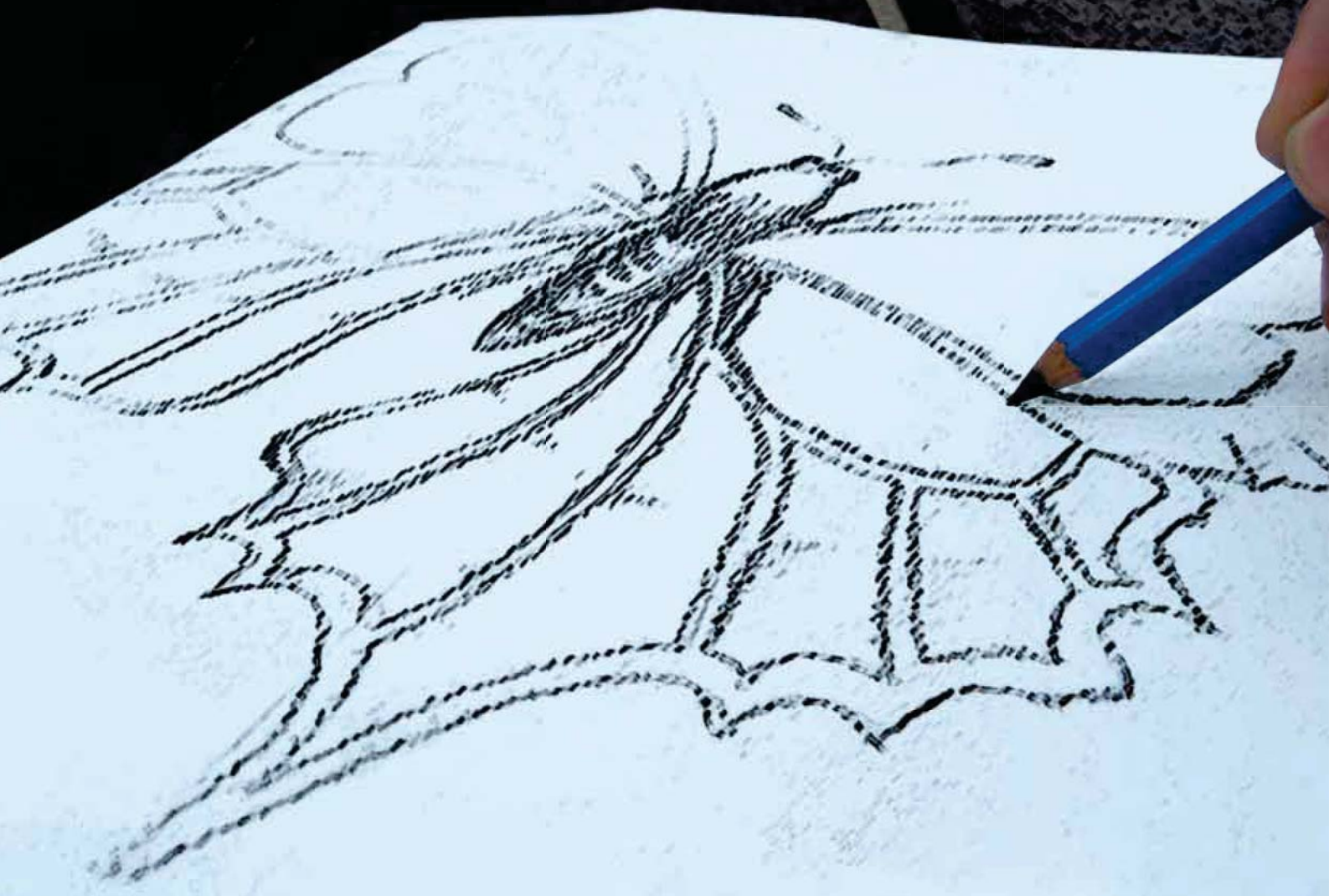


*Impact through Wisdom*



*Newsletter*  
*January - March 2009*

A stylized, artistic illustration of a plant with large, flowing leaves and a single flower, rendered in various shades of brown against a dark brown background. The plant appears to be a climbing or trailing variety, with leaves that have a soft, organic shape. A single flower with multiple petals is visible on the left side, partially obscured by the leaves. The overall aesthetic is elegant and naturalistic.

*A path of Growth begins.....*

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# 70<sup>TH</sup> ANNIVERSARY

FACULTY OF COMMERCE AND ACCOUNTANCY

Preparing students' capability through

## Where we come from...where we move forward...

BBA (International Program) of Thammasat Business School takes its pride to embark on the 17<sup>th</sup> year of establishment. Founded in 1992 when Associate Professor Yupa Kanjanadul was the dean and Professor Kesree Narongdej was the first director and Associate Professor Dr. Kulpatra Sirodom was the associate director for academic affairs. The committee members, the full-time professors, adjunct professors and staff have relentlessly contributed to the changes and improvement of the program. Most importantly are the students and alumni who have made the Program a special one.

The quality of the program is proven by how well the students perform and how successful the graduates find jobs and where they go for their graduate studies. Above all, we wish to see how responsible they are to themselves, family and society. Those who are involved with the Program should be pleased that the students have won again and again in many contests and competitions. They compete against world-class universities around the world and have made name for the Program, for Thammasat University and for the country. Those who hire our graduates are satisfied with their exceptional performance and personality. After a few years of work, our graduates hit on the road to pursue their master's and doctorate degrees at top-notch business schools, like Harvard, MIT, Wharton, Columbia, Kellogg, London Business School, Oxford, etc., just to name a few. Apart from the student side, our faculty members have recently made name for the Program. Ajarn Worapong Janyangyuen, teaching finance classes, receives his PhD from the Joint Doctoral Program in Business Administration (JDBA) and Ajarn Nopporn Ruengwanit, teaching marketing classes, is awarded the best PhD paper at Academy of Consumer Research. Congratulations to all of them!!



As another year is approaching, we would like to thank all the ajarns who have shared their knowledge with the students and to the committee members and staff who keep everything on a roll and in order. We should be expecting to see new things from the BBA Program year in year out. This is not just the number of exchange partners but new teaching methodologies, hands-on experiences and innovations in teaching and learning. We wish everyone a happy holiday and please drop us a line, check your contact numbers on the website and update your information.

***Merry Christmas and Happy New Year 2009!***

*Kulpatra Sirodom, Director*  
*Pantisa Pavabutr, Associate Director—Academic Affairs*  
*Kangwan Yodwisitsak, Associate Director—Administrative Affairs*  
*Somboon Kulvisaechana, Associate Director—International Affairs*

# COMPETITIONS

## The 1<sup>st</sup> -Runner-up from 1-2-call Mission I'm Possible Marketing Plan 2008

Sophomore, Miss Sasirat Kittichungchit, Miss Pornchanok Sophonkiattikun and Mr. Sukrit Tantisuwitkul from Thammasat Business School had grabbed a great opportunity in gaining hands-on experience in the real world marketing case competition from a well known telecommunication company. The purpose of the project is to maintain and expand the 1-2-Call customer base.



Participants need to conduct a marketing research on Consumer Behavior and predict the market trend on the pre-paid mobile industry. There were 405 teams from all over Thailand, then down to 30 and to the final 10 teams. The BBA team won the 1<sup>st</sup> runner up of the 1-2-call Mission I'm Possible competition!

## The 2<sup>nd</sup> Runner-up from Walt Disney Wall-E Marketing Competition



We, nine BBA students, had gotten to join the Walt Disney Wall-E Marketing Competition 2008. For the first round, we submitted a written report on "How to execute a strong IMC plan to the target customers". This competition was open to all the students from university level. More than 100 teams participated in this marketing competition but there were only 10 teams who would make it through to the final round.

On July 25<sup>th</sup> 2008, after we found that we made into the final rounds, we started to plan two tasks that we had to do. First, we had to present our plan to a panel of judges on the 30<sup>th</sup> of July, consisting of executives from all different types of industries, and this was followed by a real marketing event execution at one of the Major Cineplex movie theater on the 10<sup>th</sup> of August. On the 20<sup>th</sup> of August, the winners were announced and we were awarded the 2<sup>nd</sup> -runner up which we were all very proud of.



# COMPETITIONS

## L'Oreal Brandstorm



L'Oreal Brandstorm is a dynamic international marketing game. Attracting over 14,300 students, reaching out to more than 470 universities, embracing 38 different countries in 2008 from all continents - Europe, Asia/Pacific Americas, Middle East and Africa. Growing each year, L'Oreal Brandstorm is a game which touches upon the core of the art of marketing... allowing students throughout the world to put themselves in the place of a L'Oreal brand manager and a chance to create one of L'Oreal's existing international brands. Students use their marketing knowledge and creativity to develop an international brand strategy, design new packaging and develop a communication campaign with a world famous advertising agency.

L'Oreal Brandstorm symbolizes the tempest of ideas born from the imagination of young students. Ideas that challenge the market. Ideas that are turned into products! The winning team, of the initial stage of the competition from each country will be invited to Paris to participate in the International Finals. The Thammasat team comprised of Poomunee Supachanya, Sirunya Buntornvorapun, and Supatsinee Leedhirakul, who also represented Thailand in the Grand Final in Paris 2008.



## The HSBC Young Entrepreneur Awards



The HSBC Young Entrepreneur Awards is a regional business plan competition for talented post-secondary students from Asian countries to demonstrate their creativity and business acumen. This year's topic was "Unlock Your Genes for business".

The BBA students from Thammasat University, consisted of Supatsinee Leedhirakul, Thidarat Liamsomboon, and Wonlapa Kittanamongkolchai. They won the awards in the regional finals, earning them HK\$100,000 and a laptop each.

## The 1<sup>st</sup> -Runner-up team from Toyota Yaris IMC Plan Competition 2008

The Toyota Yaris IMC Plan Competition 2008 is the competition that had asked the participating teams to create an IMC plan for Yaris to be the 'top of the mind' brand and gain the highest market share in the small hatchback car industry.

There were more than 200 teams nationwide that sent their IMC plan reports to Toyota, but only 5 teams could pass to the final round. After 3 weeks of dedication and collaboration, the team won the 1<sup>st</sup> -runner-up award in Toyota Yaris IMC Plan Competition 2008.





# ACTIVITIES

## Mangrove Forest Restoration Program

On Sunday, November 2<sup>nd</sup>, 2008 BBA students went off to Mangrove Forest Development Center, Welu Wetland, in Chantaburi province. In a mission to plant more trees, our students sought to increase the awareness and appreciation of the environment, and to help reduce global warming.



Last but not least, it was the opportunities to show love and loyalty to His Majesty the King with participation to this project.



On the 21<sup>th</sup> of September, BBA students took a trip to Ban Sang-son Dek. This trip help to build a more socially responsible group of students in a society where values are deteriorating. Helping, playing, giving, and so much more to helpless children were the main objectives. Ban Sang-son Dek is an orphanage with unfortunate children that lacked a great tool of warmth and security. The BBA students donated not only mental goods to ease the financial strain, but also placed a smile on their faces with the help, fun and knowledge given to them.

## BBA Trip to Ban Sang-son Dek



# FIELD TRIPS

**BA 201 Business Law :** Trip to Klong Prem Prison  
Klong Prem Prison trip wasn't a trip for BBA students to remind themselves not to do illegal things. But the main objective was to enhance the students with the knowledge of what the real prison look likes according to the text book. Seeing the difference will help students understand more about the material in the course.



**IM432 Hotel management :** Trip to Banyan Tree Hotel

On Tuesday November 4<sup>th</sup>, 2008, BBA students were off to visit the Banyan Tree Hotel to learn about how the hotel is operated. This was to help students understand more about the course and learn more from the fact rather than the theory. The departments in the hotel were separated into Food and Beverage department, Room division, and Housekeeping department.

# CASE COMPETITIONS

## Winner of Copenhagen Business Case Competition 2008

The Case Competition 2008 was one of the world's largest Case Competitions. It was held by CBS in Copenhagen during February 27<sup>th</sup> -29<sup>th</sup>, 2008 with 12 elite teams from some of the world's best business schools and universities participated. This year the prestigious Danish company – Bang & Olufsen is the case company while the theme of this year's competition is "Excellence – where do you go from success?" It is up to 48 elite students to develop and present a solution to lift the B&O Company to new dimensions in front of a panel of judges including some of the personalities in Danish's Business community.



Participants are from 12 well-known universities around the world. Participants from Thammasat University are fourth year students from International programme. They are Miss Chutida Phichaiphrome, Miss Duangnapha Rotphongkasem, Miss Siranya Buntornworapan and Miss Virasuta Chuaratanaphong.

## McGill Management International Case Competition (MMICC)



MMICC is an undergraduate business case competition hosted by the Desautels Faculty of Management of McGill University and held annually in Montreal, Canada. The competition is completely student-run, with support from the McGill University. Since 2001, a selection of top business schools are invited from all corners of the globe each year.

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Since 2001, a selection of top business schools are invited from all corners of the globe each year. Participants have the chance to attend a variety of social, tourist, network and case events throughout the five jam packed days. The case competition itself consists of 12 teams, four students per team, who each have 24 hours to solve and present a multi-disciplinary case of Ivy-league calibre. The judging panel includes top executives and esteemed representatives from a variety of firms. The general focus of the MMICC is on globalization and innovation, and the case requires knowledge and skills in all fields of business.





# CASE COMPETITIONS

## The 11th Thammasat Undergraduate Business Challenge (TUBC)



The 11th Thammasat Undergraduate Business Challenge (TUBC) was marked as a successful event with great cooperation and contribution from the organizing committee, BBA students, staff and generous sponsors.

The TUBC 2008 became a more global competition as it now has 10 participating countries from 4 continents.



On the final day of 23<sup>rd</sup> of August, 2008, The team "Focus Consulting", from the University of Washington, USA claimed 1<sup>st</sup> prize. The first runner-up went to the University of Auckland, followed by the second and third runner ups: Thammasat University and Tsinghua University, respectively. We would like to thank to all the sponsors, including PTT chemical, our co-partner, PTTEP , Body Glove, IT City and The nation, for their long-standing and generous support.

## The Finalist of the 2008 Asian Business Case Competition

BBA Thammasat, a.k.a. Diamond Consulting, made it to the Grand Finals at the 2008 Asian Business Case Competition hosted by Nanyang Technological University (NTU) during October 13<sup>rd</sup>-16<sup>th</sup>, 2008.



The team comprises of Mr.Chatree Wangpanitkul, Mr.Visaruth Taveeruchana, Mr.Lin Kuan Wen & Ms.Kattareeya Teeraratpol with Dr.Somboon Kulvisaechana as their advisor. The competition attracts a number of top business schools around the world, such as McGill University (Canada), University of Southern California (USA), University of Western Ontario (Canada), Maastricht University (the Netherlands) and University of Auckland (New Zealand). The team has 40 hours to crack the case of Aitken Spence Hotel Holdings Plc., which aims to create sustainable tourism as a competitive strategy. The winner of this year is University of Southern California.

# FOREIGN AFFAIRS

## PIM (Partnership in International Management)

This year Assoc. Prof. Dr. Kulpatra Sirodom (BBA Director) and Dr. Somboon Kulvisaechana (Associate Director for International Affairs of BBA Program) were the BBA representatives, [They were accompanied by Ajarn Lisa Sawatyanon and Prof. Dr. Siriluck Rojchanakijumnuay (Thammasat Business School representatives)], to attend the annual conference of the Partnership in International Management (PIM) held in Stockholm, Sweden during Oct. 22<sup>nd</sup> -24<sup>th</sup>, 2008.



The conference focused on several issues that included :business education updates through the perspectives of academics and directors of business schools, leadership programs in business schools and collaborative initiatives through visiting scholar programs.



The conference provides a marketplace like no other for the BBA Thammasat delegation to explore the possibilities of establishing student exchange relationships with top business schools worldwide.

## NAFSA

During the 25<sup>th</sup> -30<sup>th</sup> of May, 2008, Dr. Somboon Kulvisaechana (Associate Director for International Affairs) and Ms. Narisa Klieothong (Exchange Coordinator) represented BBA in attending the Annual Conference & Expo of the National Association of Foreign Student Advisors (NAFSA) in Washington, D.C.





*A completion of  
Excellence defines.*



*" One Small sharp move can impact  
the Whole World through Wisdom. "*

*- Butterfly Effect  -*

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ชำระค่าฝากส่งเป็นรายเดือน

ใบอนุญาตเลขที่ 55/2529

ปทผ.หน้าพระลาน

