

Congratulations!!!

Ajarn Orapan Yolrabil; accounting faculty member, has recently received an Assistant Professor position.



Hello.....Sawasdee Ka.....

This year, BBA International Program accepted Miss Sopheak Ong, BBA#16; a Cambodian national, received the SCG Cambodia Scholarship for studying in the BBA International Program for four years. Welcome to Miss Sopheak Ong and all of BBA# 16 students. Our program attracted an overwhelming number of applicants... but accepted only 133 students.



Farewell and good luck to our graduates, BBA#12. We will not see you around the campus that often but please feel free to drop by and keep in touch. This is just the beginning of the real thing and we wish you all the best.

Here is the information on BBA#16 student profile. We thought you would really like to know...

Sex: Male = 48, Female = 85
School: Foreign = 23, International = 36, Thai = 74
Nationality: Non-Thai Citizen = 2, Thai = 131

...Editors...



1. Leon Schjoedt, Ph.D.

Education: Doctor of Philosophy in Business Administration, University of Colorado at Boulder, USA, December 2002.
Position: Professor of College of Business at Illinois State University, USA
Course: HO 322 Small Business Management



2. Roberto J. Santillan Salgado, Ph.D.

Education: Ph.D., The University of Texas at Austin/ Instituto Tecnológico y de Estudios Superiores de Monterrey, December 1993
Position: Full Professor of Finance at Escuela de Graduados en Administración y Dirección de Empresas-EGADE, ITESM and occupied the position of Director of the Master of Science in Finance Program
Course: FN 312 Investments

Welcome Visiting Professors for Summer Session



BBA Welcoming Orientation 2007

On May 24th 2007, the BBA International Program organized its annual Welcoming Orientation to officially welcome all parents and students of BBA#16. As in previous years, the event was held at the United Nations Conference Center. Throughout the orientation, the new BBA students had the opportunity to learn much more about the program and activities teachers, alumni, as well as current students.

Professor Kesree Narongdej's (the president of the BBA International Program and the president of the Federation of Accounting Professions) welcoming speech marked the beginning of this year's Welcoming Orientation. Next up were four important figures of the BBA family (Associate Professor Dr. Kulpatra Sirodom, Assistant Professor Dr.

Kangwan Yodwisitsak, Dr. Somboon Kulvisaechna, and Dr. James Edward Rubesch) who jointly gave the students tips and advise of how to be successful and make the most of their time at Thammasat & BBA International Program as well as the opportunities offered here; topics that were touched upon related to the exchange program, clubs, and activities.

To give the new members of the BBA family a more complete picture, a number of current students also shared their experiences, from the other side of the story, about selected clubs, activities, and camps that they have participated in. Subsequently, Ajarn James Paul Fitzpatrick also gave us important insights regarding BBA's international case competition activity. Professor Dr. Robert T. Green then led selected alumni in their sharing their opinions and advise, as well as their professional lives after graduation.

To conclude the orientation, awards were given to students with the highest GPAs in each year and from each major. Students from BBA#16 who had the highest entrance examination scores were also recognized.

All in all, we would like send out our appreciation to all the parents and students for their cooperation and participation in the event. Once again, congratulations to all BBA#16. We warmly welcome all of you and wish you all the best in your university life here.



Scholarships/Awards

Here are the list of the students who received academic excellence awards for the academic year of 2004-2005.

Name	Year	Major	GPA
1. Miss Sithini Khorpaiboon	4 th	Accounting	3.88
2. Miss Pentida Pholpipattanapong			
3. Miss Wassa Rimchala	4 th	Finance	3.90
4. Miss Pajaree Kasemsant	4 th	Marketing	3.55
5. Miss Thitiporn Sivapiromrat	3 rd	Accounting	3.82
6. Miss Lalita Tantiwechwuttikul	3 rd	Finance	3.86
7. Miss Sirunya Buntornvorapun	3 rd	Marketing	3.76
8. Miss Siraporn Panichkul	2 nd	Accounting	3.86
9. Miss Sirinad Uawithya	2 nd	Finance	3.96
10. Mr. Nattawat Puvaveeranin	2 nd	Marketing	3.55

From BBA#16, Miss Sasirat Kittichungchit & Miss Pornchanok Sophonkiattikun were both awarded for having attained the highest score on the SAT & SMART I, respectively. Congratulations!!!



BBA Business Orientation 2007

Building Friendship & Teamwork



It was a sunny afternoon at Thammasat Learning Resort while buses of BBA freshmen arrived. Bright and shiny BBA freshmen came together for this year's BBA business orientation. A brief icebreaking session was held by Dr. Edward Rubesch in the big conference room with a famous 'Simon Says' game. Then the freshmen were told to quietly form a semi-circle sorted by age. Small groups of people who talked were 'arrested' by silence police.

Fourteen groups were formed after a fun and short icebreaking session. They were assigned to Roon P and spread around the learning resort to make their own team name, team flag and team cheer, an hour long activity that encouraged freshmen creativity and communication skills. Then all the groups gave fantastic presentations of their team identities in the auditorium.

Team building exercises had been prepared for them later by Roon P from BBA#12 and BBA#13, along with supervision from Dr. Edward and the BBA office staff. Going through seven team building stations, freshmen were challenged physically and mentally. Plus,

friendships were made throughout the game along with the rain that kept falling down and gave all of us an unforgettable

experience. Not every team passed all challenging stations. However, the most important thing expected from these activities was not winning, but friendship and learning of four essential skills:- teamwork, leadership, communication and strategy.

After five hours of fun and wet team building activities, a large feast was provided and everyone seemed to enjoy their dinners. At night, the best performing group was awarded and groups were engaged in business game preparation for tomorrow!

by Mr. Pakorn Chutinimitkul, BBA#12

Business Game

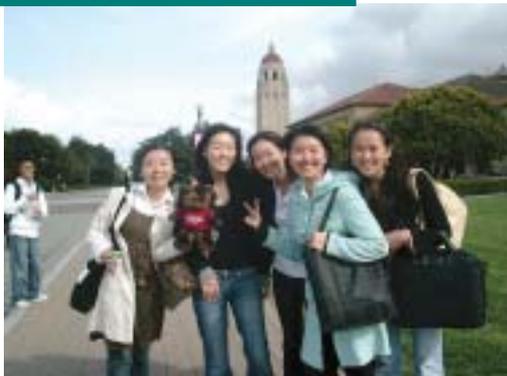
After a good breakfast (or not), the new day began with the business simulation game. The business game, or the Enterprise, was a simulation game where the groups of freshmen had to set themselves as a furniture manufacturer to produce beds, chairs or desks. Each group also had to make decisions on various business issues like where they wanted to build their plant, how much they wanted to bid for the location they desired, what size they wanted their factory to be, what products they wanted to produce and sell, how much they wanted to bid on raw material (wood), how much profit margin they wanted to earn from each product and etc. The game was comprised of 6 periods and the winner will be judged based on Net Asset Value at the end of period 6.

Last night after a brief explanation about the business game, each group had to make the first decision on company name, location and plant size. Each group had to make 3 choices of location and a bidding price ranked based on priority and the result will be announced on the next day when the second period start. The Central Unit, or the judges, gave out the location based on the bidding prices, where the highest bidding on that location got that location first. The group that



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by Miss Pattawan Phanussopakul, BBA#12



ASES: Asia-Pacific Student Entrepreneurship Society

I am sure many of us BBA folks would like to be entrepreneurs in the future. But the question is what makes a good entrepreneur and how can you make your business model successful since the majority of new businesses fail? It is not an easy job since entrepreneurs are those who seek for opportunity and are willing to take risks.

I did not know much about it until ASES was firstly introduced here at BBA Thammasat in August of last year. ASES stands for Asia-Pacific Student Entrepreneurship Society. It was originally founded at Stanford University in 1998, with its aim to create an international entrepreneurship network, focused around the Asia-Pacific region that helps foster a new generation of entrepreneurs ready to innovate in the ever-changing global markets.

Every year, members from each chapter around the world will have an opportunity to join ASES global summit and we are honored to be the representatives of Thammasat University and ASES Thailand chapters to attend the ASES Summit 2007 at Stanford University. Our group consisted of Miss Piyathida Vinichbutr, Miss Methiya Fuang-Arrom, and me, Miss Chompunoot Thuamrungrroj, BBA#13. We all were very excited about this event since we had a chance to visit one of the world's top universities and meet young and talented future entrepreneurs from many countries.



such as the co-founder of Sandisk and Paypal kindly came to provide us with interesting and useful information about entrepreneurship.

We made a company visit to EA (Electronic Arts), the game producer, and Frog Design, the product design company, which gave us unique experience and knowledge about what it takes and how to be successful as they are today.

Most importantly, we got to know ASES delegates from many different countries, such as China, Canada, Australia, India etc. We did many activities together throughout the summit. For example, we were divided into groups to do the business case, global discussion and e-pitch competition, where we had to create an innovative way of advertising and pitch the idea to a panel of judges. It was fun working and sharing ideas as well as laughs with all our ASES friends. It made me realize how important this summit was to build a new global network and friendships that will last forever.

There are lots of memories to be treasured at this summit. This could not happen without the support of BBA, Assoc. Prof. Dr. Kulpatra Sirodom, our kind advisor Dr. Edward Rubeach, P'Pam and our seniors so we would like to thank you all who made this trip possible. Last but not least, we strongly encourage everyone who is interested in entrepreneurship to be part of ASES and you may gain an unforgettable experience just as we did in ASES summit.



Our journey started at the Suvarnabhumi Airport. After an everlasting flight, we were welcomed by ASES staff at the airport and each of us was assigned to stay with the Stanford's students. I had to admit that they were truly good hosts as my roommate sacrificed her bed for me while she slept on the coach for a whole week.

From day one, we benefited greatly from the series of programs which taught us about future business opportunities in the dynamic Asia-Pacific region as well as entrepreneurship skills. A number of guest speakers, influential business people and venture capitalists



The Scotiabank International Case Competition (SICC), Canada

“Work Hard, Play Hard.” That’s the motto that is commonly heard around every university campus, but nowhere has it been more evident than at the Richard Ivey School of Business at The University of Western Ontario, Canada (a.k.a. “Ivey” for short). During the month of March, the Thammasat Business School sent four representatives to take part in the Scotiabank International Case Competition 2007 at Ivey. Our team was composed of two seniors: Mr. Tanawat (Note) Damnernthong and Miss Pantira (Palm) Chotchaisathit, a junior: Miss Sirunya (Gift) Buntornvorapun, and one sophomore: Mr. Phornthep (Puneet) Thakral. Accompanying us on this trip was our infamous Ajarn James Paul Fitzpatrick. The week abroad was a combination of nightmarish air traveling, hard work on our team’s part, fun socializing activities, and ultimately, success.

The week began with two connecting flights in Tokyo and Toronto before we arrived in London, Ontario, where Ivey is located. In Tokyo, we had a mere 20 minutes to catch our Air Canada flight to Toronto (thanks to a delay from the congested taxiway at Suvarnabhumi Airport). Though we were fortunate to make it onto the plane, our bags were not. Once we arrived in Canada, we were horrified to find out that our luggage had not arrived with us. For three of us, it took three days for our bags to arrive. For Mr. Phornthep Thakral, luck wasn’t on his side, and one of his bags arrived only on the night before the presentation while another bag couldn’t be identified altogether. (Since we came back to Thailand, he still hasn’t been able to trace the location of his missing bag). Thus, in Canada, we had to put up with the same stinking pair of clothes for three days, and our team looked like outsiders with our casual wear at the competition’s opening ceremony, while the other teams were in business attire.

What makes the case competition at Ivey a unique experience is the fact that it combines long case-working hours with a lot of drinking/partying/socializing events. On the first day of case preparation, we were given seven hours to work on the case. Afterwards, we were taken to go bowling. In these social events, teams were given points for their enthusiasm in the race for the “Spirit Cup.” Thus, at the bowling alley, teams that came up with the most creative shots were rewarded. That’s when the crazy and lunatic acts came out from each team. Bowling balls were flying everywhere. They were bowled between

the bowler’s legs, through five sets of legs, over three lying bodies, through a human pyramid, and from a person being given a piggy-back ride. Even our own Miss Pantira Chotchaisathit had an amazing attempt when she was held upside down from her legs. On the second day of work, after being given nine hours (16 hours overall) to work on the case, we had a scavenger hunt around Ivey. Our team painted our faces purple in order to get spirit points, and another European team was crazy enough to go swim in the Thames River in sub-zero weather. Thus, it was easy to say that these events were insane.

On Saturday, the dreaded presentation arrived. As a first-timer at a case competition, our rookie, Mr. Phornthep Thakral, was mighty nervous, while the two out-going seniors (Mr. Tanawat Damnernthong & Miss Pantira Chotchaisathit) were looking forward to going out on top since this was their last case competition. The presentation was delivered seamlessly with great professionalism, and the judges were impressed. At lunch, it was announced that the Thammasat team had made the final round (!!!) along with University of Otago (New Zealand) and Hong Kong University of Science & Technology. Our team was extremely delighted, and Mr.

by Mr. Tanawat Damnernthong, BBA#12

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McGill Management International Case Competition (MMICC) 2007

Our MMICC trip will always be one of the most memorable experiences that we will ever have. We, Mr. Bundit Praditsuktavorn (Ou), Miss Pantharee Sukumpeeranont (Pan-Pan), Mr. Akepisith Suttikulpanich (Dutch), and Miss Supatsinee Leedhirakul (Pae), did not only have such a great time but we also learned so many things from our journey. And this is how it began...

We were scheduled to arrive in Canada on March 19th but we decided to go there one week prior to the date so we could spend time touring in Vancouver, Canada. We visited the famous Capilano Suspension Bridge, Stanley Park, and Goose Mountain for skiing. This brief vacation was meant to relax our minds and prepare us for the upcoming days of the competition in the eastern part of Canada.

Time seemed to fly by and the strenuous case presentation day was only four days ahead when we reached the airport in Montreal, Canada. When we arrived, our lovely ambassador, Mary Ann, came to pick us up. As we walked out the doors, we were amazed with how cold it got even though it was already spring.

March 20th marked the first day the event officially began. We had a chance to meet with other teams from 12 different universities around the world including National University of Singapore, Simon Fraser University, University of Washington, Corvinus University of Budapest, Georgetown University, The Hong Kong University of Science and Technology, McGill University, University College of Dublin, University of Auckland, University of South Carolina, University of Economics, Prague, and Thammasat University.

Before the long awaited case distribution day, all the teams enjoyed a variety of activities arranged and prepared by our extraordinary host, McGill University. We were taken to TRIX karaoke bar to break the ice on the first night. Next morning, Professor Richard Donovan, the MMICC founder, explained to all teams about the rules of the game. He even went further by scaring the teams that this case was the case that nobody had ever seen before and it undoubtedly would be difficult.

Later, we participated in the Amazing Race where each team were separated into groups of four people from different universities. We were supposed to take photos from various places in Montreal according to the clues we got.

In the evening, we had an official dinner at a splendid restaurant where we performed our little team cheer. Although it was supposed to be our team cheer with our team name, Avio (meaning Alive), but we couldn't come up with one fast enough so we did the Ac Cheer instead. It turned out that everyone loved the cheer.

The following day, the Ivey team joined us and we went up to

Mount Saint Sauveur for snow tubing together. We had to get on a doughnut-shaped tire, went up on a hill, and slid down the slope. It was amazingly fun.

On the fourth day, March 23rd, at 11:30 a.m. we were given the case and our 24 hours of non-stop working began. The case was certainly unique and indeed a very hard one. Next morning, we arrived one hour early at the University to prepare and practice for the presentation. Before we entered the room, we would have a group hug with our beloved advisor, Ajarn James Paul Fitzpatrick, and the Thammasat BBA Ivey team cheering us up. We went through the day presenting twice at 11:30 a.m. and again at 4:30 p.m. It was a long day because we did not get any sleep since yesterday morning. At the closing ceremony, the top three winners were announced. The third place belonged to the University of Washington, Simon Fraser University came as second, and the first place award went to the National University of Singapore.

Although we did not make it among the top three, we tried our best and learned a lot from this experience. After the case competition ended, we were dead tired but still we had to wake up very early next morning to catch our flight back at 7 AM. And the fact that we had not slept at all for over two days made us wake up late and thus we missed the flight. As a consequence, we had to spend one extra night in Toronto, Canada and another in Beijing, China. It was the longest trip back to Bangkok we had ever had, spending four full days and three nights flying across the world stopping by at five different cities, Montreal, Toronto, Vancouver, Beijing, and finally Bangkok. Thank God we made it back home! This trip was a wonderful one because we did not only learn educationally but we also learned how to survive-making friends with strangers and turning the unfortunate missed flights into a traveling experience.

At this point, we would like to thank Assoc. Prof. Dr. Kulpatra Sirodom for all her support and of course P'Pam. Without them, joining the MMICC wouldn't have been possible. And lastly, we would like to thank Dr. Edward Rubesch, Ajarn Worapong Janyangyuen, and most importantly Ajarn James Paul Fitzpatrick for all their guidance and support. Without them, we wouldn't have made it this far and we wouldn't be who we are today. Thank you so much. All your help are very much appreciated.

Phornthep's heart was literally pumping out of his chest (I actually felt it). In the afternoon, in front of over 100 people in the audience, our team delivered another outstanding presentation. Afterwards, we were congratulated by a bevy of people. The Italian team came up to us and said, "Congratulations, guys! You deserve to win!" The judges also gave positive reviews, saying our presentation was very professional, and the PowerPoint slides were one of the best they've ever seen (the content itself wasn't all that bad, of course). So after the two presentations, our team came out extremely confident, and we thought we had a really, really, really good chance to bring back home the 1st Place trophy! Even Ajarn James thought we had a really good shot. At the dinner banquet, we were beaming with confidence while sitting at the table. In our minds, we were already envisioning the images of bringing back the trophy back home to Thammasat and placing it in the 4th floor BBA office. Then the announcement came: "The winner of this year's competition. . . . Hong Kong University of Science & Technology!" Our team was in shock. Speechless. Surprised. To say we were disappointed would be an understatement. Through it all, Ajarn James came in to remind us that we shouldn't be disappointed at all. We have delivered two outstanding performances. In his heart, we were the winners. So as long as we have made Ajarn James believe that, it was a consolation prize for us.

Although we didn't come back with a trophy, our team gave the competition our best effort. The two seniors would have certainly preferred to go out on top since this competition marked the pinnacle of three years of intensive case study with Ajarn James. The two underclassmen have several opportunities ahead of them to bring success and fame to Thammasat University, and I believe they will do so. Of course, I cannot end this article without mentioning the opportunity that was granted to us by Assoc. Prof. Dr. Kulpatra Sirodom and BBA Thammasat Business School. We are very fortunate for the

opportunity to go compete at Ivey, and we are truly grateful. A special thanks go out to Ajarn James Paul Fitzpatrick also, for accompanying us on this trip, and also for dedicating your time to train us during the past three years. You have made Miss Pantira Chotchaisathit and myself much stronger, and the time we've spent with you and the knowledge we've gained is something we wish other students could experience. Special thanks also go out to Ajarn Worapong Janyangyuen, Dr. Edward Rubesch, and Prof. Dr. Robert T. Green for their training during the practice sessions and for spending numerous weekends dissecting our weaknesses, because it only made us better. This all couldn't have happened without each and all of your contributions. Lastly, we want to thank P'Pam+ for dealing with all of our headaches by arranging the plane tickets and many other issues. For Pantira and myself, it's been a wild, three-year ride with the business case team, one full of ups and downs. By the time we graduate in May, we will leave this university with our heads held high, ready to take on the business world, thanks to these case competitions.

cannot get the land will receive the land they required from the Central Unit at the highest bidding price for that location plus the penalty fee.

This morning began with an exciting announcement of the bidding result. The real emotion started here where some groups were happy since they got what they wanted while some groups were disappointed with the very high price of land derived from the penalty put by the Central Unit. However, this did not mean that the game was ended here since there were five more periods to improve the result for the disappointing group. Thus, the second period began with more challenging business decisions that had direct effects on company's performance. Period 2-5 was in the same format, where each group made decisions on the product line, bidding price on raw material (wood) and selling price of each product. As each period went by, the game became more and more challenging since the result of each period showed a different winner and the loser of last period can become the winner of next period depending on the decision on each period.

At the end, each group has to prepare a five-minute presentation and develop a company's slogan. As the end of the game came, the winner was announced and presented prizes by Assoc. Prof. Dr. Kulpatra Sirodom. Along with the winner, there were the prizes for the team with the best teamwork, best improvement, best presentation and best slogan. Finally, Assoc. Prof. Dr. Kulpatra Sirodom gave a speech about what the freshmen have learned from this business game. This business game taught them leadership, teamwork, analysis, logic, presentation and various business skills. After the ceremony ended, the relaxing time came with karaoke provided by the BBA office allowing the freshmen to enjoyed and have fun. We are hoping that all the freshmen enjoyed all the activities we provided and learn as much as they could. Having fun with lives in BBA na ka...



MK 331 Student Activities

ANTI DRUGS



We're the first group to go and our task is to set up an event for a campaign against drug use. Our theme is **"The Gateway"**. This is intended as a metaphor equating the first decision to use drugs with opening the "door of death". Our goal was to play on people's emotions in order to instill fear not only of bodily harm, but of death and the well-being of their family and friends.

We created an ominous foreboding feeling inside our tent of death by surrounding it on all sides with thick black material (which took all night to sew and put together). Upon entering the tent you are confronted immediately with a display of the drug itself in a small display case. The room directly following this is a very graphic reminder of the death and horrible accidents that can occur with use, including an eerie empty wheelchair and pictures of roadway accidents. The participants are asked at every step, "So, do you still want to do drugs?" And the climax is a pile of mangled car parts that we picked up from a real accident. And now you have two choices; quit or not, life or death. The path to life is open and well lit, and the path to death is dark and ominous. But if you still choose to continue using drugs, death over life, you enter a funeral and the person in the coffin could be you! You are finally brought out to "life" where we display trophies, medals, and awards that could be yours if you choose the right path. We hope that every person who went through our exhibition left with a lasting impression of the negative effects of drug use, and that they will spread the message to their friends as well. **DON'T DO DRUGS!!!**



ANTI SMOKING



Most of us are probably familiar with the old saying "Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a life time" but rarely does anyone of us actually know how tiring it is to learn "to fish". On the 2nd of May 2007, students enrolled in the Integrated Marketing Communication class were to hold an event in accordance with their given subject. Our group was assigned to run the anti-smoking campaign and the event was held in front of the Dome building during 9-12 am. The theme that we have came up with for our campaign was **"Dub Fai Duay Ruk"** or **"The Power of Love"** with the intention to differentiate ourselves from the usual anti-smoking campaigns in the hope to use love as an influencer as we see it as something more prevailing.

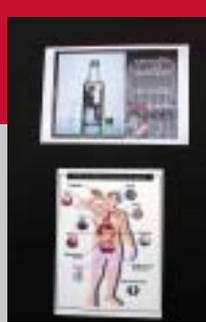
Despite the fact that it rained all morning and the audience were out of range, we as the students had a lot of fun holding this event and at the same time learned a great deal from it. On behalf of our group, I would like to thank Ajarn Nopporn Ruangwanit (or Aj. Mark) for giving us this opportunity to do something for the society while also making us realize that if the only thing he ever gave to us is lecture then it would be like a "fish" that we could just make use of it to pass an exam and forget it the following day. However by letting us hold an event, something that lies beyond everyday classrooms, he has instead taught us for life what Integrated Marketing Communication truly is and understands that working in the real environment is not easy, as it seems. Thank you Ajarn!



ANTI ALCOHOL

As the third group, the last group of the class, the topic we got was anti alcohol campaign. Our group was composed of 10 people: 4 Thais and 6 International. It was a very good chance to gain experience; differences in culture, the way of thinking, the way of doing work, and a lot more we shared. The theme was "Drink with Care". We realized that it is almost impossible to stop people from drinking, which the targets perceive as an important tool to socialize and, at the same time, to have fun with more confidence. And due to a short period of the campaign, we aimed at reducing the consumption by reinforced and remind people of the negative effects of alcohol.

Unlike other groups, we invited a third party to join us. We had two bands playing on the event day: Oh Seksan and Emotion Town. Together we ran our own



activities: Mocktail Station, where we gave out a free non-alcoholic drink, and Destroy the Beer Pyramid!, which the players had to wear a 'special glasses' that made the vision different and they had to throw the balls to destroy the beer pyramid in front of them. In the middle of the event, there were information boards provided. On the boards, we printed out nice pictures and stories, including facts and stats. This is the important point of the event where people can just stop by and read the stories of real-life experience of real people that occurred because of alcohol. They can also learn about negative effects of alcohol from stats and facts sheets.

From this assignment, we acquired a great deal of knowledge that no other classes can teach. We learned that arranging the event is much different than the theory. Things were not exactly like what we had planned on the actual day; step 1-2-3 became 3-1-2, for example. We had to use impromptu skill in order to get things back on the right track again. Thank you to Ajarn Nopporn Ruangwanit who let us apply the knowledge we have into action like no other classes would.

by Miss Thirirpa Chongiaroenjai, BBA#13



AVIVO: The winning team from L'Oreal Brandstorm 2007 - National Final

Thammasat team AVIVO has scooped the top prize at the recent L'Oreal Brandstorm National Finals 2007.

The contest features marketing students competing to apply creative and effective ideas to one of L'Oreal's products. This year's brief was to incorporate Redken's philosophy as an urban salon haircare with the right approach in its marketing strategy and new product launch for its brand, Redken for Men.

The team AVIVO, comprising Miss Pantharee Sukumpeeranont, Miss Prin Thanapisititkul and Mr. Chotanan Kittiveerachot had beaten seven other finalist teams from 4 leading universities in Thailand to win the award-the team now goes on to represent Thailand in the international finals in Paris in June, pitting them against teams from 35 other countries.

MICE Explorer Competition

MICE (Meeting, Incentive, Convention, and Exhibition) is the industry related to a group of tourists who travel to attend meetings, seminars, exhibitions, and those who are awarded tourism incentives by their organizations. This business is the source of major income of the country that cannot be neglected by business people or students like us.

Therefore, due to our interests in this attractive industry; Miss Pathamarat Tonjunpong, Miss Piyawan Ummaritchot, Miss Chontida Kamolvisit, Mr. Dillawin Yenprateep, and (me) Miss Sarin Prateeptong decided to participate in the "MICE Explorer Competition" as an "event planner". Over 100+ teams from undergraduate students across the country participated. We were selected from our portfolio to the interview round. Then, we made it through to become one of the two teams of Central part representatives.

After we have been given a task and working intensively on this project, on March 10, 2007 we presented our case in the topic of "Thailand roadmap of becoming ASEAN Hub of MICE" in front of panel of 12 judges or those MICE Idol against other nine teams. Finally, yes! we got it!! We are the winner of this competition!!! For that reason, we are rewarded to go to the new event of "The legend of Angkor Wat when history comes to life" at the end of this year. Recently, we were also invited as a guest to participate in the "Media Familiarization Trip" hosted by TCEB (Thailand Convention & Exhibition Bureau) during mid June.

All the efforts and skills we contribute together, we would like to thank you our team to make it happen and BBA program that has shaped us up to become ready for the real business world.



by Miss Sarin Prateeptong BBA#12

by Miss Pantharee Sukumpeeranont, BBA#12



Exchange Program

Outgoing Exchange Students

Welcome back BBA#13 exchange students. It's BBA #14's turn for applying to be exchange students. Each selected student will study in partner universities for one semester or one year by paying TU tuition fees and the credits earned are transferable back to TU for graduation. The BBA International Program strongly encourages our students to be exposed to the

international environment. Not only benefit from studying in different environments, but they will also learn to adjust to new cultures & lifestyles and to meet their new friends.

This year, there were only 44 BBA students who applied for the exchange program. However, 43 BBA students happily participate in our partner universities for at least one semester period.

Incoming Exchange Students

Good-bye to the 16 spring exchange students. All of them enjoyed their experience at Thammasat and Thailand; however, there is one incoming exchange student decided to stay a bit longer than in the 1st semester 2007.

■ Thammasat Business School's exchange student

University of South Australia, Australia

1. Miss Sarah Rippin

For the 1st semester 2007, we welcomed 24 new exchange students. There are 17 exchange students from Thammasat Business School's network universities, 4 exchange students from Thammasat University's network university and 3 exchange students from the ISEP Program.

■ Thammasat Business School's exchange students

Copenhagen Business School, Denmark

1. Mr. Philip Lund Poulsen
2. Mr. Lars Papis Mansali Topsoe-Jensen
3. Miss Lise Munch-Hansen
4. Miss Karen Louise Wengler
5. Miss Julie Nanna Christiansen
6. Mr. Peter Westermann Kjaer

McGill University, Canada

1. Miss Carine Chehade

Nottingham Trent University, England

1. Mr. Michael William Stuart
2. Miss Michelle Abena Serwaa Owusu

Universita Commerciale Luigi Bocconi, Italy

1. Mr. Gabor Petlyanszki

University of Calgary, Canada

1. Miss Linda Truong

University of Ottawa, Canada

1. Mr. Matthew John Lloyd

University of St. Gallen, Switzerland

1. Mr. Robert Patrick Visser

The University of Texas at Austin, USA

1. Miss Amber Sue Barger

Wirtschaftsuniversitat Wien, Austria

1. Mr. Burkhard Schindlegger
2. Mr. Christoph Wondraczek

WHU Otto Beisheim School of Management, Germany

1. Miss Sandra Donata Hallbauer

■ Thammasat University's exchange students

Lund University, Sweden

1. Mr. Jonas Tobias Skoglund

Queensland University of Technology, Australia

1. Mr. James Eyre Walker

University of Applied Science at Kempten, Germany

1. Miss Judith Marschall
2. Mr. Martin Wirsching

■ ISEP students

New Mexico University, USA

1. Miss Megan Lee Payne

University of North Carolina at Charlotte, USA

1. Mr. Stephen Matthew Romito

Virginia Commonwealth University, USA

1. Miss Rita Yvonne Sokol



Farewell Party

Thammasat business school's tradition of treating the incoming exchange students to fun and interesting events did not end with Farewell Party. It was held on April 27th evening, the 43rd floor of the Baiyoke Hotel. We started with the slideshow we had prepared with video & pictures from throughout all of semester's activities. It was a nice way to reminisce on all the good times which the incoming exchange students have shared. Next, Assistant Professor Jittaporn Sriboonjit; the former assistant dean for foreign affairs, introduced the new assistant dean for foreign affairs; Ajarn Lisa Sawatyanont. Also, Dr. Somboon Kulvisaechana; BBA associate director of international affairs gave a good-bye statement. Moreover, Mr. Livio and Mr. Maxence summed up their experiences here and thanked all of the staff. After that, the exchange students enjoyed the quiz game, which Dr. Somboon prepared by answering various questions about Thammasat and Thailand.

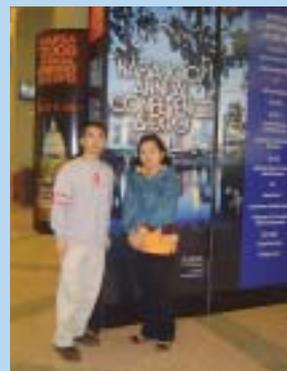


BBA Delegation Pursuing a Global Presence at NAFSA Conference & Expo 2007



and strong commitment from management have to be seriously put in place.

The booth number 1502 was our BBA exhibition unit to welcome educators and representatives of our exchange partners, such as University of Southern California, Ohio State University, McGill University, etc., to discuss about ways in which exchange program schemes can be enriched and enhanced over years to come. Dr. Somboon got down to an engaging conversation with exchange directors/ managers to promote an internship program and an independent study scheme as free electives for incoming exchange students. These initiatives allow more flexibility and offer 'unparalleled' opportunities for the incoming exchange students to expose to both academic and corporate worlds in Thai context over just one period of stay. Moreover, "it is good put a face with a name. I have corresponded with lots of exchange coordinators from our partner universities for years but I have never met them in person. This is a great opportunity to meet and greet them," added Mrs. Narisa.



Trends on international education are growing and become significant concerns to all academic institution leaders who aim to expand educational collaborations across frontiers. BBA Thammasat catches these trends with an attempt to pursue a global presence. This year Dr. Somboon Kulvisaechana (Associate Director for International Affairs) and Mrs. Narisa Kliethong (Exchange Coordinator) were the BBA representatives to attend the annual conference & expo of the National Association of Foreign Student Advisors (NAFSA) held in Minneapolis (a.k.a. "the City of Lakes"), Minnesota, USA during May 27-June 1, 2007. NAFSA is an association of individuals worldwide advancing international education and exchange, annually hosting a preeminent gathering of experts, professionals and educators from all over the world.

More than 7,000 participants and over 350 exhibitors joined this year's conference where General Colin Powell, former Secretary of State, was invited to be a distinguished plenary speaker. His remarks touched upon the fact that, in order to be truly international, leaders of the academic institutions (i.e., rectors and deans) must understand what internationalization really is and what it takes to become one. It is crucial to be proactive and outreaching, rather than holding back and waiting for others to initiate contacts. And, more importantly, it should be more than just the rhetoric of policies. The notions of 'walk the talk,' sufficient budgets

Apart from formal and informal meetings with our partner university delegation, a negotiation to establish a new prospective exchange agreement is underway. That is the Carlson School of Management at the University of Minnesota, Twin Cities, ranked 25th of the best business schools by US News and World Report.

All in all, the annual NAFSA conference & expo proved to be beneficial to BBA Thammasat in terms of pursuing a global presence and seeking exchange collaborations. Also, it has allowed us to stay connected, stay current and stay global, yet talk local, which actually helps leverage the value of internationalization at BBA Thammasat.

TUBC 2007

Once again, this year TUBC will be held on **August 23rd - 26th**. The event will take place at Dusit Thani Hotel. Any sponsorship from alumni or organization is welcome. The TUBC 2007 committee would be grateful for your support. Interested alumni please contact the BBA office. Additional changes of the event will be further announced.

Update your profile

We would like to invite all of BBA Alumnus to visit the new BBA website and update your data information at www.bba.bus.tu.ac.th

Important Dates

The 1st semester (August 20th - December 23rd, 2007)

Advanced Registration

July 9th - 13th, 2007

First Semester Begins

August 20th, 2007

Period of Withdraw W/O Record

August 20th - 31st, 2007

Graduation Ceremony

September 6th, 2007

BBA International Program

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ใบอนุญาตที่ 55/2529
ปทส.หน้าพระลาน