

G S B NEWSLETTER

CONNECT

YEAR 3 ISSUE 8 APRIL 2015

COMMEMORATIVE ISSUE



The Golden Jubilee of the First Profession of

Rev. Bro. Albert Laurence Bancha Saenghiran, fsg., Ph.D
Rector Magnificus, Assumption University

GSB NEWSLETTER

CONNECT

YEAR 3 ISSUE 8 APRIL 2015

2

MESSAGES

Message from the President
 Message from the Dean
 Message from the Director, OGS

5

STUDENTS' COLLAGE

6

RECENT ACTIVITIES

9

GREETINGS FOR SONGKRAN 2015

10

SPOTLIGHT

"Entrepreneurship", MBA Case Conference

12

UNIVERSITY ANNOUNCEMENT

14

30-HOUR BASIC THAI LANGUAGE COURSE

16

LEARNING EXPERIENCE OUT OF CLASS

18

SPEAKERS OF THE MONTH

20

OGS AROUND THE CAMPUS

22

FEATURE

Reason Why Thai University Students
 Choose to Further Their Studies in
 WESTERN COUNTRIES

26

GREAT ESCAPE

29

UNIVERSITY COLLABORATION

30

INSIGHT TECHNOLOGY

Go Pro Camera

32

ACADEMIC CALENDAR

Contributors

Glen Chatelier
 Dr. Perla Rizalina Maturan Tayko
 Dr. Sirion Chaipoopirutana
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Golden Jubilee of the First Profession of Rev. Bro. Albert Laurence Bancha Saenghiran President-Rector Magnificus

Dear Administrators, faculty members, staff, students,
 and distinguished guests,

I have much pleasure in informing you that the Golden Jubilee of the First Profession of Rev. Bro. Albert Laurence Bancha Saenghiran, President-Rector Magnificus will be celebrated with a Holy Mass on Tuesday, 7th July 2015 at the Suvarnabhumi campus of Assumption University.

On behalf of the university community, I would like to cordially invite you to attend a Holy Mass on this special occasion. The programme will be as follows:

9:45 hrs. Arrival of H.E. Cardinal Francis Xavier
 Kriengsak Kovithavanij,
 Archbishop of Bangkok Archdiocese
 at Suvarnabhumi campus of Assumption University
 10:00 hrs. Holy Mass at the Chapel of
 St. Louis Marie de Montfort, Suvarnabhumi campus.
 11:30 hrs. Luncheon reception at John XXIII Conference Center.

On this special occasion, I would like to invite you to attend the above ceremony and help make the occasion a successful and memorable one.

Thank you very much in advance for your participation.

Sincerely yours,

Rev. Bro. Prathip Martin Komolmas, FSG., Ph.D
 President Emeritus
 March 23, 2015

Office of the President Tel. 0 2719 1515 ext. 1110, 1148 Fax. 0 2719 1949

02 MESSAGE FROM THE PRESIDENT



In the experience of learning at tertiary levels, the mind is excited by domains of knowledge and the contexts within which learning is done. Books in the past were the only contexts of learning because the ends of learning dictated that thinking and cognition were related to what the books taught.

Today however, the role of knowledge itself has changed into empowering learners to do, to act or to innovate. I am indeed gratified that Assumption University's Graduate School of Business motivates all students to learn by doing. The launching of the UOB Virtual stock market consultancy within the

premises of the GSB's learning environment will challenge all learners to seek market knowledge in an evolutionary environment, marking the trends and flows of capital stocks and sharpening students' learning of stock and market movements.

I sincerely hope that students while reading through the articles of this issue of the GSB Connect Newsletter will learn from the experiences of others, while seeking to do more to extend their domains of learning as they train themselves through education to enter the exciting environments of business and service enterprises.

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

MESSAGE FROM THE DEAN 03



Dear Students,

The CONNECT Issue # 8 has much inspiration and drive for its readers. Welcome to the May-August semester at AU! Whether you're in your first or last semester, remember that the Graduate School staff are here to help you – in person and now on social media too.

Follow ABAC Grad School on Instagram and Facebook for helpful tips, announcements and deadline reminders!

To come to the Graduate School of Business, Assumption University for graduate study is to be immersed in the welcoming environment of an educational community dedicated to the pursuit and production of knowledge that will serve the broader society. At The Graduate School, we

are committed to the success of our students, and we serve as an advocate for their intellectual development. We believe that the analytic and research skills formed and honed during graduate study are critical for success in a variety of professional contexts. We are committed to helping students think about shaping their professional career trajectories from the moment they begin their graduate student careers at AU.

We also know, however, that student success encompasses aspects of their lives beyond their academic work, and we believe that graduate study should be viewed as part of a well-rounded life experience. As such, we offer many programs to help support and enrich the lives of graduate students during their years at AU.

Kitti Phothikitti, Ph.D.
Dean, Graduate School of Business

04 MESSAGE FROM THE DIRECTOR

Office of Graduate Studies



Welcome to the eighth issue of the **CONNECT - GSB newsletter!** This newsletter is the result of the dedicated work of the editorial team consisting of students, faculty and staff in the Office of Graduate Studies, and I sincerely thank them. The newsletter is one of several vehicles that we use to publicize the happenings and issues related to graduate students' learning activities at Assumption University.

The office of Graduate Studies keeps moving forward in developing tools and technologies to support our students. Since last year we have launched a wide range of knowledge contents on iTunes U from which we can access academic, informational and entertainment contents free of charge. Anyone

can access AU contents on iTunes U from anywhere at any time. Graduate Studies Facebook is also a channel to communicate and publish the school's news and events. We have observed a positive increase in the number of readers on the fan page. The GSB Instagram was launched in October 2014 and now the number of its followers has also positively increased. Kindly follow up the news and events from our social Media channels so that you can get in touch and have updated news from us.

The Graduate School has also streamlined the petition process and is developing a paperless system for centralized processing of petitions.

We hope you enjoy the Graduate School of Business newsletter. Cordially,

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

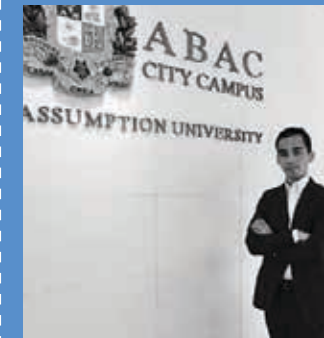
STUDENTS' COLLAGE 05

WHY DID YOU CHOOSE TO STUDY AT ASSUMPTION UNIVERSITY ?



MS. RAN TANAKA
FROM: JAPAN

I graduated from Assumption University in 2012, majoring in International Business Management (IBM). I chose to study at Assumption University because it was well-advertised while I was studying my bachelor's degree. MBA Day program also helps me gain more knowledge and interact with more people. Thailand is an easy country to live. It is also a great place to study.



MR. LIN PEN CHENG
FROM: TAIWAN

I have not been in Thailand for long because I studied in Singapore and the States since young. Honestly, Assumption University (ABAC) really wasn't my choice in the beginning. However, I was sponsored by my company, Orient Thai Airlines, and I find it pretty rewarding to meet people from around the globe. Due to a special arrangement with my company, I was able to choose MBA Day, where I can focus on classes and work later when I'm done with the degree. In Thailand, the Land of Smiles sometimes it's hard to smile. Foremost is the traffic, second the weather, but despite any difficulties or dismay, you still be able to find smiles on faces of the Thais.



MR. ILIA
FROM: RUSSIA

I obtained my bachelor's degree in Applied Computer Science (in Economics). Now I am working as a freelance programmer in some projects. I choose Assumption University because it's the only one international university in Bangkok where I can study for daytime master's degree in English at a reasonable price. Moreover, MBA Day program gives me more knowledge about organization's management, networking and economics. Thailand has a good potential of economic growth, unique culture and religion. It is a really attractive place to gain a degree, learn about Thai and Asian culture and lifestyle.



MR. ANTONINHO
MARIA GUSMAO
FROM: TIMOR LESTE

I choose the Assumption University of Thailand as it is the first international university in Thailand and it is also a Catholic university. I believe it is well-organized and has good quality. I choose to study Education, majoring in Educational Administration (EA) to fulfill my background in education I had during undergraduate studies. My country, Timor Leste, needs much human resources with good education to develop. Thailand is an unique country in South East Asia which was never colonized. Thai people are respectful, humble and passionate. I hope this is a good example for its neighbor countries.

06 RECENT ACTIVITIES



TWO BEST RESEARCH PAPER AWARDS FROM THE INTERNATIONAL CONFERENCE ON BUSINESS, LAW AND CORPORATE SOCIAL RESPONSIBILITY (ICBLCSR'14)

Asst. Prof. Dr. Sirion Chaipoo Pirutana and MBA students participated in the international conference, which was organized by the International Centre of Economics and Humanities and Management (ICEHM) on October 1-2, 2014 in Phuket (Thailand).

The ICEHM Conference aims to bring together leading academic scientists, researchers and scholars to exchange and share their experiences and research results about all aspects of Business, Law and Corporate Social Responsibility, and share/discuss the practical challenges encountered and the solutions adopted.

Dr. Sirion was invited to be a key member as a Session Chair of the conference. Also, congratulations to Ms. XiZi Xie, Ms. Cristela Pereira da Costa, GSB students, and Dr. Sirion who received the Best Paper Awards at the conference with the topic of "A Study of Factors Affecting towards Young Customers' Purchase Intention of Domestic-Branded Smartphone in Shanghai, Republic of China" and "A Study of the Antecedents of Customer Loyalty towards an Internet Service Provider in Timor-Leste".



THE CONFERRAL CEREMONY FOR CERTIFICATES OF ACHIEVEMENT

Rev. Bro. Bancha Saenghiran, President of Assumption University presided over the certificates to Teachers and Administrators of Assumption College Nakhonratchasima (ACN) on November 8, 2014 at The Chapel of St. Louis Marie de Montfort, Suvarnabhumi Campus. The Vice President, Dean and Faculty members of the Graduate School of Business joined the ceremony to welcome and congratulate the Director and Teachers from ACN who achieved the Professional Management Certificate to prepare for the ASEAN Economic Community.

07



ORGANIZATION DEVELOPMENT (OD) WORLD CONFERENCE IN KYOTO JAPAN 2014

August 27 – 29th at Kyoto Hotel Okura

The International OD Association (IODA) held its World Conference with the theme "Inquiry of OD Values: Appreciating Your Reality and Co-creating Our World". OD practitioners, academicians, leaders and consultants from various countries all over the world converged to learn and share on global OD practices and developments. All the sessions used various OD tools and techniques that made the participative sharing very interesting and interactive, generating more new inquiries that further co-created possibilities.

Among the presenters were Dr. Sirichai Preudhikulpradab and Dr. Marissa Fernando who presented a study on "Management Practices in Selected Companies in Thailand". The management practices discussed were in terms of planning, organizing, leading, controlling, and motivating. Furthermore, these current management practices were seen in the perspectives of organization and in the context of the upcoming ASEAN Economic Community 2015 (AEC 2015). Thailand has been gearing up for this ASEAN integration. The attendees also participated in an interactive session which helped them define their key management practice using a simple brain-based tool.



THE SIGNING CEREMONY OF MEMORANDUM OF UNDERSTANDING BETWEEN ASSUMPTION UNIVERSITY AND AIS

On Nov 13, 2014, Assumption University and Advanced Info Service PLC (AIS) organized a press conference on a joint project called 'Digital Life by AIS @ ABAC' at Thewa Nivet Room, the Cathedral of Learning, Suvarnabhumi Campus.

AIS reaffirmed its status as a Digital Life Service Provider, joining hands with Assumption University (ABAC) in launching a new dimension of digital education to develop ABAC Connect Chat Application, so ABAC peeps can chat in groups of unlimited numbers, including the launching of AIS Wifi Service for ABAC peeps to have 100% coverage on every campus, including Hua Mak, Suvarnabhumi, ACC, ABAC City Campus at Zen Department Store in line with new generation lifestyles in the digital age. Presiding over the event were Rev. Bro. Dr. Bancha Saenghiran, President - Rector Magnificus, and Mr. Somchai Lertsuttiwong, the CEO of AIS.



HIS MAJESTY THE KING'S 87TH BIRTHDAY CELEBRATION AT HUA MAK CAMPUS

The Celebration of His Majesty the King's Birthday was held on 3rd Dec 2014, Wednesday at 4:10 P.M. with the presence of Bro. Martin Prathip Komolmas, President Emeritus, Bro. Bancha Saenghiran, President - Rector Magnificus, A. Glen Chatelier, Director of the Office of International Affairs, Assumption University Faculty, Staff and Students.

Thereafter, the Opening speech to celebrate Christmas Tree Lighting Ceremony was delivered by the President of Assumption University.



CONFERRAL CEREMONY OF AU AWARDS FOR EXCELLENCE

Rev. Bro. Dr. Bancha Saenghiran, President of Assumption University presided over the conferral ceremony of AU Awards for Excellence 2014 and Birthday anniversary celebration of Rev. Bro. Dr. Prathip Martin Komolmas, President Emeritus on the occasion of Christmas and New Year celebration to strengthen University integrity and community and to boost faculty & staff morale.

Attendants were administrators, faculty members, staff, alumni and guests. The event was held on December 24, 2014 at the Chapel of St. Louis Marie de Montfort, Suvarnabhumi Campus.



GSB INDUCTION DAY 2/2014

Graduate School of Business (GSB) conducted Induction Day for Freshmen who enrolled in the MBA Day and Evening, MBA, Professional Day and Evening, MBA Fast-Track, MBA Tourism Management, Exchange, and Double Degree Programs in Trimester 1/2014. The Induction took place at Hua Mak Campus, Auditorium Hall.

Speeches were given by Dr. Kitti Phothikitti (Dean of Graduate Studies), Dr. Kitikorn Dowpiset (Associate Dean of the GSB), and Dr. Soonthorn Pibulcharoensit (Director of the Office of Graduate Studies).



SEMINAR AND PRESS CONFERENCE: EXPLORING THE NEW FRONTIERS OF INTERNATIONAL BUSINESS AND EDUCATION IN ASEAN

27th of March 2015 at Maejo University Dr. Apichart Intravisit, Director, GSB-Knowledge Management Center (KDC) represented GSB as a keynote speaker sharing his knowledge and experience on AU identity and international education at the seminar. After the seminar, the President of MJU presented over a press conference on a collaboration between AU and MJU to launch the MBA International Program for the second batch which will be starting in May 2015. The Seminar and Press Conference was organized by the MJU and AU-GSB to provide academic service for society and creating network amongst business and academic faculty in Chiang Mai and the north region.



Relief in the scorching sun
Is water splashed on bodies and earth
Returning to freshness is the burnt feeling -
Grace and charm in wet reality.
Luscious laughter emanating in sparkles
Sunlit April is fertility revived:
Here in this vast celebration
Fathering all the joys of the occasion
Is His Majesty whose presence
In every Thai heart and life,
Solaces the heat and care of the day -
Royal patron of the cultural feast
His constant love and protection regenerating
Thrilling songs that enchant the ancient air,
Fervent drumbeats which excite dancing feet
Goodwill among sisters and brothers all
Tolerance in the midst of merriment.
The Thai family in exuberance
Of unity, welcomes the new year
In new hues and hopes
That the days gone by
With lessons of loss and winning
Will lantern prudent pathways to the future.
The sun's intensity, the summer's blue
Shall breed health of being and joy
Under the exotic Thai sky
In the midst of blest,
Happy Thai smiles
Celebrating immortal culture
Of jocundity in Songkran.

Happy Songran to all!

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

“ENTREPRENEURSHIP” MBA CASE CONFERENCE



On Friday 17th October, 2014 the Graduate School of Business, Assumption University, in collaboration with MBA Magazine Team held a conference namely: “MBA Case Conference: Episode I: Entrepreneurship” at ABAC City Campus, Zen Department Store.

This conference welcomed many successful ABAC Alumni as well as ABAC Students to a three-hour session. The entrepreneurial role models who graduated from ABAC were invited to share about 4 topics: Entrepreneurial spirit, Success and failure, Turning point of work life and How to fund? The session was honoured to have Rev. Bro. Bancha Saenghiran, Assumption University's President to make a welcome speech at the conference.

The first guest speaker was **Mr. Thaworn Techakraisri, Managing Director, T. Thai Snack Foods Co., Ltd.**

He graduated from ABAC 15 years ago, and now he works in the snack manufacturing industry. T. Thai Snack Foods is a SME Snack Food Manufacturer in Thailand. He is the second generation owner of the factory after his father. The main product is seasoned squid snacks including baked crispy squid, rolled seasoned squid, shredded seasoned squid, soft ripple seasoned squid, whole seasoned squid and baked seasoned squid head. T. Thai Snack Foods Co. Ltd. was established in 1996 as a top manufacturer and exporter of squid snacks under the brand names 'Mr. Squid' and 'Squidy' which has been in the market for 38 years. He shared that by experiencing trials and errors and implementing theories that he had been learning, he continues introducing new products and getting more profits. “With the entrepreneurial spirit, we have to rely on ourselves”, he said. Currently, the company exports products to many markets abroad, such as USA, Canada, Hong Kong and Asean Countries. T. Thai Snack Foods has invested heavily in advanced technology to improve its production process. The company has invented a unique formula learning from its extensive experience in serving Thai consumers. Perfecting the product by using cutting edge technology from Japan integrated with the specialized processing from the Netherlands, the company has brought to its customers the highest quality, peanut mixed with all natural ingredients from France, Switzerland and Asia.

The second guest speaker was the young and talented **Group CEO of aCommerce, Mr. Paul Srivorakul.** aCommerce is a full service end-to-end e-commerce service provider in Southeast Asia that recently raised a \$10.7m Series A investment in June 2014. Paul is also the Co-Founder & Executive Chairman of Ardent Capital, an early stage internet private capital fund focused in investing in internet companies across Southeast Asia (SEA). As an industry leader, Paul is an active speaker and presenter. In his speech at the case conference, Paul not only shared his suc-



cess story on how to find the source of funding as a start-up but he also gave valuable suggestions to young entrepreneurs. He also pointed out big opportunities awaiting graduate students. Billions of dollar are coming into SEA, and many investments are to make because there is a high demand. However, it is not easy to find good start-ups because of the low level of supply of entrepreneurs.

Last but not least, the third speaker who came from Absolute Yoga Group showed up with the image of an inspiring businesswoman. She was **Ms. Ben-japorn Karoonkornsakul (Ben), Founder & Managing Director of Absolute Yoga Group** with 10 branches across Thailand. A former Banker, Ben discovered Hot Yoga in Hong Kong. Having experienced the miracle of yoga, she decided to leave her banking career and trained to become first Bikram Hot Yoga teacher in Bangkok and opened the first Hot Yoga Studio in September 2002. Ben is the role model of a businesswoman with the pas-



sion of balancing the work and daily life. Never feeling regretful of giving up her accomplished banking career, she is now satisfied with her spiritual child, Absolute Yoga Group and her mission to create a fun, supportive environment that challenges students to change their mind and body through the practice of Yoga. Ben succeeded to decide her turning point of work life and the audiences could feel her unending passion when she shared her future plan with another new child of hers, Absolute Fit Food since the launch of 2012.

The first episode of MBA Case Conference wrapped up after three hours. Many audiences tried to linger to ask questions and to talk to the guest speakers. They are three different entrepreneurial role models with different starting points and ways that they choose. Only one common point we all cannot deny: they all dare to think and dare to do. That is what MBA students have to remember in their minds.

AUDIENCE INTERVIEW

What are the most important insights that you received from the case conference?



Mr. Naowi Yitisanyakorn

Education Advisor, Business Owner

It is quite interesting because all three speakers are different. It is good for us to come here to listen.



Mr. Stephen

Director of Operations, Safecom

It is always interesting to see that it doesn't matter from what background you come, you can always make it and start your own business. That is why I was asking of where you got the funding and the financial support. Some of the speakers have support from their family, some of them have it from investors, and just to figure out that there are the possibilities if your concepts are valid, visible, you can make it.



Ms. Marie Anne Tichit

MBA Student

I think the conference was pretty interesting because the three speakers have different experiences. And their three approaches are different in terms of the way they make their businesses, the way they develop it and their vision on the business, from the family business to the high investing business.

Words of Remembrance for the late Dr. Udomsak Soponkij

(Faculty Member, Graduate School of Business &
Ph.D. OD Batch 3)



I would like to express my deepest condolences to Soponkij Family at the passing away of Dr. Udomsak Soponkij. Having known him as a valued and respected elder brother, teacher, father and well wisher of Assumption University, I cherish memories of our kind friendship that I cannot find anyone to substitute or replace him. My thoughts and prayers are always with him.

With Respect,

Piya Harnwat
Ph.D. OD Batch 3

I remember Dr. Udomsak when he attended my Ph.D. OD class in Bangkok. He was a very open, engaging and at the same time, a warm person who contributed much to the class discussions and was always keen to explore new knowledge and test it in real life. After having concluded his studies I met him at various occasions and enjoyed the conversations and exchanges with him. I would like to express my deepest condolences to his family and loved ones.

Dr. Herbert Paul, Visiting Professor, GSB, ODI
Mainz University, Mainz, Germany

I am at loss of words and deeply saddened by passing away of Udomsak. He lived life fully with a disarming smile and open arms. My heartfelt condolences to his family, loved ones, friends and colleagues. He truly epitomized the following quote:

**"There is no end. There is no beginning.
There is only the infinite passion of life."**

- Federico Fellini -

Dr. Behnam N. Tabrizi
Stanford University, Palo Alto, Ca., USA



To our amazing friend and colleague: Dr. Udomsak, who will live on forever in our hearts, as he was so full of life, such a shining light in everything he did, and always willing to reach out and support others. It is fitting that he used the word "beloved" many times to describe others...actually he was and will always be our beloved friend and colleague. We are all better human being because we knew him, and his light will shine through us into the world.

Love, Doug

Dr. Douglas O. Loughlin
Ph.D. OD Batch 4, Consultant



Dr. Yord, my brother, friend and OD teacher, rest in peace where God blesses you with His care. You are really great in all and be there in heaven where you shall be great forever and ever.

Best regards,

Thitaya Disphanwat
Ph.D. OD, Batch 5

Words cannot express our sorrow on your untimely passing, a great man like you, Dr. Udomsak, will always be in our loving memories. You finally have found an eternal rest.

Best regards,

Dr. Narumon Kinhaseni
Batch 5

Your contribution to the OD world will never be forgotten. Your story used as an exemplar in OD session will always be a lesson for living. "Every end is the new beginning". I'm sure you just light up and inspire someone who really likes to do something good for others.

Rest in peace, my Ajarn, my team mate and my dolphin brother.

Voravit Voraphornthanyapat (Choh)
MMOD 14, Ph.D. OD candidate, ODI
Project Manager

014 30-HOUR BASIC THAI LANGUAGE COURSE

LEARNING THAI LANGUAGE FOR A BETTER LIVING

A Thai language class was organized by the Office of Graduate Studies (OGS) starting from September 2014. With the participation of 30 students and the guidance of Dr. Thongdee Kijboonchoo, the class successfully finished 30 hours of learning Thai language for a better living. After 10 classes, three hours each, students would be able to make basic daily conversations in the Thai language. Ten classes of different topics, varying from greetings, food, shopping, travelling or transportation, e.t.c, provided students with many practical words and phrases. Students also had chance to practice speaking immediately in class and were encouraged to confidently make impromptu conversations outside.



At the end of the course, a field trip to the ancient city of Ayutthaya was an unforgettable memory for the teacher and students. The one-day trip brought students to Bang Pa In Royal Palace which is also known as the Summer Palace on the Chao Phraya River bank in Bang Pa-In district. This complex which includes gardens, landscaping and many unique structures is a real place for sightseeing and learning the sophisticated architecture of Thai style palace. The next destination was Wat Yai Chai Mongkol. This monastery was built by King U-Thong who exhumed the bodies of Chao Kaeo and Chao Thai who died of cholera, and cremated in 1357. After that, the teacher and students enjoyed lunch time at Ayutthaya floating market and had a chance to see a show about the history of the ancient city. The final destination in the itinerary was Wat Mahathat, a part of the Ayutthaya World Heritage Historical Park. Besides its respectful history, this temple also attracted visitors because of its special architectural design.

Taking the Thai class organized by OGS was an opportunity for all students to learn the Thai language and engage in real Thai culture and history, as well.



015

STUDENTS' OPINION OF THE COURSE...



MS. MIN QIU
FROM: CHINA

I decided to take this class not only because I want to learn the Thai language but also Thai culture. From this class, I learnt how to say many useful phrases and sentences, for example about food and transportation. Our teacher and friends went to Ayutthaya. We saw many things and got to know Thai traditional culture. This class is fun and we got a lot from this class. I want to say thanks to our teacher, Dr. Thongdee.



MS. HANG DAO
FROM: VIETNAM

Actually when I first came to Thailand, I couldn't speak a single word but now, thanks to this class I can confidently make conversations in Thai language when going out. I feel convenient when communicating with local people now. I am thankful to our teacher, Ajarn Thongdee. He gave us the chance to travel to

Ayutthaya. We are all busy with our study so the trip was an opportunity for us to see something nice outside Bangkok. We learnt more about Thai culture and made more friends.



MR. NAN HUA
FROM: CHINA

In this class, we learnt many Thai words, Thai phrases and sentences which are very useful for daily life. Dr. Thongdee gave us very good lectures. We enjoyed the field trip at Ayutthaya and the floating market and we saw a lot of temples and palaces. We learnt a lot about the history of Thailand. This Thai class is very useful not only for our daily life in Thailand, but also for our study as well.



MR. SINA SOBHANIAN
FROM: IRAN

This thirty-hour Thai class was very useful for me. I have been living here for almost two years but I didn't know the simple vocabulary. This class taught me a lot. Our Ajarn was very helpful and always encouraged us to speak. Our fieldtrip to Ayutthaya and Bang Pa-in Palace was useful, as well. We saw the temples. At the same time, I got new friends. The environment was very friendly.

016 LEARNING EXPERIENCE OUT OF CLASS



AN EDUCATIONAL TOUR OF REMBRANDT HOTEL TO REINVIGORATE MBA-TOURISM STUDENTS' PASSION FOR HOSPITALITY

.....Monday, 29th September, 2014.....

Twenty MBA-Tourism students of Independent study batch 563 and Marketing Management class 571 accompanied Dr. Adarsh Batra to attend the guest speaker session as part of educational visit to the Rembrandt Hotel & Towers 19 Sukhumvit Road, Soi 18, Klong Toei, Bangkok.

All students arrived by 2 P.M. assembled at beautiful hotel lobby on the ground floor. The management of the hotel arranged a hotel inspection guided tour for our students. The whole group was divided into two led by hotel executives Mr. Miller, Mr. Snaden and two enthusiastic hotel interns Anna and Nicolo who spent time, efforts in accompanying our students inspect front and back of hotel and answer their queries.

The hotel has four main ethnic restaurants: Mexican, Italian, Thai and an Indian offering different styles, an open secret to attract multinational customers by offering more eating choices. Senor Pico is a modern Mexican restaurant while Da Vinci offers traditional Italian cuisine. Roof top Indian restaurant 'Rang Mahal' is the most elegant restaurant of the hotel with Indian touch especially décor and cutlery along with some of the best views of Bangkok. Rang Mahal is winner of Thailand Tatler's Best Restaurant for over a decade. Live Indian music further creates a

burst of theatre for an unforgettable dining experience. The Red Pepper provides a full glimpse into impressionable Thai cuisine. The Lobby Bar right in front of entrance is perfect for a welcoming drink upon arrival, throughout stay and upon departure.

A member of Warwick International hotels, the 407 rooms' hotel has superior, deluxe, executive and rooms exclusively for the family. The superior and deluxe rooms are different in terms of flooring and outside view. Family rooms are in great demand by European families who wish to stay together in one room. Residential terrace suite was the most expensive room in the hotel. We were allowed to have a glimpse of Sauna & Spa, well equipped fitness & gymnasium, executive lounge and board rooms to hold private business meetings. Hotel swimming pool appeared busy even late afternoon. The Hotel Management further extended unlimited hospitality offering complementary tea, coffee and snacks to our students.

After coffee break, the Guest Speaker, General Manager of the Hotel Mr. Eric Hallin, who is concurrently Chairman of the Tourism Committee, spoke on "Green Practices employed by Rembrandt Hotel that save energy, water and other vital resources, utilizing 'recycle', 'reuse' and 'reduce' strategies". The GM emphasized that their clean energy efforts play a leading role in paving the way for reduction in greenhouse gas emissions and supporting carbon reduction. The followings are the key environmental practices employed by the hotel:

- The Rembrandt hotel applies the green hotel concept using technologies such as Enovatek (to reduce energy costs through LED lightings) and SMAC (from Australia) by following Clinton foundation ideas to fight against climate change in practical, measurable, and significant ways.
- The Shaw Method of Air Conditioning (SMAC) is an advanced temperature

017



and humidity control technology that provides a comfortable, healthier and more productive working environment while also delivering huge energy cost savings of up to 85%.

- The hotel provides Green Earth voucher to its guests who participate in Green Earth programme. They get a 5% discount on food & beverages.
- The decoration of restaurants reveals and resonates with the culture of the country food.
- The hotel seriously wants to reduce the consumption of energy (kitchen and laundry operations) and reduce carbon footprint
- Guests' room air-conditioner is set 25 degree Celsius up from the usual 18 degrees, saving up to 30% of energy consumed at lower temperatures which

then can be altered depending on personal requirement as well as improved air-conditioning quality through 35% saving on energy.

- Changing the lighting to LED reduces the carbon footprint.
- Salt water swimming pool installed at the hotel gives a natural alternative for swimmers.
- Heat exchange system is used to enhance higher energy efficiency.
- Rembrandt hotel is operating in a socially and environmentally sustainable fashion committed to having a positive impact on local communities. The hotel donates cooking oil to a charity run by Sai Baba as part of their corporate social responsibility efforts. See details of hotel's social responsibilities at <http://www.rembrandtbkk.com/overview/social-responsibilities.htm>.

GM referred that Rembrandt offers '5 star level of service at 4 star prices'. The session lasted more than an hour, followed by a brief Question-Answer session. Thereafter, vote of thanks by a student representative and presentation of ABAC souvenir to Mr. Eric for spending his precious time with our students concluded the visit.

All students enjoyed this educational visit as many of them referred to Rembrandt hotel as the best example of saving energy, in their recent held mid-term examination.

Written by : **Dr. Adarsh Batra**
Director of Research in Sustainable Business
M.B.A. Tourism Programme Graduate
School of Business



MMOD BATCH 20 AT THE MARINE GOLD PRODUCTS, LTD.



The class of MM20 visited the Marine Gold Products, Ltd., a 100% Thai Company and a leading exporter of shrimp products based at Samut Sakorn. The field visit was part of the MM 6805 Organization Development Process Spiral Cycle under Dr. Sirichai Preudhikulpradab and Dr. Marissa Fernando (team teaching arrangement). The activity aimed to provide real company application of OD tools and processes to the students. The company visit also provided an opportunity to learn from Sinchai Luesukprasert, MMOD alumnus 2013 on how he developed his Action Research Project on "A Study on Understanding of the Impact of ODI on the Interpersonal Skills of Managers and its Effect on the Subordinates' Role Commitment" with the company and how he continues to sustain the implementation and improvement based on his OD project. Khun Sinchai

who is also the Factory Manager of the family business shared how Organization Development Interventions designed to engage managers in four areas of self-awareness, listening attentively, asking questions, and coaching as essential managerial and leadership skills that affect commitment from subordinates. Khun Sinchai's study was also awarded as Outstanding Research in the 28th National Graduate Research Conference held last 28-29 June 2013 at the Assumption University, Suvarnabhumi Campus. The company's motto "BE BETTER" which is seen everywhere and is part of the daily uniform designed by the employees themselves, the various ideas and projects for innovations in the industry coming from the employees are some of the examples of their success, which is not only measured in terms of financial productivity but more so

in the development of the human capacity and commitment of its workforce who actively participates in moving the company forward.

The trip proved to be a very enriching experience for the learners to differentiate between OD principles and actual practices in industry, to observe how to navigate and negotiate with employees when the implementation of change is undertaken; and appreciate that organization development is the job of everyone, not just of managers and leaders in the workplace.

Written by :
Dr. Marissa L. Fernando
Full-time Lecturer



018 SPEAKERS OF THE MONTH

OCTOBER

SPEAKER: MR. YUEN CHUN MING,
SENIOR DIRECTOR OF THE UNITED THAI SHIPPING
CORPORATION LTD.

TOPIC: "A GLANCE OF THE ASEAN ECONOMIC
COMMUNITY (AEC) AND ITS LOGISTICS
IMPLICATIONS"

On October 7th, 2014, Graduate School of Business (GSB) held a "Speaker of the month" session with the topic: "A Glance of the ASEAN Economic Community (AEC) and its logistics implications". Mr. Yuen Chun Ming was invited to share his insights and vision on this topic with 50 MBA students. In his lecture, he particularly focused on discussing with students about AEC's commodities movement and the potential changes in users' logistic requirements in the region.

The session started with a brief review on AEC history, structure and status today. As we are more closely approaching the goal of regional economic integration by 2015, free flows of goods and services, as well as investment, capital, skill labors, etc. will be an undeniable result. The overall market will become bigger to cater for about 580 million people, of which a total GDP worth US\$ 1.5 trillion and international trade worth US\$ 1.7 trillion/ year. Thailand, as an important player in the bloc and an ASEAN network port will witness many changes in every facets of life, including its logistics operation.



During two hours of discussion, useful information was provided to students by Mr. Yuen Chun Ming, along with sizable specific data. Statistics have proved significant changes in the business environment, especially in terms of logistics. After the session went to an end, one question remains: As an MBA student, how will we acknowledge those changes, as risks or as challenges? It is our answer that will guide us all along our future business path.

--Reported by Ms. Nguyen Hai Ha, MBA Student



019

NOVEMBER

SPEAKER: MR. CHALERPOL TUCHINDA, DIRECTOR
OF SOFTWARE PARK THAILAND

TOPIC: "NECESSITY AND TRENDS OF CLOUD AND
MOBILE COMPUTING IN BUSINESS"

On Nov 27th 2014, GSB held a "Speaker of the Month" Session with the topic: "Necessity and Trends of Cloud and Mobile Computing in Business". Mr. Chalermopol Tuchinda was invited to share his knowledge and experiences on this topic with MBA students.

At the beginning of the session, he showed a video about Cloud Computing which can be defined as: "The practice of using a network of remote servers hosted on the Internet to store, manage, and process data". What sounds very static and complex could become one of the most important IT developments of the next decade. He outlined that the benefits of cloud computing include its flexibility in using resources as well as cost savings via sharing the IT infrastructure. On the other hand, data security and limited network capabilities are fundamental challenges.

He also explained that the future of Cloud and Mobile Computing businesses is heavily focused on the connection of three current Information and Communication Technologies: Mobile, Local and Social. "The mobile phone is an important strategic tool as it provides direct access to your customers, every time



and everywhere. There are tremendous market opportunities with almost three billion Internet users worldwide. Tablets and mobile phone sales are growing faster than PCs ever did."

Moreover, he revealed that "E-Commerce Goes Global", led by China with 57% average E-Commerce Sales Growth between the years 2012 and 2017. "The most important practices for successful E-Commerce in 2014 are: Be Mobile, Go social with your brand, Issue coupon codes and discounts, Accelerate consumer engagement and establish Efficient delivery services."

Finally, he concluded the session with very optimistic forecasts for the Asia Pacific Cloud market and highlighted the enormous business opportunities, offered through the Asean Economic Community (AEC) in 2015. .

--Reported by Mr. Tim Khomer, MBA Student

JANUARY

SPEAKER: MR. REX MORGAN, CEO AND PRESIDENT
OF THE REX MORGAN FOUNDATION THAILAND

TOPIC: "USING FINANCIAL AND OTHER METHODS
TO PROMOTE SUCCESSFUL VENTURES"

On Jan 27, 2015, GSB invited Mr. Rex Morgan to be the guest for Speaker of the Month Session. He shared many experiences and advice to 50 MBA Students who are going to start their own business. In the process of his speech, he shared the perspective from his experience of a glittering life. He indicated that finance is not only about numbers on

the balance sheet, but the public relationship is also very crucial for business. A company has to engage in communication with social media, stakeholders and people. Most of the participants do approve his viewpoint because a positive image really counts into public's mind towards enterprise. Nevertheless, Rex Morgan affirmed in his key point to make business successful that is risk taking. The idea is how to allocate financial resources efficiently in the enterprise. Financial tools must be used to analyze the current financial situation and investment plan.

It can be considered as beneficial to absorb his lesson to manage strategy and enlighten students about seizing more opportunities in near future.

--Reported by Mr. Kuen-feng Wu, MBA Student



OGS: A SERVICE CENTER FOR GRADUATE STUDENTS

ABAC DATA SIM

The OGS will provide special 3G Data Sim Packages (AIS and Truemove) exclusively for graduate students. Students will have the opportunity to purchase Data Sim Packages at a discounted price by showing their AU Student ID card.

COFFEE BREAKS & SNACKS - COMPLEMENTARY SERVICE FOR STUDENTS

The Service is available at Hua Mak Campus, 5th floor at Café de Brésil and 6th floor at Café de Luxe. Students who study at City Campus can have the service at the Student's lounge. You should contact the staff at each café for receiving your coupons with your registration slip when the trimester starts.

SELF-SERVICE COPY & PRINT

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

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. In addition, another free WiFi access at 'A' Building is available exclusively for graduate students. When your device is connected to "Graduate Student wifi by OGS", you can log in with Username (your Student ID) and Password (your Citizen ID or Passport ID).

GSB MEETING ROOMS ARE NOW OPEN FOR STUDENT GROUPS

Graduate School of Business is offering unique areas for Student Groups to host meetings and discussions at "A" Building, A5. 5R1, 5th Floor.

Students can request a group reservation for up to 2 hours. All reservation requests can be made at the Office of Graduate Studies "A" Building, 4th Floor.

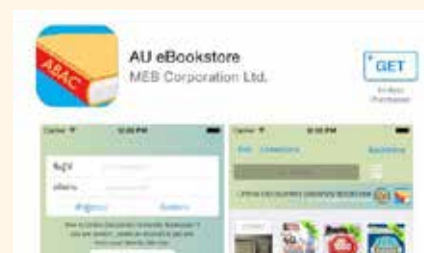
ONLINE PETITION

Graduate students can submit requests for the academic actions and approvals via petition online form on the graduate studies website. A separate petition is required for each request. Students can access the online petition after logging in with student user name and password on the current student page and click on the "Petition Requisition" on the left.

AU EBOOKSTORE

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.

Students can buy any available magazines and books at student prices which will be cheaper than the price offered by other eBook Stores.



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 to download at Apple App Store and Google Play Store. Students can search by typing the keyword "Assumption" and then click the App "AU eBookstore".

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 at real-time when accessible with public Internet using iPhone or iPad or on demand when accessible to website on PC.



ABAC ON APP STORE

The new version of the ABAC iPhone App will be developed with more features and data integrating with the graduate website. AU Information can be easily accessed on iOS Apple mobile devices. The ABAC 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 schedules and course information. Students can access seamlessly updated information on iOS device the same way they access information on the graduate website. Students can download the App from Apple App Store by typing the keyword "Assumption" and then click the App "Assumption University".

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, it successfully became the business incubator unit for 13 SMEs.

ORGANIZATION DEVELOPMENT INSTITUTE (ODI)

Only at Assumption University, we offer a real consulting body for enhancing multiple learning experiences. The Organization Development Institute (ODI) is our 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 can learn from the real OD practitioners and experts and explore opportunities in assisting ODI.

ABAC BUSINESS LEGAL ADVISORY CENTER (BLAC)

Graduate School of Business launched the ABAC Business Law Advisory Center (BLAC) on 19 June, 2009. The ABAC BLAC serves legal solutions and advice for Small and Medium businesses, entrepreneurs and professionals.

ABAC TRAVEL SERVICES (ATS)

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

Contact:

i.t.c Assumption University, Office of Graduate Studies, "A" Building, 3rd Floor, Hua Mak Campus
Phone: 02 719 1089
Email: itc@au.edu

Frequently Asked Questions for Current Students

- ▶ **Who is eligible to do Thesis?**
Any students who complete 36 credits can start doing their Thesis.
- ▶ **I want to take Thesis Option, what should I do?**
First of all, you have to choose your advisor and fill up Thesis Proposal Approval form at OGS.
- ▶ **Do you choose advisor for me?**
No, we don't. You can choose your own advisor.
- ▶ **How can I choose my advisor?**
You can find the name list of advisors from the board in front of OGS.
- ▶ **When can I submit my thesis proposal?**
You can submit your thesis proposal before 10th of each month, except for October, November, and December; you can submit it before 15th of those months.

REASONS WHY

THAI UNIVERSITY STUDENTS CHOOSE TO FURTHER THEIR STUDIES IN WESTERN COUNTRIES



Studying abroad is a life-changing experience for students from Thailand. Deciding where and what to study is definitely one of the most important decisions they make in their lifetime. Western countries, particularly, France, Germany, Australia, New Zealand (in Australasia), the United Kingdom and the United States of America, are the most desirable choices among the Thai university students after they finish their bachelor's degree, and there are several reasons why they choose to further their studies there.

First of all, it is the high education standard and system that draws the students' interest. For a long time now, Western countries have been renowned for their ability to maintain excellent standards. Their education systems provide a supportive and stimulating environment for both intellectual and personal growth, and also they constantly seek new ways to enhance their education systems, so that every student obtains full benefits. Furthermore, there are many universities, colleges, academies and institutes for students from all around the world to attend. All these offer a wide range of academic courses and programs taught by dedicated and qualified lecturers, a lot of whom receive a doctorate degree in the discipline they teach. Also, there are scholar-

ships and careers provision, which certainly will fulfill the needs of foreign students. Therefore, many Thai students aim to pursue higher degrees in Western countries.

Next to education, is the environment that makes the students want to experience. Modern facilities, such as language laboratories, libraries with more than a hundred-thousand books, unlimited wireless Internet for e-learning, media resources, up-to-date sources of knowledge and much other high-technology equipment, build up a wonderful atmosphere for learning. Besides, the students have a wide range of accommodation options to choose from. There are independent agencies running private hostels that provide both single

and shared rooms with laundry and housekeeping services. The students can also look in the local newspapers for rental advertisements and rent a room, apartment or house, directly from the owners of public or private housing. If the students have the chance to, they can stay with host families as well. Lastly, beautiful scenery and tourist spots in Western countries will bring happiness and relaxation for the Thai students. They can go sightseeing on the weekend or go backpacking in the nearby states. This gives a valuable chance to meet totally different types of people, interact with those with different backgrounds, see a different way of life, and experience the way other people do things, which is a chance they hardly ever get in their home country.

Apart from education and environment matters, there are other reasons why Thai university students pick Western countries as their education destinations. To begin with, new experiences are what they will gain, and these experiences will broaden the students' minds and bring about self development in them. They will become mature, independent and able to adjust themselves well. Moreover, being surrounded by students of various nationalities and races, the students will automatically be in a cultural exchange. They will gain friendship and learn other cultures at the same time. Also, they will have a chance for good language improvement and be capable of speaking English fluently at last.

Although studying in Western countries brings a lot of advantages, it may not be the best for some students, as they may have better choices or different views towards it. For example, they may feel that domestic study is more suitable for them than overseas or they simply do not want to be far from home. However, overall, Western countries are good choices for most Thai university students and studying there is a precious experience that can change their lives forever. So, why not take a chance and go?

Written by
Ms. Daosiree Chayasirisobhon
MBA (Tourism Management) Program



"Be the change you
want to see
in the world."

— Mahatma Gandhi —





THAILAND AS THE GATEWAY FOR CULTURAL TOURISM IN THE GREATER MEKONG SUB-REGION AND THE SOUTHEAST ASIA REGION

With the forming of GMS (Greater Mekong Sub-region) among the Provinces of Yunnan and Guangxi of China, Thailand, Myanmar, Laos, Vietnam, and Cambodia, and ASEAN ten countries: Thailand, Myanmar, Laos, Vietnam, Cambodia, Malaysia, Singapore, Indonesia, Brunei, and the Philippines, Thailand is targeted to be the Gateway To Explore GMS and ASEAN, which offers exotic cultures to international tourism market. Thailand is located right in the middle of this region, and is ideal to serve as the gateway to explore cultural tourism in this region.

Photo : www.zurich-airport.com

Southeast Asia Region has a lot of interesting cultures that capture the interest of the world nowadays. It used to be ignored in the past when the study of Asia emphasized studying cultures of India and China. Today, more and more anthropologists and historians turn their attention to the study of Southeast Asia Region, realizing that Southeast Asia has a prehistory as complex and as indigenously creative as any other major region of Eurasia.

With such wide variety of natural landscapes, ranging from snow-capped mountains to paradise of tropical seas, flora and fauna, exotic cultures, and friendly people, the Southeast Asian Region has become a popular big tourist destination, where international tourists could visit various countries of the region to admire their beautiful landscapes, to appreciate their exotic cultures, to learn their ways of living, and to participate in countless cultural and festival activities.

Thailand happens to be situated at the center of Southeast Asian region, with Southwest China to the north, Myanmar to the west and the north, Laos, Vietnam and Cambodia to the north and the north-east, Malaysia, Singapore, Brunei and Indonesia to the south. Thus Thailand occupies a strategic location to be the center of cultural tourism in this region,



with Bangkok and the provincial cities of Chiangmai, Chiangrai, Tak, Nongkai, Khon Kaen, Mukdahan, Ubon Rajathani and Songkla as the gateways to various countries in the region. Apart from air links among these countries which have become very convenient nowadays, infrastructures for surface transportation by land and waterways have been improved to connect these countries by rail, coaches and cruise boats.

The opportunities have emerged for those who are engaged in various sectors of Thai tourism industry to identify the segments of tourists who are fascinated by Asian cultures and natural attractions and to create tourism products that satisfy their needs, including package tours, travel agencies' services, hotel accommodation, transportation, coaching and cruising services, restaurants and entertainment, gifts and souvenirs, and many other kinds of new services and facilities. The tension created by modern urban ways of living has created a set of push factors, pushing holiday makers to escape from their monotonous and busy environment in concrete

jungles to take their holidays living close to nature and in harmony with nature in homestay, farmstay, and longstay for health improvement tour programs, as well as to participate in adventure tours and cultural festivals.

Southeast Asia offers a set of pull factors in the forms of natural beauty, warm tropical climate, exotic cultures, tasty cuisines, and hospitable and gentle people to attract these tourists to visit and enjoy their holidays in this beautiful corner of the world. As businessmen, there are huge potentials for you to do business in one sector or another under the umbrella of the tourism industry, by offering a combined destination of two or more countries in the GMS and ASEAN countries.



Written by
Dr. Charnchai Athichitskul
MBA Full-time Lecturer

DR. Charnchai has posted four books in AU Ebookstore for you free of charge.

1. Marketing Management for Sustainability
2. Strategic Management East-West Perspectives
3. Tales from the Mountains
4. Country Environments and Cultural Tourism in GMS and ASEAN Countries



BERLIN TRIP

In this issue, I will lead the readers to visit the Capital of Germany. Berlin is now one of the most visited cities in all of Europe, and one way of seeing a lot of the city in a short time is with the Berlin Welcome Card. Similar to other city passes, it includes discounts for admission to the top museums and attractions as well as an unlimited public transit pass. With many attractions, you can use the pass wisely to cover the entire network of transportation. And your visits to either to museum, restaurants, parks, or shopping malls will be very easy to reach!

Berlin has an amazing public transportation system consisting of trams, buses, and subways, and all of them in the entire city is included in the Berlin Welcome Card. This is a huge and spread-out city, so you'll be using the public transport probably four or five times per day.

One thing to consider is that buying individual day pass each day can be stressful and confusing, even in the large subway stations. Having the transit pass in hand when you arrive and never having to stand in line and struggle with machines is a worth-

while luxury. There are many types of Berlin Welcome Cards that you can either buy at the airport or major tourist destinations in Berlin.

From a distance you can see the Tower rising from the skyline of the city. For decades, it was praised as a symbol of socialism by the East German government. Now the Tower is a unique landmark of the new unified Berlin. It symbolizes the new center of a reunified Germany. To me, it is important as a symbol of the reunification, having been the most striking feature of East Berlin's cityscape. The Berlin Television Tower was built in 1969 and since then has become one of the most popular spots for taking photos. I would recommend you to start your visit here as it has the best views over the city. The TV Tower is a spectacular construction, as Germany's tallest structure.

Seeing Berlin by foot is one awesome thing but seeing the whole city from above is stunning! You not only get to see one portion of Berlin, but the whole 360 degrees! When the weather is fine you can see as far as 40 kilometers. I recommend coming during most evenings, one reason being it is not too hot and you get amazing lighting and you get to see the sunset of course (depends on the time of year you are visiting though). Amazing views over the city from 368m makes it the tallest building in Germany.

There are two platforms to go up by elevator. This part (elevator) is exciting because your ears become blocked from the high elevation and speed. Once you are up there, take your time and enjoy the view! You are not timed so you can pretty much stay up there as long as you like. It is definitely a special spot for your date or event if you're dining 368m above the ground with a window seat. It takes you 33 seconds to get to the top as it moves 6 meters per second.

The first one is the sightseeing deck showing you maps of the city explaining the main areas and places to visit. Then, if you go up some stairs you will find the most incredible bar/restaurant, which rotates 360 degrees within 60 minutes. The restaurant's floor spins around its own axis twice every hour, so you can have a drink or have a coffee while you enjoy the spectacular view of the city.

See you in the next volume!

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



GSB WELCOMED ABAC MBA STUDENTS AND THEIR PROFESSOR FROM MAEJO UNIVERSITY.

Dr. Soonthorn Pibulcharoensit, Director, Office of Graduate Studies (OGS) and Faculty Members were extended a warm welcome to the ABAC MBA Students and their Professor from Maejo University at Hua Mak Campus on 12th December 2014. Students from MBA International Program at Maejo University, one of the academic cooperation activities amongst two universities had the chance to understand more about the programs and services provided by Graduate School of Business (GSB).

During the day, the students joined several interviews with a senior MBA student from ABAC and gave interesting insights about their personal background as well as their student life in Chiang Mai. While all of them finished their undergraduate studies at different Universities, there are several similarities.

First of all, their interest for marketing as a major and secondly the possibility to apply the gained knowledge of the MBA program within their family businesses. Furthermore, all of them agreed that the student as well as campus life in Chiang Mai Province is far more relaxed and quieter than in the crowded and busy city of Bangkok. Nevertheless, they ensured that a decelerated environment doesn't mean less work or a boring lifestyle. There are plenty of activities and sights in and around Chiang Mai which are definitely worth visiting.

GSB is very proud of this partnership which encourages new knowledge transfers as well as friendships among students from both Universities. Finally, we wish our fellow students success and fun during their MBA studies as well as all the best for their future careers.





Most advanced GoPro ever.

Introducing HERO4 Black, the most advanced GoPro ever. Featuring improved image quality and a 2x more powerful processor with 2x faster video frame rates,¹ HERO4 Black takes Emmy® Award-winning GoPro performance to a whole new level. Incredible high-resolution 4K30 and 2.7K60 video and high frame rate 1080p120 video enable stunning, immersive footage of you and your world. New Protune™ settings for both photos and video unlock manual control of Color, ISO Limit, Exposure and more. Waterproof to 131' (40m) with 12MP photos at a blistering 30 frames per second and improved audio,¹ HERO4 Black is the ultimate life-capture solution.

2x the performance.

With a 2x more powerful processor, 2x faster video frame rates and even better image quality than its best-selling predecessor, HERO4 Black delivers footage that's sharper, richer and more detailed. Combined with powerful new features and technologies and improvements to audio, usability, wireless connectivity and more HERO4 Black is the most advanced, highest-performing GoPro ever.

4K30. 4x the resolution of 1080p.

4K30, 2.7K60, 1080p120, 720p240 HERO4 Black is the first camera of its kind to feature ultra high-resolution, high frame rate video as powerful as this. Once the exclusive domain of large, costly cameras, HERO4 Black delivers truly professional video quality in a tiny package. Stunning clarity. Liquid-smooth slow-motion playback. Cinema-quality capture. HERO4 Black brings it all.

Fast, powerful photo capture.

With 12MP Burst photos at a blistering 30 frames per second, HERO4 Black helps you capture the moments you don't want to miss. Capture single photos, or choose Time Lapse mode to shoot photos automatically at set time intervals from 0.5 to 60 seconds great for gear-mounted shots when the shutter button is out of reach.



Control, view and share with built-in Wi-Fi + Bluetooth.

HERO4 Black features built-in Wi-Fi and Bluetooth®, allowing you to connect to the GoPro App, Smart Remote2 and more. The GoPro App transforms your phone or tablet into a live video remote for your camera, offering full control of all functions and settings, easy shot preview and playback, plus sharing via text, email, Facebook and more. The Smart Remote allows you to control multiple GoPro cameras from distances of up to 600' (180m).

World's most immersive video.

HERO4 Black features SuperView™, a GoPro-exclusive video mode that captures the world's most immersive wide-angle perspective. It allows you to capture more of yourself and your surroundings in the shot resulting in captivating, ultra engaging footage of every adventure.

Auto Low Light mode.

Let the camera do the thinking for you. Auto Low Light mode intelligently changes frame rates based on lighting conditions for optimal low-light performance, enabling you to move between bright and dark environments without having to adjust your camera settings.

QuikCapture convenience.

Be ready to capture the moment at a moment's notice with new QuikCapture mode. It turns your GoPro into a one-button camera, allowing you to power on and start recording automatically with the press of a single button. Press once to record video, press and hold for two seconds to capture Time Lapse photos. Never worry again about missing an epic shot.

GoPro App + software.

Expand your GoPro experience with the free GoPro App and GoPro Studio software. The GoPro App allows you to control your camera remotely using your phone or tablet, view and share your content and watch "best of" videos on the GoPro Channel. Use GoPro Studio to create your own engaging GoPro-style videos to share with the world.

032 ACADEMIC CALENDAR

MBA PROGRAMS, GRADUATE SCHOOL OF BUSINESS
3/2014 ACADEMIC CALENDAR (May - August 2015)

Now - April 23, 2015	Application selling period for MBA (573-xxxx)
Sun, 26 April 2015	MBA Written Entrance Examination (English)
Sun, 3 May 2015	MBA Interview Entrance Examination
6 May 2015	Entrance Examination Result (English & Interview)
8-16 May 2015	Registration for New students (student admission ID 573-xxxx)
11 May 2015	Last day for final examination grades submission for 2/2014
14-21 May 2015	Registration period for Written Comprehensive Examinations
Sat, 9 May 2015	Induction Day for student admission ID 573-xxxx
Mon, 11 May 2015	Instructions begins for trimester 3/2014 (For Weekday Program)
Sat, 16 May 2015	Instructions begins for trimester 3/2014 (For Weekend Program)
Sun, 31 May 2015	Late Final Examination for trimester 2/2014
13-20 May 2015	Sign up for Freshmen Seminar (573-xxxx students) at OGS
25 May 2015	Final examination grades release for 2/2014
26 May 2015	<i>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)</i>
31 May 2015	Internship Presentation (only for MBA Day students)
26 May 2015	Eligible students to take Written Comprehensive Examination announced
13-14 June 2015	Freshmen Seminar (for 573-xxxx students)
22-29 June 2015	Mid-term Examination period
Sun, 7 June 2015	Written Comprehensive Examination (MM)
Sun, 14 June 2015	Written Comprehensive Examination (SM)
Sun, 21 June 2015	Written Comprehensive Examination (FM)
Sun, 28 June 2015	Written Comprehensive Examination (GM 1: MA, MIS, ME)
Sun, 5 July 2015	Written Comprehensive Examination (GM 2: OB, OM, IBM) & Field Trip Examination
20 July 2015	Last day to petition for late mid-term examination
Sun, 26 July 2015	Late mid-term examination day
21-22 July 2015	MBA Online Pre-registration period for trimester 1/2015 (Only MBA Day/Evening Students)
23 July 2015	Written Comprehensive Examination results announced
24-31 July 2015	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
3-10 August 2015	Submission of final examination papers for 3/2014
21-28 August 2015	Final examination period
17 August 2015	Last day to withdraw with "W" grade
3 August 2015	Oral Comprehensive Examination Period for MBA Professional Day (Batch 18) students
	Oral Comprehensive Examination Period for MBA Double Degree (Batch 15) students
8-9 August 2015	Oral Comprehensive Examination Period for MBA Fast Track, Hua Mak (Batch 16) students
10 August 2015	Oral Comprehensive Examination Period for MBA Professional Evening (Batch 19) students
18-19 August 2015	Oral Comprehensive Examination Period for MBA (Day/Evening) students
22-23 August 2015	Oral Comprehensive Examination Period for MBA Fast Track, City Campus (Batch 21) students
27 August 2015	Oral Comprehensive Examination results announced
24-29 August 2015	Registration e-payment for 1/2015 trimester (manual payment period for 581-xxxx MBA students)
Sat, 29 August 2015	Induction Day for student admission ID 581-xxxx
21 September 2015	Last day to petition for late Final examination
Mon, 31 August 2015	Instructions begins for trimester 1/2015 (For Weekday Program)
Sat, 5 September 2015	Instructions begins for trimester 1/2015 (For Weekend Program)
Sun, 27 September 2015	Late Final Examination for trimester 3/2014

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>)



We want to do two things for you and for us
-present a fleeting flashback of what visuals we can, gathering to help us remember
you best and read of statements that I am able to gather within the brief time for
you and your family to know you have been to them a life of-
JOY, FUN, CREATIVITY, RESPONSIVENESS, FACILITY OF LEARNING AND
ENGAGEMENT AND MOST OF ALL, OF AN ACHIEVER PAR
EXCELLENCE. THANK YOU FOR BEING YOU AND FOR THE TIME
YOU HAD MADE A DIFFERENCE IN EVERYONE'S PROFESSIONAL
AND PERSONAL LIVES. SO LONG AND GOD SPEED.

(Dedicated to Dr. Udomsak Soponkij, a full-time lecturer in Master of Management Program in Organization Development and Management, by Dr. Perla Rizalina M. Tayko)



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