



The world  
is changing  
and we have

a role in  
changing  
the world.

2010



“Genius is one percent inspiration and ninety-nine percent perspiration.”

Thomas A. Edison



## First Prize from ThaiBMA Bond Star Challenge 2009



The third annual “ThaiBMA Bond Star Challenge 2009” was jointly arranged by ThaiBMA and Thanachat Group. The purpose of the competition is to provide an opportunity for university students to learn about the bond market, and to develop the skills that are necessary to work in this business.

This year, the participants in this highly competitive event included top students from all the leading universities in Thailand, such as Thammasat university, Chulalongkorn university and NIDA. Each of the 115 teams that participated in this competition consisted of three students from the same faculty and university. After submitting the application in early October, candidates were given a one-day seminar on the bond, the bond market and the bond trading strategies.

After the seminar was completed, the participants took a test on what they have learnt. Only the top 25 teams who got the highest scores would pass to the final round. In the final round, each team competed with each others in a virtual bond market using bond trading simulator program. Each team acted as a trader in this virtual market, which consisted only of other 24 teams, and a market maker. Each team was given 50 million Baht start-up capital to invest. In this virtual market, there were many kinds of bonds like in the real world, including government bonds, corporate bonds and T-bill. The final competition was divided into 3 sessions of 15 minutes each, covering a virtual trading period of one full year. Teams would trade according to the market information, which was given periodically throughout each trading session. The team that generated the highest trading profit won.

The top three winning teams would get awards in form of T-Money investment unit, a capital market mutual fund managed by Thanachart. For the first price, the award is Baht 50,000 T-Money investment unit, and Baht 30,000 and Baht 20,000 for the second and the third price, respectively. This year, the first price went to Bond Berry Team from Thammasat University, which consisted of three senior students from BBA#15. The team members are Patcharachai Puttikulsathit, Sunapa Sangnapaboworn, and Nutnicha Sankosik. The second, third prize went to teams from MIF Thammasat and NIDA while the fourth and fifth ranking went to teams from BBA#16. The awards were given by the Finance Minister.



From participating in this competition, we learned a lot about bonds through the seminar and activities, especially the trading simulator. We gained experience in bond trading, and learned what skills are needed. The final round was quite short and stressful. Each team had to analyze and react fast to the news. The rank of each team moved up and down quickly so everyone was excited throughout the 45 minute. We have a lot of fun and we get one of the most valuable experience.

## The 2nd Runner up team of NUS-DBS International Case Competition



After a two-hour flight, the all-girls Thammasat team consisting of 4 senior girls: Pichaya Angkatavanich, Jeannie Sthavornmanee, Paramee Smittinet and Jiraya Boonyasait accompanied by Ajarn Satjaporn Tungsong arrived in Singapore to compete in the NUS-DBS International Case Competition 2009. This is the first time National University Singapore hosted this case competition to mark the 45th anniversary celebration of its Business School. The team was very excited to compete together for the first time, but also nervous at the same time. This is because the competition format will not be announced until the day before the case is released.

After arrival, we met with students from top 12 business schools around the world spanning across 8 countries. For the first two days of the competition, the organizing committee held activities allowing participants to fully experience the very unique Singaporean culture including Mambo Jambo@Zouk and an Amazing Race around the city with visits to Little India and China Town.

The competition format was then announced early Thursday morning after 24-hours, where only 2 laptops will be given, and no textbook or notes are allowed. There were two divisions consisting of 6 teams each, and only the top 2 teams from each division will advance to the finals. Another curve ball was thrown again where the committee announced that finalists will be given 30 minutes to work on a new management issue that will be addressed before the final round presentations. In the evening at Sentosa, an opening dinner was held and team divisions were drawn. We were in Division B and had to compete against Seoul National University, University of California at Berkeley, Chinese University of Hong Kong, Chulalongkorn University, and University of Hong Kong.



At 7:30a.m. in the morning, we were the first team in our division to receive the case. This year's case was revolved around Hyflux Ltd, which is a global environmental solutions company based in Singapore specializing in membrane technologies with products and services ranging from seawater desalination, water recycling, wastewater and potable water treatment, to renewable resources management. After glasses of frappuccinos, instant coffee, Red Bull, and hours of no sleep, the team presented to honorable judges and advisors from the different schools. After hours of waiting, Thammasat was announced to be one of the finalists competing against National University Singapore, Queen's University, and Chulalongkorn University. A new management concern was given for us to solve in 30 minutes before our presentation addressing the issue on the feasibility of its consumer products being marketed to help relieve people in areas where water sanitation is a problem.

Our presentation in the final round went smoothly and we answered questions with confidence. After the presentations were done, many teams and advisors came to congratulate us and praising us how we did a great job during the finals. Although in the end, Queen's University was the winner of this competition, we were able to secure the 2nd runner up position, whereas NUS was award the 1st runner up, and Chulalongkorn University the 3rd runner up. We would like to thank Dr. Alan Williams, Dr. Somboon Kulvisaechana, and Ajarn Satjaporn Tungsong for advising us throughout the practices. Lastly, we would like to thank Ajarn James Paul Fitzpatrick for all of his dedication, hard work in training us for the past years, and believing in our team.

## Second Prize from Thammasat Singing Contest 2009

By Jitti Chalerychit, BBA#16

To accomplish great things, we must dream as well as act"

This year, I get to be a part of the 30th Thammasat Singing Contest and also win the 2nd prize for the song 'Feeling Good' by Michael Bublé. As a Thammasat University student, this time-honored event is so memorable that I want to take this opportunity to share this experience with you guys.



Thammasat Singing Contest is hosted annually by "Thammasat Band". The band was formed in 1948, followed by the traditional singing contest later, that is still taking place at the main auditorium up until today. In the contest, the final 14 contestants (out of 250 candidates this year) must choose a song to perform and being trained for three months. All of us singers practiced 6 hours almost everyday of the week and went through many difficult times mentally and physically, but in the end, when the curtain closed and we hear the sound of people applauding, all the tiring moments fade away, leaving only smiles on everybody's face.

For me, singing has always been my passion since I was very young, and receiving this trophy means so much to me and I would like to express my sincere gratitude to my parents for being so supportive and I know that for me, this experience will live on forever.

Watch his video at <http://www.youtube.com/watch?v=u3RAjGejbJ4>

## Thammasat Undergraduate Business Challenge 2009

The 12th 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 2009 was hosted by the BBA International Program of Thammasat University. It was held from August 19 – 22, 2009 at Centara Grand at Central World Hotel. This event was well responded from public and business community as well as leading International business schools worldwide.



Thirteen universities across the world including top three local universities and twelve highly recognized overseas universities had actively participated in the event. Those included Assumption University (Thailand), Maastricht University (The Netherlands), Mahidol University International College (Thailand), Nanyang Technological University (Singapore), National University of Singapore (Singapore), Northeastern University (USA), Ritsumeikan Asia Pacific University (Japan), Thammasat University (Thailand), The Chinese University of Hong Kong (China), The University of Auckland (New Zealand), The University of Melbourne (Australia), University of California at Berkeley (USA) and University of Florida (USA).



On the final day of August 22, 2009, the team from Maastricht University was announced the winner. The first runner-up went to the National University of Singapore, followed by the second and third runner ups: The University of Melbourne and Nanyang Technological University, respectively.

## Activities



### Business Simulation at Alila, Cha-Am

On early Thursday October 22nd, the seniors of BBA class of 2010 went off to Alila Cha-am resort in Petchaburi province with a mission: to compete in a business simulation game against peers while taking some time off from studying for a few days. We arrived at Alila resort around noon and immediately played the simulation game, which has been very exciting to me because we have to use both analytical skills and luck to help our team compete with peers.

Additionally, we also gained insights into running a business, which required us to constantly focus not only on the profit margin and return on investment of the firm, but also industry's trend and competitors. After finishing that intense game, however, we were justly rewarded: a wonderful seafood all-you-can-eat feast! Even the vegetarian food tasted fantastic and was highly praised by some of us who were vegetarians. But the fun didn't end there. We swam in the private swimming pool. Once exhausted, we walked around this modern resort to see all the sophisticated and contemporary luxuries of this stunning resort. Of course, the party had to end and even though all of us wished to stay longer, we had to head back to Bangkok the next day. We would like to take this opportunity to thank the BBA program and its staffs for arranging such a wonderful trip for senior students. We shall remember this trip forever.



### Social Responsibility Activity @ Sea Turtle Conservation Center, Royal Thai Navy, Chonburi

Sunday 13th September 2009, the day we all had been waiting for, finally came. We left the main auditorium of Thammasat University at 7.00 a.m. for The Royal Thai Navy in Sattahip to visit our first destination, the HTMS Chakri Naruebet. Watching the VTR about the ship's history was our first activity here after arriving. Then a commissioned navy guided us to many functional rooms on board including the main operating room in which controls and maneuvering the ship take place. This visiting made us realized that there is always a group of people who are working hard in order to protect Thailand sovereignty and prosperity for all Thais. Thanks to our forceful navy.



Then we all go for the highlight of the day at Sea Turtle Conservation Center under the supervision of Thai Navy. After being greeted by the navy commander, we were divided into 2 groups. The first group was assigned to clean the beach up while the other group was responsible for cleaning the big turtle pond. During cleaning up the pond, we were permitted to hold the turtles and scrub their shells. This was very enjoyable because we had to chase the turtles that always tried to escape from us. After having lunch, we went to the Mangrove forest in the area nearby. Here, we were educated about 17 kinds of mangrove trees. Each of them has its unique characteristic and usefulness of medical uses. We were so regret that we could not plant mangrove trees because of the time limit.



Last but not least, we went to one of the most popular tourist attractions in Pattaya which is the floating market. The market is simply divided into 4 parts according to the regions of Thailand. We tasted many kinds of Thai foods and desserts that were sold on the boats. Visiting the market opened our perspective on the traditional Thai way of living and at the same time enhanced our appetite. This trip was so enjoyable and memorable to all of us. We would like to thank the BBA program for organizing this wonderful activity.

During 3-11 of August, 2009, when students were preparing for the upcoming semester, a group of students from the international programs at Thammasat University joined a the Inter Camp No. 5, a volunteer camp, at Tha Ruae, Koh Yao Yai, in the Phang Nga province.

We were divided into groups for the various activities namely the Building Team 1, Building Team 2, Association Team, Servicing Team, and Teaching Team.

## InterCamp#5

### Our journey

Our journey to the camp was a tiring one as we had to take a private transportation, which took approximately 10 hours, to catch a navy ship from the Phuket Pier to Koh Yao Yai. There, we volunteers received a very warm welcome from the villagers. We were accommodated at the villagers' houses near a local school which we later learned would be our head quarters for the entire trip. The people there were very amiable and generous, and we used "Pa" and "Ma" to refer to the older villagers. This helped us bond faster with them and made us feel at home.



### Servicing team

It was really surprising to see students who are pampered by their parents wake up early in the morning, decide what meal to prepare, go out to buy fresh ingredients from the market, and cook a meal for their friends. Even though it may seem as if we were doing nothing other than cooking and eating, believe it or not we had actually washed more than 100 to 150 dishes per day. We also managed to cook for more than 60 people efficiently, in terms of price and quality.

### Teaching team

The children were separated into groups of less than 20 students in each level, which made it easy for us to get their attention. They were so eager to be taught and to learn. In order to make our lessons more enjoyable, we decided to teach them the basic knowledge of hygiene, sustainable economy and recycle. It may sound boring but we managed to add some music as we taught to capture their attention. At the end of the day, we all were tiring but we thought it worth every drop of sweat.

### Association with villagers

Like the Servicing Team, the Association Team seems to be an amusing and relaxing role, however many people found it more difficult than the building jobs. We were required to understand the basic principles of how the islanders lived and also their culture. For example, we had to plant young rice seedlings and gather all the rice sprouts, the process of which were very complex and thorough. We had to do everything with utmost care. This was the same as when we had to plant the "Ton Klar" on an island in the middle of the sea. There were other activities such as fertilizing rubber plants. Using shovels, we had to clear the weeds that grew around the rubber plants. Lastly, we had to find fresh ingredients for the Servicing Team to cook for us. In our opinions, these activities enabled us to understand more about how they lived their lives, sustainable living.



### Building team

The Building teams were divided into two groups, heavy work (team 1) and light work (team 2). The women didn't have to do the intense lifting. Their job was to paint and shovel the dirt. On the contrary, the men did very well at building stairs, fertilizer houses, and bamboo gazebos. Initially the entire task was very strenuous as we had never done anything like it before, but at the end of the day the mission was accomplished due to the dedication and hard work of the campers.

After a long day's work, we played sports like street soccer, chair ball and takraw with villagers. At night, we would have a discussion session among the campers, so we could know more about one another.

In conclusion the Inter camp is not just a volunteer camp, but a very caring and unified organization that is truly dedicated to helping our country. It is such a brilliant work and the memory of which will stay in our minds forever.

# Faculty

## New Faculty Members Semester 2/2009



Ajarn Bendjamin Udomkaewkanjana  
Marketing and Purchasing Manager  
(International Product Sourcing)  
Union Compound Co. Ltd.  
Class: MK201 Principles of Marketing



Assoc. Prof. Dr. Bhanupong Nidhiprabha  
Faculty of Economics  
Thammasat University  
Class: EC350 International Economics



Assoc. Prof. Dr. Chantaraporn Phalakornkule  
Faculty of Engineering  
King Mongkut's Institute of Technology North  
Bangkok  
Class: MA216 Calculus for Social Science  
Section 026402



Prof. Dr. Walter Jamieson  
Director to Service Innovation Program  
College of Innovation, Thammasat University  
Class: IM432 Hotel Management

## Cookie Day

Assoc. Prof. Dr. Pantisa Pavabutr, Associate Director of BBA International Program invited the BBA lecturers for "Cookie Day" on October 4 - 5, 2009 to update faculty with new class room rules and exchanged ideas.



## The 71st Anniversary of Thammasat Business School

On November 23, 2009, the Faculty of Commerce and Accountancy, in cooperation with its Alumni Association, held the 71st Anniversary celebration at room 201, 2nd floor, Faculty of Commerce and Accountancy, Thammasat University.

On this occasion, Ajarn Nangie Gittisriboongul and Assoc.Prof. Dr. Supong Tangkingsirisin were selected to receive "The Faculty Award" On behalf of the BBA International Program, we would like to say "Thank you and Congratulations"



## GuestSpeakers

### Guest Speaker from International Labour Organization (ILO)

Khun Silvia Cormaci and Khun Martin Hofman representatives from International Labour Organization (ILO) joined HO 311 Human Resource Management class and gave a presentation entitled "Engaging Business in the Worldwide Movement Against Child Labour" on September 30, 2009.

### Guest Speaker from MANN+HUMMEL Group

Mr. Thomas Batsching Group VP Corporate HR representative from MANN+HUMMEL Group joined HO 323 Managerial Skills Development class on October 16, 2009.

### Guest Speaker from TNT Express Worldwide (Thailand)

Khun Nonglak Phungsom, Country Human Resources & SHEQ Director, TNT Express Worldwide (Thailand) Co., Ltd. joined HO 311 Human Resource Management class on November 18, 2009.



## MK 321 Field Trip @ Ogilvy & Mathers

On a sunny afternoon on the 17th of November 2009, students of MK 321 Brand and Product Management class were very delighted to be given an exclusive opportunity to visit Ogilvy & Mathers (Thailand) Company Limited, one of the largest advertising agencies in the world.



Ogilvy & Mathers is located at the 14th floor of The Offices @ Central World. In order to access the office, we had to exchange ID cards to obtain elevator pass. We simply placed the elevator pass on the sensor, and then an elevator will be designated to carry us from the lobby to the 14th floor. Upon arrival, we were given a warm welcome by Ogilvy & Mathers' staffs, in particular, Khun Joe. Khun Joe or alternatively known as "P'Joe" was our host speaker for the day. After a warm welcome, we were escorted to the meeting room where the presentation commenced. For this fieldtrip, our mission was to explore and analyze the complex topic of "Consumer Insights", which is a very important field of studies in Brand and Product Management. P'Joe created the whole presentation especially tailored for us in regards to our visit. The presentation took about 90 minutes. Afterwards, we were given another opportunity to "walk-through" and explore the office of Ogilvy & Mathers. Finally, we expressed our sincere gratitude and thanked P'Joe for giving us a valuable knowledge, insight, and a warm welcome to Ogilvy & Mathers.

Just like the fact that great advertisements can't happen without a successful agency, a memorable fieldtrip like this would also not be possible without Ajarn Nopporn Ruengwanit. We are very thankful to him for providing us with this wonderful experience of visiting this marketing firm. As we all know, the learning process goes beyond the four corners of a classroom. Hands on learning and the opportunity to witness a real business in action have greatly contributed to and served as a strong asset to our current unit of focus on consumer insights.

## FN 424 Field Trip @ Aberdeen Asset Management

On Tuesday 17 November 2009, we have a great opportunity to participate in a FN424 Equity Analysis field trip to Aberdeen fund management to see and discuss about their fund management style. Aberdeen is a world wide fund and very effective mutual fund they have a different way to invest in stock from other competitor and we have an opportunity to experience this in detail. Aberdeen investment philosophy is called value investment, this is a method Warren buffet, the legendary investor, also use. In the progress Aberdeen will go in and talk with the company and investigate in dept detail. When finished investigating the company, Aberdeen will start to calculated and forecast a return and then hand pick the valuable and potential stock to their portfolio. We also have an opportunity to know how the global fund like Aberdeen works from the fund manager himself and this is a very valuable experience.

The field trip to Aberdeen is a great and valuable experience to us as a future investor and entrepreneur because it is not easy to get a first-hand experience with a great people who work in the industry like these Aberdeen managers. But because of the field trip we had a chance to expose ourselves and learn the inside detail of the global company like this.



## Trip for Incoming Exchange Students

Upon the receipt of the BBA email informing exchange students of an upcoming sponsored trip to Pattaya, nearly all of us exchange students quickly confirmed in order to partake in this opportunity. While most of us were not certain what the trip would actually entail, our blind trust in BBA definitely paid off in what turned out to be a great fun and learning experience.



When 7:00 am came around on Saturday the 19th of September, we departed Thammasat University for the Sea Turtle Conservation Center. Upon arrival, we were briefed with a short video on the important role the facility plays in preserving the existence of the delicate sea turtle. Soon later, we cleaned the beach and then a sea turtle holding pool. While such “work” is usually avoided in a trip to the beach, neither activity fit the traditional definition. Instead, we had a lot of fun helping this great cause, probably since interaction with sea turtles definitely does not fit into our normal daily routines at home.

After a great lunch once we finished cleaning, we took a short journey to the Pattaya floating markets to wander around and enjoy more unfamiliar snacks and traditional foods. At the same time, we got a glimpse into the traditional Thai culture and way of life by exploring the market. We then proceeded to our luxurious hotel where we enjoyed free time bathing in the pool (or your personal bubble bath) and on the beach. The impressive hotel facilities were definitely one of the many highlights for most of us. The luxurious surroundings were a welcomed change to the rustic guesthouses we’ve been used to in our prior travels up until now.

Later that evening, we went to the city to enjoy another wonderful meal followed by a traditional Thai puppet show. The show was quite entertaining and something new to us and offered an interesting perspective into Thailand’s rich history and culture. From here, we students again had some free time which we used to explore Pattaya for the remainder of the evening.

Finally, 12:30 on Sunday came too soon and we left Pattaya en route to Bangkok after another great meal. Overall, I’m certain everyone that participated would agree that the excursion offered a great opportunity to relax, have fun, eat great food, and increase our familiarity with modern and traditional Thai culture. I’d like to thank the BBA program on behalf of all the exchange students for their effort in arranging the trip and for the opportunity to partake in such valuable experiences, since it will surely be a very memorable part of our exchange experience here at Thammasat University.

### BBA students joined the 71st anniversary of TBS



Arunee Nimla-Or & Pongchai Chirdmanusathian, two BBA students sang the song “Way back into love” in the 71st anniversary of Thammasat Business School on November 29, 2009 at football field, Thammasat University, Tha Prachan Campus.

## BBA Open-House for 2010 Admission



BBA International Program, Thammasat Business School, Thammasat University hosted BBA Open-House for 2010 admission at Queen Sirikit National Convention Centre on September 26, 2009 to provide parents and potential BBA students in the future the information including admission process, courses, exchange students as well as the activities at BBA International Program.

## Farewell Party for Incoming Exchange Students Fall 2009

As Thai proverb says “every party has an end”, on Thursday the 3rd of December 2009, Department of Foreign Affair, TBS, Thammasat University, held the Farewell Party for all incoming exchange students in both Bachelor and Master degree who join our program in Fall 2009 semester (August-December 2009). The party was held at Sky Lounge, 43rd floor, Baiyoke Suite1. We hope you enjoyed and had great time during your stay here. See you again in Thailand next time.



Also, we are pleased to welcome **incoming exchange students in Spring 2010** from:

Illinois State University, USA  
The Pennsylvania State University, USA  
The University of Texas at Austin, USA  
University of California at Riverside, USA  
University of Hawaii at Manoa, USA  
University of Minnesota at Twin Cities, USA  
University of Southern California, USA

HEC Montreal, Canada  
McGill University, Canada  
The University of Western Ontario, Canada  
University of Ottawa, Canada

Nanyang Technological University, Singapore  
Singapore Management University, Singapore

ESADE Business School, Spain  
IFI Groupe ESC Rouen, France  
ISC Paris School of Management, France  
Rouen Business School, France  
Stockholm School of Economics, Sweden  
Universita Commerciale Luigi Bocconi, Italy  
European Business School, Germany  
University of Applied Sciences  
Kempten, Germany  
WHU-Otto Beisheim School of  
Management, Germany  
Vienna University of Economics and  
Business Administration, Austria

Dear BBA Alumni,

Get connected and re-connected. We are in the process of updating the BBA alumni database. We kindly request all of you to update your profile on the BBA secured website ([www.bba.bus.tu.ac.th/alumni.php](http://www.bba.bus.tu.ac.th/alumni.php)), whenever possible. To request username, please email to [bba-alumni@tu.ac.th](mailto:bba-alumni@tu.ac.th) and indicate your name and batch number.

This is one of the best ways to get connected and re-connected with other BBA Alumni. If you would like to update your fellow alumni with any news, please send an e-mail to [bba-alumni@tu.ac.th](mailto:bba-alumni@tu.ac.th).



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