.



The newest version of the AU eBook store provides free e-contents for every student of Assumption University as well as paid versions for other universities' students. ABAC graduates will enjoy exclusive privileges when using the ABAC eBook store.

Students can buy any available magazine and books at student prices which will be cheaper than the price offered by other eBook stores. More content are uploaded and partners are working on it.

The magazines can be easily accessed, downloaded and read via the students' iOS Apple as well as Android mobile devices anywhere and anytime. The eBook Store is available for download at the Apple App Store and Google Play Store. Students can search by typing the keyword "Assumption" and then click the app "ABAC Discounted eBook-store".

Online Petition

Graduate students can submit your request for the academic actions and approval via petition online form on the graduate studies website. A separate petition is required for each request and covered only the specific request you are making. Students can access the online petition after logging with student user name and password on the current student page and clicking on the "Petition Request" on the left



The new version of the ABAC iPhone app will be developed with more features and data integrating the graduate website. AU Information can be easily accessed on iOS Apple mobile devices. The AU app provides users with useful information relevant to their study at ABAC, such as ABAC and Academic news, calendar, make up or cancelled classes, exam schedule and course information. Students can access seamlessly updated information on iOS device the same way they access information on the graduate website.

iTouch & Learn



GSB in cooperation with Apple (Thailand) provides exclusive portable devices for students to access class lecturing anywhere and anytime. All MBA students will have user name and password to access class content of MBA subjects. This allows students to access class content both PowerPoint slide and lecturer videos at real-time when accessible with public Internet using iPhone or iPad or on demand when accessible to website on PC.



The Innovation, Creativity and Enterprise (ICE) Center

With support and cooperation from the government sector, GSB started the INNOVATION, CREATIVITY AND ENTERPRISE (ICE CENTER) which gives consultation and advice to Small and Medium Enterprises to compete at international standards.

The agreement of cooperation between Assumption University and the Office of Small and Medium Enterprises Promotion (Office of SMEs) was signed on 27 April 2006. In the first year of its success as the business incubator unit for 13 SMEs, the second year of MOU was signed on August 16, 2007.



The ABAC Social Innovation in Management and Business Analysis (SIMBA)

The ABAC SIMBA is a research center running under the cooperation between the Graduate School of Business and the ABAC Poll Research Center to contribute to and support the academic community and society with research services and innovated knowledge to help strengthen the academic programs of Assumption University.



The ABAC Business Legal Advisory Center (BLAC)

As for the 24th years of Graduate School of Business and for the 40 years of Assumption University, Graduate School of Business was launched the ABAC Business Law Advisory Center (BLAC) on 19 June 2009. The ABAC BLAC will serve as a legal solutions and advice for Small business, entrepreneurs and professionals and medium enterprises business and law consultation.



Organization Development Institute (ODI)

Only at Assumption University, we offer a real consulting body for enhancing multiple action learning experiences. The Organization Development Institute (ODI) is our truly consulting institute that provides OD services to many well-known private and government organizations such as Singha Corporation, Krungsri Bank, IBM, Port Authority of Thailand (PAT), Designated Areas for Sustainable Tourism Administration (DASTA) and others. Therefore, students learn from the real OD practitioners and experts in the OD fields, plus students can explore opportunities in assisting ODI in real OD cases.



ABAC Travel Services (ATS)

The ATS office is the tourism service center to facilitate the students and faculty members' hotel and air ticket reservations, tours, and Meeting Incentive Convention & Exhibition (MICE).

Contact: I.T.C Assumption University Ramkhamhaeng Hua Mak Office of Graduate Studies, A -Building 3rd Floor
Phone: 02 719 1089 itc@au.edu



SWISS FITNESS CENTRE AT ZURICH AIRPORT

Dear Readers,

The first Swiss Fitness Center with its own international airport seemed to be colorful for everyone who fancy at this! Generally at airport, people travelling around, probably with fast pace and seem stress. Hence, chilling and relaxing are now possible at Zürich Airport, too. I could say that you can enjoy special moments in a wonderful wellness and fitness oasis at the airport! Warm and friendly colour shades make the guest feel in another world –far away from daily stress and hectic airport rush. The wellness and fitness offer meets any taste.

Zurich Airport is with more than 120 destinations flown to, one of the most important international hubs in Europe Airport. This fitness is reachable in only 5 minutes by walking! They provide wide range of services:

- Fitness with the expert guidance
 - Back check (analysis of trunk muscles)
 - InBody (Body Composition Analysis)
 - Power Plate
 - Sauna mixed
 - Women's sauna and man sauna
 - Sleeping room with water beds and aquarium
- And one thing that you cannot miss, which is "Hot Chocolate Massage". I tried this and felt like my body was scented as Swiss chocolate!



Photo : www.zurich-airport.com



TRIP HILTON HOTEL AT FRANKFURT AIRPORT

I bring you to Frankfurt, Germany! I decided to stay at the Hilton Frankfurt Airport and found it a delightful place to call home during my brief visit. The Hilton Frankfurt Airport is of the modern design popular with Germans: lots of glass, sleek lines, and modern furniture and fixtures. It was constructed in a new mixed-use office, retail and conference complex built of steel and glass. The hotel is very new and modern. This was the perfect hotel to combine a day of sightseeing in Frankfurt.

An excellent hotel is connected directly to Terminal 1. The hotel is perfectly situated above the Airport train station, which allows you to be in central Frankfurt within 20 minutes. If you are catching a long haul train, the hotel is almost right on top of the station. The hotel is in a new space called The Squire, a combination of the words "square" and "air," which is connected to both the airport and the train station beneath, so travelers can get off their planes, go through customs, get their bags, and even do some shopping as they walk to their hotel or connecting train without ever having to go outside.

The service at the Hilton Frankfurt Airport was top notch. Being welcomed by its management Mr. Marc Snijders, and his team, the front desk staffs are friendly and efficient. Check in and out was very quick. Service at the hotel was distinctly old



Photo : www3.hilton.com



TRIP UBIS

I will bring the readers to know a good university in Switzerland. I was invited to be the guest speaker at the University of Business and International Studies in Geneva, Switzerland or UBIS. The topic which I went to give speech were

“Doing business in Thailand” “Value Creation and Innovation in Asia”

And I had a good opportunity to meet the Dean Professor Philippe Laurent, he is a good friend of our Dean Professor Kittii. This will be great to get to know UBIS more! Let's take a look at UBIS, it provides:

1. Swiss quality education, because Switzerland is internationally recognized as a center of excellence for education. With 52 Faculties from The Geneva International Scene, UBIS maintain the reputation of the Swiss reputation.
2. Flexible program because students can choose program and adapt it to needs. You can study in or study online, wherever you are, on your time.
3. Personal touch because of personal attention to students' needs, and an individualized curriculum, a lot of flexibility. It offers students personalized program adapted to students particular needs. Students have direct and personalized contact with the professors.
4. International Environment because of students from all over the world. Located in Geneva, Switzerland, I can say that Geneva is arguably one of the most influential business capitals of the world with 200 international organizations and 160 diplomatic missions.

Students today are more adaptable and open to experiential learning than the traditional theoretical/lecture learning. The teaching staff of UBIS has inter-

national experience and is dedicated to meeting the needs of students. These professors come from the academic world, international organizations and from the business world and they offer individual attention and support to all students.

UBIS offers degrees in Dual SWISS/U.S. Bachelor and Master Level in Business Administration and International Relations as well as customized Industry Specific Programs.

UBIS is presently developing partnerships with universities in the USA and elsewhere in the world, which would allow students to study for a semester in other schools and thus obtain broader international experience.

That's quite impressive when I arrived at UBIS, and gave speech there. Because university is in the international environment, and with the interactive class, I can get the full response from students. And they are willing to learn a new thing. Hence it seemed that the knowledge they obtained from my lecture might inspire them to consider doing business with Thai companies in the future when graduation. According to the location, it is easily access because it is quite close to the Geneva train station. I reached there easily with just a few bus stops then I was there!

See you in the next volume.

Written by:
Dr. Voravee Pattaravongvisut
(MBA Full-Time Lecturer)



fashioned in a very positive way. Team members at the hotel pressed past their cultural tendencies and were uniformly friendly and welcoming. Everyone I encountered welcomed me with a smile and either a “Good morning,” “Morgen,” “Hallo” or “Guten tag.” Most everyone spoke excellent English but also helped me out when I attempted to use what German I speak, whether ordering breakfast or dinner, or check-in and checkout at the front desk.

The elevators to the guest floors are glass on all four sides, contributing to an open feel as they ascend within the five-story open lobby. Double glass doors that lead from the elevator lobbies to the guest room hallways are triggered by motion sensors and open automatically as the guest approaches.

Rooms are large, very clean, and well furnished with lots of English TV channels. The room was nicely furnished - exactly what I would have expected of.

The hotel has an Executive Lounge on the 10th floor and access included with certain rooms and rates. The lounge provides free Internet terminals, space to meet with colleagues or clients, a buffet Frühstück (breakfast) in the morning and a manager's reception with complimentary beer, wine, and spirits accompanying light hors d'oeuvres in the evenings. Breakfast, lunch and dinner are also available in the RISE Restaurant on the hotel's main floor. The FIFTH Lounge & Bar in the atrium offers snacks to sandwiches and salads for lunch, dinner, and into the evening.

Breakfast was far better than expected. Excellent buffet breakfast: Fresh cooked waffles, omelets, eggs, and lots of good fresh food.

Breakfast in the lounge was also good, with a reasonable selection. On one of the mornings we had breakfast downstairs, where there was a huge selection of hot and cold items.

ASSUMPTION UNIVERSITY GRADUATE SCHOOL OF BUSINESS MBA PROGRAM 4/2013 ACADEMIC CALENDAR (Transitional Session) (May-August 2014)

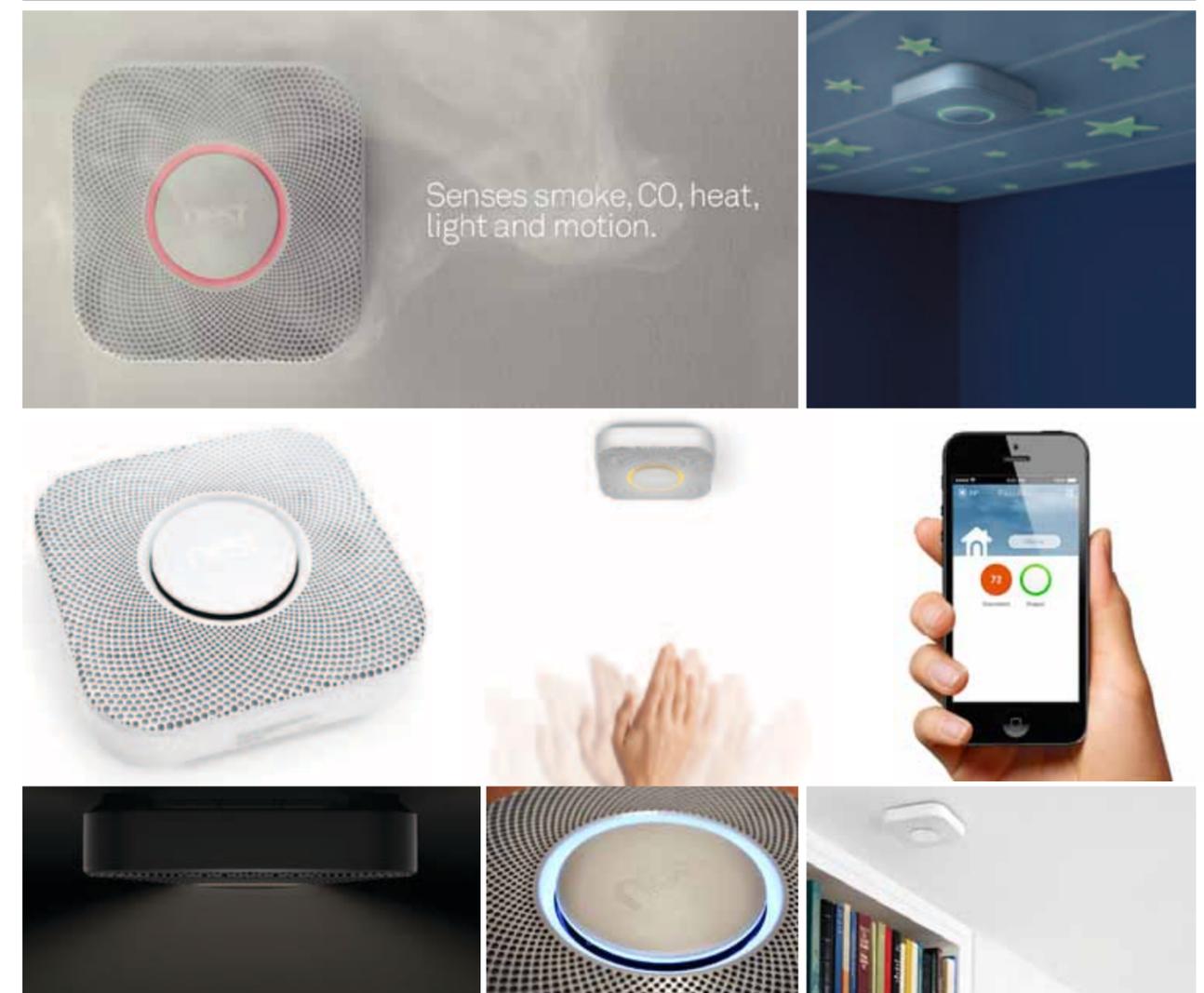
Now - April 17, 2014	Application selling period for MBA (564-xxxx)
Sun, 20 April 2014	MBA Written Entrance Examination (English)
Sun, 27 April 2014	MBA Interview Entrance Examination
Wed, 30 April 2014	Entrance Examination Result (English & Interview)
5-10 May 2014	Registration for New students (student admission ID 564-xxxx)
Mon, 12 May 2014	Last day for final examination grades submission for 3/2013
14-21 May 2014	Registration period for Written Comprehensive Examinations
Sat, 10 May 2014	Induction Day for student admission ID 564-xxxx
Mon, 12 May 2014	Instructions begins for trimester 4/2013 (For Weekday Program)
Sat, 17 May 2014	Instructions begins for trimester 4/2013 (For Weekend Program)
Sun, 18 May 2014	Late Final Examination for trimester 3/2013
12-19 May 2014 Mon, 12 May 2014	Sign up for Freshmen Seminar (564-xxxx students) at OGS
	Final examination grades release for 3/2013
Mon, 26 May 2014	Last day to late register, adding/changing with fine and withdrawing courses without “W” on the transcript & to refund 50% of tuition fee (Apply for all MBA Programs)
Wed, 4 June 2014	Eligible students to take Written Comprehensive Examination announced
Sun, 15 June 2014	Written Comprehensive Examination (MM)
14-15 June 2014	Freshmen Seminar (for 564-xxxx students)
Sun, 22 June 2014	Written Comprehensive Examination (SM)
Sun, 29 June 2014	Written Comprehensive Examination (FM)
23-30 June 2014	Mid-term Examination period
Sun, 6 July 2014	Written Comprehensive Examination (GM 1: MA, MIS, ME)
Sun, 13 July 2014	Written Comprehensive Examination (GM 2: OB, OM, IBM) & Field Trip Examination
10 July 2014	Last day to petition for late mid-term examination
Sun, 27 July 2014	Late mid-term examination day
22-23 July 2014	MBA Online Pre-registration period for trimester 1/2014 (Only MBA Day/Evening Students)
Wed, 23 July 2014	Written Comprehensive Examination results announced
24-31 July 2014	Period for Q & A on Written Comprehensive Examination papers (only for students who failed)
	Registration period for Oral Comprehensive Examination
2 days before exam date	Eligible students to take Oral Comprehensive Examination announced
15-21 August 2014	Submission of final examination papers for 4/2013
22-31 August 2014	Final examination period
Fri, 15 August 2014	Last day to withdraw with “W” grade
8 August 2014	Oral Comprehensive Examination Period for MBA Professional Day (Batch 15) students
9-10 August 2014	Oral Comprehensive Examination Period for MBA Fast Track, Hua Mak (Batch 13) students Oral
15 August 2014	Comprehensive Examination Period for MBA Professional Evening (Batch 16) students Oral
19-20 August 2014	Comprehensive Examination Period for MBA (Day/Evening) students
8 August 2014	Oral Comprehensive Examination Period for MBA Double Degree (Batch 12) students
16 August 2014	Oral Comprehensive Examination Period for MBA Fast Track, City Campus (Batch 18) students
27 August 2014	Oral Comprehensive Examination results announced
22-30 August 2014	Registration e-payment for 1/2014 trimester (manual payment period for 571-xxxx MBA students)
Sat, 30 August 2014	Induction Day for student admission ID 571-xxxx
Mon, 8 September 2014	Last day to petition for late Final examination
Mon, 1 September 2014	Instructions begins for trimester 1/2014 (For Weekday Program)
Sat, 6 September 2014	Instructions begins for trimester 1/2014 (For Weekend Program)
Sun, 21 September 2014	Late Final Examination for trimester 4/2013

The Academic Calendar can be downloaded to your PC, iOS or Android device

To subscribe for the Online Calendar follow these Steps:

1. Visit <http://grad.au.edu/>
2. Click “Academic Calendar”
3. Click “MBA Online Calendar”
4. Follow Instruction in “Subscribe MBA Calendar Click Here” (<http://www.graduate.au.edu/onlinecalendar/gradcalendar.html>)

HOW COOL COULD A 'SMOKE DETECTOR' BE?



As we are in the 'Smart Era' where there are Smart Phones, Smart Watches, and Smart TVs and so on. Security Appliance has no exception. That's why Nest Labs has launched the stunning product called: "Nest Protect". It's the 'Smart Smoke Alarm unit that could operate like nothing else. Cnet 's review concluded that: "For \$129, it is the best smoke detector in the market".

So, what exactly makes the Nest Protect Smart? It comes with the online connectivity feature (connected via Wi-Fi) that allows it to report its status remotely via a web browser, iOS or Android apps. Via apps, you will receive a notification once smoke or carbon monoxide is detected. Furthermore, the motion detector allows you to silence the alarm by waving your hands in front of it. This is to avoid inaccessibility if 'Nest Protect' is mounted on a high ceiling.

That's not all. Most surprisingly, it talks. 'Nest Protect' could speak to you with a human voice. It tells you what the problem is and where it is. And, if you have several 'Nest Protect' in your house, they could link to each other, and speak the same even if Wi-Fi is down. According to Nest Labs study, children can sleep through a beeping alarm. That's why, 'Nest Protect' sounds the alarm and uses a human voice to wake up the kids.

In addition, 'Nest Protect' comes with 'Pathlight' function. It senses when you walk under it in the dark and gives off a soft white light to help you find your way. After you pass by, 'Pathlight' automatically turns itself off. Also, to avoid waking you up at night because of low-battery chirping, 'Nest Protect' will glow green after you turn off the light, which indicates that batteries and sensors are functioning perfectly. Once it glows in yellow, this means it has detected something is wrong. You simply need to stand under 'Nest Protect' and wave at it to hear its message.

For easy self-installation, 'Nest Protect' could operate with 6 AA Energizer Lithium batteries that would last for multi year of operation. Sadly, it is not yet officially available in Thai's territory, but it is widely available in most US top ecommerce site.



BUTTERFLIES ARE FREE



My Name is Echo Wang and I am a 28 year old MBA Program Chinese girl who is presently studying a MBA Program at Assumption University in Thailand.

I am older than most of the students in my class because during my college years, I had a strong desire to see the world. So, when my friends left college and went to University, I want to work to save enough money to start my travelling. I have been able to travel to 40 countries because as a student I realized how important learning English was. English became my passport to the world. While my friends were showing each other their Guccii and Hermes bags, I was saving and spending my money on air tickets and started travelling the world on a shoe string budget. I did not travel in a tour group except for one time when I joined a backpacker tour because a friend was going. I have had to shake off the expectations of my family and friends who believed that life was getting married, and acquiring wealth and security. I consider myself fortunate that I was able to resist these pressures and live my life as I wanted to. I often have to remind my family and friends that "I am not in this world to live up to your expectations".

I remember a good friend once telling me that "There is no job in the world worth dying for and if you don't like what you are doing then go do something else." This was probably the best advice I have ever been given.

During my travels, I met some incredible people and had some amazing experiences. It was in Israel that I overcame my fear of heights by doing a tandem sky dive.

Once I overcame the fear of heights I found myself getting into other activities in different countries. I went bungee jumping in Thailand, paragliding in Austria and Australia. I was able to experience a flight in an acrobatic plane, a glider and got to fly a helicopter during my visits to Australia.

I love adventure and from being a non-swimmer, I have managed to learn to swim and scuba-diver. However, the greatest pleasure, I have had doing these things is meeting people and sharing the passion of what they do. These people are living their own life and are willing to share them with others.

In the past 3 years, I have learnt to ski, ride a motorcycle and drive a car. All of this has happened because of my own desire to learn new skills and the assistance and encouragement from people I have met during my travels.

No matter where I have been and the things I have done, I believe that people in all countries are happy to share their culture with people from different cultures. Unfortunately, many tourists miss out on the opportunity to meet people because they travel in groups, stay with the same group in a five star hotel and make little effort to know the people in the places they visit.

I am often asked what my favorite city was and that is a very difficult question to answer as I have great memories from dozens of cities around the world. If I am pushed for an answer I probably would say "Jerusalem". This is a city I will never forget. I felt I had stepped back in time and I found the people both intelligent and friendly. Also people often ask what my favorite country is and that when I think about the John Lennon song "Imagine". Imagine all the people

Living for today...
Imagine no possessions
I wonder if you can
No need for greed or hunger
A brotherhood of man
Imagine all the people
Sharing all the world...

I think the lyrics of this song says it all and when I am asked my favorite country I tell people "I have no favorite country...only favorite people.



YUNNAN UNIVERSITY OF FINANCE AND ECONOMICS

AU MBA Plus Program (English/Chinese)

This is an innovative AU MBA Program with only one semester (3-4 months) studying in Kunming, China. It is intended and designed for those MBA students (international and/or Chinese at AU) who want to have an opportunity to expose themselves to the Chinese business environment and Chinese culture by taking some relevant courses, conducting field studies, and establishing professional ties in China.

AU encourages its MBA students to take four courses/subjects (12 credits) in China and acknowledges the transfer of these 12 credits taken at YUFE. (When YUFE has full-time MBA students enrolled, they will enjoy the same opportunity in AU.)

Upon completion of all academic requirements, students are conferred with the AU MBA degree.

The study at YUFE could be arranged in the beginning semester or any of the semesters AU considers appropriate. The courses and other learning activities offered at YUFE can be in Chinese or English, depending upon the participants' language preference. The courses and learning activities include:

• Chinese Economy and Business Environment	(3 credits)
• Cross-Cultural Business Communication	(3 credits)
• The ASEAN Market Analysis and Investment Strategy	(3 credits)
• Guest Lectures (series) on Chinese Society and Humanities	(1.5 credit)
• Corporate Visits/Projects/Internship	(1.5 credit)
• Culture study trips in Yunnan, China	(non-credit)

The expenses involved in this China study semester will be:

- A fee for taking the 12-credit courses and other activities: RMB 12,500 (62,500 baht)
- Cost of 4 months' accommodations: RMB 2000 (10,000 baht) for 2-person on-campus room
RMB 6000 (30,000 baht) for food & misc.

Estimated Total: RMB 20,500 (102,500 baht)



POSTGRADUATE and DOCTORAL PROGRAMS



Application for Admissions is all year round
 Classes start: Jan. | May. | Sep.



Graduate School of Business

Master of Business Administration

- M.B.A. Day & Evening (Marketing, Finance, General Management, Entrepreneurship)
- i M.B.A. (Mobile Learning Integration)
- M.B.A. (Innovation Management)
- M.B.A. (Computer for Organization Management)
- M.B.A. (Automation and Industrial Management)
- M.B.A. (Weekend-Track)
- M.B.A. Professional (Day Program)
- M.B.A. Professional (Evening Program)
- M.B.A. Fast-Track (Hua Mak Campus, City Campus)
- M.B.A. Special Program (S-M.B.A.)
- Mini M.B.A. (Professional Management Certificate)

M.B.A. (Technology Management)

M.B.A. (Tourism Management)

M.S. (Investment Analysis and Management)

M.M. (Organization Development and Management)

Ph.D. (Management and Organization Development)

Ph.D. (Hospitality and Tourism Management)

Double Degree with Overseas Universities

University of the West of England, UK (Double Degree)

- M.B.A.+M.Sc. (International Management)
- M.B.A.+M.Sc. (Marketing)

Sheffield Hallam University, UK (Double Degree)

- M.B.A. + M.Sc. (International Marketing)

Anglia Ruskin University, UK (Double Degree)

- M.B.A.+M.S. (Management)
- M.B.A.+M.A. (International Business)
- M.B.A.+M.A. (International Logistics)
- M.B.A.+M.A. (Human Resource Management)
- M.B.A. MA. (International Sustainable Tourism Management)
- M.B.A.+M.A. (Accounting & Financial Analysis)

University of Applied Sciences Mainz, Germany (Double Degree)

- M.B.A.+M.A. IB (Master of Arts in International Business)

City University of Seattle, USA (Double Degree)

- M.B.A.+M.B.A. (Marketing Management, Global Management, Project Management)

La Trobe University, Australia (Double Degree)

- M.B.A.+LMFA (Master of Financial Analysis)
- M.B.A.+LMFAF (Master of Financial Analysis Investment)
- M.B.A.+LMPA (Master of Professional Accounting)
- M.B.A.+LMMM (Master of Marketing Management)
- M.B.A.+LMIB (Master of International Business)

Australian Catholic University, Australia (Triple Degree)

- M.B.A.+2 Degrees : Master of Human Resource Management and M.B.A. (ACU, Australia)
- M.B.A.+2 Degrees : Master of Marketing and M.B.A. (ACU, Australia)
- M.B.A.+2 Degrees : Master of Professional Accounting and M.B.A. (ACU, Australia)
- M.B.A.+2 Degrees : Master of Business Information Systems and M.B.A. (ACU, Australia)

Yunnan University of Finance & Economics, China

- M.B.A.+ M.B.A.

Toulouse University, France

- M.B.A.+M.Sc. (Marketing of Innovative Technologies)

University of Brighton, UK

- MBA+MSc Management (General)
- MBA+MSc Management (Entrepreneurship)
- MBA+MSc Management (Human Resources)
- MBA+MSc Management (Innovation)
- MBA+MSc Management (Public Services)

Cesar Ritz Colleges, Switzerland

- MBA+MA.IB (Master of International Business in Hospitality and Tourism Management)



Graduate School of English

- M.A. (English Language Teaching)
- M.A. (Professional English Media Studies)
- Ph.D. (English Language Teaching)



Graduate School of e-Learning (GSeL)

- M.S. (Management)
- M.S. (Information and Communication Technology)
- M. Ed (Teaching and Technology)
- Ph.D. (Teaching and Technology)
- Ph.D. (eLearning Methodology)



Faculty of Science and Technology

- M.S. (Computer Science)
- M.S. (Information Technology)
- M.S. (Technology Management)
- M.S. (Communication and Computer Network Technology)
- Ph.D. (Computer Science)
- Ph.D. (Information Technology)
- Ph.D. (Communication and Computer Network Technology)



Martin de Tours School of Management and Economics

- M.S. (Supply Chain Management)
- M.S. (Finance and Economics)
- Ph.D. (Business Administration)



Graduate School of Education

- M. Ed. (Educational Administration)
- M. Ed. (Curriculum and Instruction)
- M.S. (Counseling Psychology)
- M.A. (Psychology)
- Ph.D. (Educational Leadership)
- Ph.D. (Counseling Psychology)



Graduate School of Philosophy & Religion

- M.A. (Philosophy)
- M.A. (Religious Studies)
- Ph.D. (Philosophy)
- Ph.D. (Religious Studies)



Faculty of Law

- M.A. (International Law and Diplomacy), (International Program)
- LL. M. (Business Law), (Thai Programs)
- LL. M. (Public Law), (Thai Programs)
- LL. M. (Business Law), (International Program)
- LL. M. (Taxation Law), (International Program)



Faculty of Arts

- M.A. (Teaching Chinese as a Foreign Language)



Faculty of Biotechnology

- M.S. (Food Biotechnology)
- Ph.D. (Food Biotechnology)

Tel : 02 719 1929
 081 815 1237

www.grad.au.edu

gradadmission@au.edu

grad@au.edu