

## Congratulations!!!



**Ajarn** Jittaporn Sriboonjit; Assistant Dean-Foreign Affairs and BBA Executive Committee, Dr. Kangwan Yodwisitsak; BBA Associate Director, Dr. Somchai Supattarakul; BBA Committee and Ajarn Akekarin Yolrabil; Director of SMART Center@Thammasat have recently received **Assistant Professor** position.

**Through** the year, we are often busy with our studies and lives from day to day, and we just cannot seem to find the time for taking care of our loved ones. It is not a matter of a chance, it is indeed a matter of a choice. We always have a choice to create a moment of joy and happiness with families and friends. Retrospect in the past year to realize what you have turned your back on. Your new resolution will no longer remain rhetorical. It is your choice to make it come true.

May your new year be filled with a happy, healthy, and prosperous moment!

*BBA Director and Staff*

## The 67<sup>th</sup> Anniversary of the Faculty of Commerce and Accountancy



**On** November 23, 2005, the Faculty of Commerce and Accountancy, in cooperation with the Alumni Association, held the 67<sup>th</sup> Anniversary Celebration with its faculty at 08:30 a.m. - 12:00 noon at room#202.



In this occasion, Mr. Hugh Patrick O'Connell and Ajarn Wisit Wisitsora-at were selected to receive "**The Faculty Award**".

On Behalf of the BBA International Program, we would like to say "**Thank you and Congratulations**".

# BBA Open House



The BBA International program organized a "BBA Open House" on September 24<sup>th</sup>, 2005, at Meeting Room 1-2, Queen Sirikit National Convention Center.

The event began with the topic "Why BBA International Program, Thammasat University? and Admission Process" by Assoc. Prof. Dr. Kulpatra Sirodom; BBA Director and Asst. Prof. Dr. Pantisa Pavabutr; Associate Director with three BBA parents to share their experiences. Following that, Prof. Dr. Robert T. Green made a great impression to the audience with the list of all universities we have partnered with, the introduction of PIM and our exchange program. Later on, the panel of alumni and current students consisting of Mr. Supawat Likittanawong, BBA#2, Miss Metinee Leevarapakul, BBA# 5, Mr. Samana Kumthampinij, BBA#5, Miss Thiratee Vongruamlarp, BBA#8, Miss Pantira Chotchaisathit, BBA#12 and Mr. Natthapol Prakoonsuksapan, BBA# 13 came on stage to talk about their experiences, their success stories, and BBA academic and



non-academic activities such as orientations, case competitions, sport events, and social programs, as well as to answer many questions from the floor. Moreover, Ajarn Nopadol Rompho from SMART Center @ Thammasat talked about SMART-I Test. In addition to the introduction of BBA Thammasat, Princeton Review, led by Khun Monthira Sudasna Na Ayudhya participated in this event by briefing about SAT examination as well as giving the audience an opportunity to get acquainted with it by conducting a 30-minute sample SAT test.



## BBA 11's Graduation Orientation

by Miss Varittha Thuannavaraty, BBA#11



BBA 11's university life is coming to an end very soon. Isn't that sad that we will be leaving the university and trying to find the right job for us? The BBA, therefore, hosted the graduation orientation to prepare all BBA#11 in coping with the real new business world.

BBA#11, dressed formally with business-attire, arrived at the orientation at The Landmark Bangkok on September 15, 2005. The orientation topics included career discussions from our BBA alumni and the integrative job search solution. Moreover, there was an exhibition from many well-known companies from different industries—accounting, finance, and marketing.

Each session was very interesting. BBA#11 could exchange their ideas with the lovely successful BBA alumni who are more than willing to share their



experiences at work. Then BBA#11 moved on to look at the exhibition, acquiring some applications and sending in their resumes. After lunch, the integrative job search solution session began with some presentations. BBA#11 learned a lot about interview tips, for example, how to write their own '2-minute me' for job interview introduction. More interestingly, there was a short interview play by some of the BBA#11 students.

The orientation was very useful; we believe that we can use all those tips when finding our job. As BBA#11 is graduating soon, the journey of BBA#11's lives has just begun. Let's meet up sometimes and good luck to us all. God Blesses.

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**From** a joke in class, it became a real thing! One day in FN 461: Advance International Corporate Finance, after being assigned a small project of a hotel in Khao Lak, we were joking about how much we wanted to go see the real place. It was overheard by Ajarn Montira, the lecturer. She happened to know someone in Khao Lak and Phuket since she was one of the team who went down there and helped those people after the tsunami. So, we arranged a small field trip consisted of 14 students, Ajarn and 2 of her friends, TA, and P-Aor, BBA Manager. We went to Phuket and spent a night at a hotel called Patong Bay Garden Hotel. There, we learnt

## 3 Days 2 Nights in Phuket and Khao Lak



how to operate a hotel and how they handled the situation when tsunami hit. Thank you to P-Pan who gave us the knowledge. The next day, we moved to Khao Lak, the area that was damaged the most from tsunami. We stopped at Baan Nam Kem, and the navy golf course to talk to people who were there when tsunami hit. We were accommodated at an unfinished-reconstruction hotel named Khao Lak Palm Beach Resort. That evening we got a chance to make use of ourselves by cleaning up the longggg longggg beach before we got permission from Ajarn to do whatever we wanted. Some of us went to swim in the see, but some were still scared. The next morning, we got a chance to talk to the manager and gain loads of knowledge as we got from Phuket. We even got to see the Mukdara Beach Resort, a five star hotel in Khao Lak in reconstruction progress. That evening, we went home. Thank you to Ajarn Montira, all the guess speakers, and BBA office that made this trip a very valuable one. We should have more this kind of trip!

by Miss Manita Poovatanasedj, BBA# 11

## Field Trip FN 424

**A** commodities market? A futures market? Back in my high school days, I would have absolutely no idea as to what that is. Now that I'm a third year student at BBA Thammasat, my knowledge has broadened during a class field trip.

On November 23rd, the Derivatives and Securities Analysis class (FN424) made a trip to All Seasons Place on Wireless Road to see the Agricultural Futures Exchange of Thailand (AFET). The exchange is where the trading of futures and options takes place. A futures contract is an obligation for the holder to buy or sell an asset at a predetermined price whereas an options contract is the right the holder has to buy or sell a security at an agreed upon price. In this case, the assets that we're talking about here are equities, debts instruments, or commodities such as gold, crude oil, rice, and rubber. These contracts are traded by hedgers who want to minimize their risks, or for speculators who want to make a profit from the trading. Furthermore, AFET is an electronic market, which differs from of exchange of Open Outcry where traders yell and use hand signals when they want to make transactions.

Our class was given this opportunity by Dr. Kulpatra, and while we were there, we got a first-hand look at how the electronic market worked. The class tested a simulation in which each group would customize their futures contract and sell them electronically to other people who were playing the



game. Each group was given assistance by the staff working there while playing the game. Some groups made profit, while others made massive losses (I was unfortunately a part of the latter group). Despite all of that, everyone had a good time to go along with this new learning experience. Those who were profitable were excited by the results, and those who were in the red laughed at their mistakes and wondered what went wrong. If this simulation was real, I can assure you that some of us would walk out of the building with an empty bank savings account in order to repay the losses we made.

Thanks to the BBA and Dr. Kulpatra for arranging this field trip. At BBA Thammasat, students don't learn just from the textbooks. They're also given a chance to go outside and apply their knowledge in the real world! If I went to any other university, I wouldn't have a chance to experience this opportunity, and I wouldn't know how Thailand's future market works.

by Mr. Tanawat Dammerthong, BBA#12



# Activities

by Miss Varittha Thuannavarat, BBA#11

## The Success of Thammasat Undergraduate Business Challenge (TUBC) 2005

For the 8<sup>th</sup> time the students of BBA International Program, Thammasat University, has successfully organized the only undergraduate level business case competition in Thailand, the Thammasat Undergraduate Business Challenge (TUBC) 2005. The event was held at Amari Watergate Hotel on August 17-20, 2005. Once again, TUBC was well sponsored by PricewaterhouseCoopers and Bangkok Post; bronze sponsors: Phatra Securities and Puriku White Tea.



Very special this year, TUBC received participation from 7 international universities from 5 countries worldwide—ranging from Canada, Hong Kong, Malaysia, Singapore, and The United States of America. Also, eight Thai universities participated which made the number of participating teams to be a total of 15, the largest number in TUBC history.

The featured case for this year's competition was from Tourism Authority of Thailand (TAT) with the main focus of the how to make tourism in Thailand be once again attractive after the tsunami last year. Congratulations to the winner of TUBC 2005 McGill University, from Montreal, Quebec, Canada. The first-runner up was Singapore Management University, Singapore and the second-runner up was The Chinese University of Hong Kong, Hong Kong.

TUBC 2005 can never be successful without all participating teams, the generosity from the sponsors, the judges, and the audiences. Thank you. Further thanks are extended to the BBA International Program and all TUBC committee who committed their time in organizing the event. The TUBC committee would like to thank you all who show interest in TUBC 2005 and hope to see everyone again next year TUBC 2006.

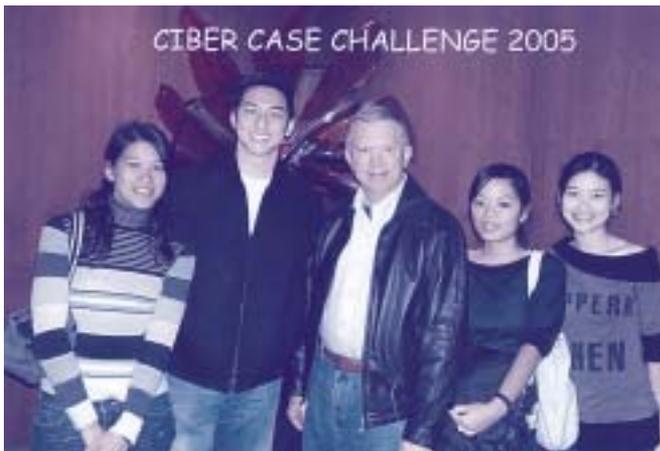
runner up for sure. In addition, the organizers approached us and told us to be proud and that we were among the best in the competition. To certain extent, we were proud of ourselves for the fact that we had proven ourselves and performed very well with no hesitation that we are comparable with the leading business schools in the world

I personally and strongly believe that we had done our best and there was nothing that we could have possibly done to improve the performance. The

overall experience was overwhelming and would definitely be a key moment of my life going forward. It is my honor to have an opportunity to work with fantastic teammates and on behalf of the team, we are honored to represent Thammasat University. Finally, we would like to thank our advisors, Professor James P. Fitzpatrick, Professor Robert T. Green, Dr. Kulpatra Sirodom for their continual support and valuable guidance. Once again, it is an honor to be guided and supported by dedicating professors and advisors. Thank you for an amazing experience!



# CIBER CASE COMPETITION



**After** the lengthy preparation and tryouts, the opportunity to compete with other leading business schools around the world had finally emerged at The CIBER Case Competition, organized by Fisher College of Business, Ohio State University. The Thammasat team consisted of Pantharee (BBA#12), Panthira (BBA#12), Punda (BBA#11), myself Tarin (BBA#11). Accompanying us was our key supporter and advisor, Professor James P. Fitzpatrick.

CIBER Case Competition included 12 leading business schools from around the world with only two participants from Asia, Thammasat University and Singapore Management University. All of the activities were arranged and organized on one of the largest campuses in United States, the OSU campus, and participants were exceptionally treated and accommodated at the wonderful Blackwell hotel on OSU Campus. As we had initially expected, the weather was absolutely perfect and the camaraderie among the organizers, the participants was impressive. Because of the proximity to my and our BBA#11's friend, we were able to once again meet with our friend, Chairatch (BBA#11). Owing to his charm, Panthira was unable to contain her feeling and kept on talking about him most, if not, all the time. He also wanted me to remind everyone in BBA#11 that he misses us all and would probably be back next year.

During day 3, we had a chance to visit one of the most successful companies making home-made cookies in the United States, "Cheryl & CO" which also sells their product online. We were thrilled by the amount of delicious cookies and of course, the vision of the management of this once a Kitchen-made cookie to a Multimillion Dollar business and still growing! Later that evening, we attended the National Hockey League game, after a full year of lockout, between the hometown favorite, Blue Jackets, and another team

that I could not remember. Interestingly, that was our first hockey game and I was fortunate to be able to grasp the T Shirt shootout and witnessed the Hockey Fight, which makes hockey a famous sport in our opinion. Despite the fact that we were all tired and jet lagged, the god of the game would not let us leave easily. The game went on to the overtime after the visitors scored the equalizers with only 20 seconds left, prolonging the game to over 3 hrs.

After relaxing and recovering from jet lag for 2 days, the real competition began. The case that we were dealing with was the company called Ashland (Changzhou) Chemical Co. Ltd, the supplier of chemicals unit to foundry industry which subsequently supplies to the growing Chinese Auto Industry. The company faces challenges such as the rise in raw materials cost, competition, government relation and also possible domestic and international expansion. We had collectively 24 hrs to hand in our presentation and of course, we stayed up all night long to finish this work. Despite the seriousness and the time pressure we had to face, Punda was able to constantly make jokes to raise team morale to be "Cool" all along the way.



The competition was divided into 3 groups, we were in the group with Singapore Management University (SMU), Ohio State University (the host) and University of Wisconsin Madison. After the presentation, we were largely impressed by the applause from the organizers and audiences which gave us a strong feeling that "God, we have a chance". In the finalist announcement, our score was tied with SMU. Unfortunately, our flaw was something that we knew all along the way, even before the competition itself, Team balance. Consequently, the judges chose SMU and they went on and win the competition. Interestingly, at the end of the competition SMU's advisor came up and told us that Thammasat deserved to be in the finals and would have made the first



# Citigroup International Case Competition

by Mr. Tanawat Damnernthong, BBA#12

"They will treat you like a prince!" "The campus is amazing!" "The view is beautiful!" Those were the comments I heard from the seniors who have been to the Citigroup International Case Competition in Hong Kong. So how can this year's team not get excited? I mean, what's better than going to Hong Kong for seven days while your classmates are busy back home going to classes? Yes, we were aware that the Thammasat team that went there last year was filled with four talented BBA#10s who have already graduated and went on to their prestigious jobs. That's why they WON last year, which makes us the defending champion of this competition. This year's team was accompanied by Prof Dr. Robert T. Green, and it consisted of Pailin (Pauline) Veerakulanan and Manita (Aor) Poovatanasedj of BBA#11 and Orrawan (Ann) Montien and myself, Tanawat (Note) Damnernthong, of BBA#12. Any pressure? What pressure?! If this year's team could make it into the final round of this competition, we would already feel privileged. And that's certainly what happened.

On the Monday of October 24<sup>th</sup>, we took off for Hong Kong, not knowing what would be awaiting us. We had heard about the Hong Kong experience from our seniors and I was personally expecting exquisite hospitality from the staff who was organizing the event. After all, Citigroup was the sponsor, and obviously they have a huge sum of money to pour into this event. They sure did not disappoint. Every word that we heard from the seniors was true. Once we got to the Hong Kong University of Science and Technology (HKUST), we were amazed by the scenic location of the campus. The visitor center where our team stayed was situated on a mountaintop overlooking a bay at the base of the hilltop. The turquoise water soothed our eyes, and the 25 degree weather made us feel just right (it's good to escape the forever-hot Bangkok).

That Monday evening, the case competition formally began. All the teams were taken to the Hong Kong Convention Center. Apparently, we had dinner in the same room where Bill Clinton back in July 1, 1997 when China resumed the exercise of sovereignty over Hong Kong. There, we had some elegant food which our stomachs did not have the proper enzymes to digest. I would do the food injustice by trying to describe what it was in this newsletter, but all I know is that it was served with mashed pumpkins (no, you can't get those at KFC). There was also a costume contest in which each school wore their cultural costume that best represented the country that they hail from. We saw some cowboys from Texas (University of Texas-Austin), a sword-wielding samurai (Ritsumeikan Asia Pacific University) and even a rugby player (University of Auckland). Our very own Ann dressed as a bride in a Thai wedding costume, and she certainly drew a lot of attention from the guys. The dinner also



gave us time to mingle with participants from other universities, and this competition gave us a chance to expand our networks around the world. If we were to flop with the case, then we can take solace and know that at least we made a few friends from different parts of the world.

On Tuesday, we were taken to the Citigroup headquarters in downtown Hong Kong where we heard a speech from several Citigroup executives. Afterwards, everyone hopped on to a ferry to see the various landmarks of Hong Kong that surrounds Victoria Harbour. Once the ferry anchored down, we were taken to a seafood market where we saw various interesting sea creatures. Once again, we were well fed and dined on oysters, lobsters, fish, and shrimps to name a few. I started to feel like a king already.

The next day, we all engaged in a group activity that allowed us to explore Hong Kong, going around the city to take whatever pictures we wanted with a disposable camera that they gave us. However, each group had to write a story about two pictures they chose and how it represented Hong Kong as a global city. Each university was broken off into different groups, and again, this gave us time to chat with other students from different parts of the world. Later, it was announced that my team had won this "Explore Hong Kong" activity. Would this be a sign of things to come?

The real hard work began on Thursday morning. Before the case was distributed, we had a drawing of the competition to see which teams would be in which division. Drawing the lucky hand, our team was in the division with four universities while other divisions had five. Our competitors in the first round were the University of Hawaii-Manoa, Ivey Business School from the University of Western Ontario, and Hong Kong University of Science and Technology, the home team! This year's company in analysis was the Hong Kong International Airport which is regarded worldwide as the world's best airport in terms of providing quality service, seamless transfers, and retail services in its



duty-free shopping. The issue stated in the case was how Hong Kong can collaborate with other mainland airports which are now striving to be international players and the “gateway to China”. Given 30 hours to analyze the case, our group felt that this was one of the toughest cases that we have encountered. The company was in good financial shape, and every recommendation we thought of seemed to be implemented by the company already. After speaking to other teams after the competition, they all said the same thing too! Nonetheless, we came up with our own strategy (to have HKIA expand within the Pearl River Delta in cities like Guangzhou and Shenzhen while integrating the flows between China’s two largest airports in Beijing and Shanghai) and finished dissecting the case with four good hours of sleep on Thursday night. Nobody slept before 5 a.m. Boy, it was brutal.

On Friday, it was the first round of the competition, and we had to present our recommendation in front of three judges who were top managers at Citigroup and the Airport Authority of Hong Kong. The sheer thought of presenting made us nervous already. My pulse rate certainly went up, and I think I had symptoms of high blood pressure (ok, not really). After 45 minutes which seemed like eternity, our team finally clawed our way through and finished. Yes, we did face some jaw-breaking questions from the judges, and that caught us off-guard during the presentation. But it was finally over! We got our presentation out of the way! We finally did it! Later that night, there was a dinner to announce the finalists of the competition. Surely, our team was still elated, and we weren’t expecting to make the finals. After all, it’s better to have no expectations, right? It’s better than going in there with high expectations and coming out disappointed. Anyway, when HKUST’s advisor went on stage to announce the finalists, he said,

“Again? For two consecutive years...”

At that point, my mind was thinking “Uh-Oh.” Could it be true?

“For two consecutive years, it’s the Thammasat team.”

We were delighted to be in the final round, but this also meant that we were going to spend yet another night on the case! The three schools that we would go up against were Singapore Management University, University of Auckland, and McGill University. Now, it was time to go back to our room again, while the other groups, we heard, were going out to celebrate the end of their case. Argghhhh...

Back in our room on Friday night, we received new information about the case. However, we did not make many changes to our presentation, and all we did was fine-tune certain parts and rehearsed our presentation to the fullest. We even managed to find eight hours of good sleep that night. It wasn’t as horrible as we imagined.

Saturday afternoon, all the participants departed the campus to go to the Ritz Carlton Hotel in downtown Hong Kong where the final round was going to be presented. What caught my eyes was the elegance of the hotel. Only the finest European cars were parked in front of the hotel lobby. Oh, and there was that Rolls Royce showroom next to the hotel. It would have been sweet if they brought the finalist teams to the hotel in a Rolls Royce, but that’s another story. On the 6th floor of the hotel, there was a ballroom set up for the presentation. There must have been at least 100 seats set up for the audience. Talk about nerve-wracking! Everybody on our team was nervous speaking in front such a large crowd! Fortunately, we got through our presentation smoothly, and afterwards, many teams came to congratulate us for doing such a great job. One participant from Lund University in Sweden even came to say that our slideshow was the best that he’s ever seen in his life. That led Pauline to say, “Even if our content is not good, at least we can make our slides look pretty”.

After this presentation, everything was over. We felt free like a heavy load came off our shoulders. Now, all we had to do was wait for the announcement. All the participants now headed down to the basement of the hotel where the dinner was. During the ceremony, we had a special guest speaker, Mr. Victor Fung, an icon and symbol of Hong Kong. But what we were waiting for was the announcement of the winner. Sure, we were happy to be in the final round, and to win the whole thing would be icing on the cake. It is something that we never imagined when we first got on the airplane. We would already have something to bring back to Thammasat with us since they gave a trophy to all the four finalists. As it turned out, we took home the smaller of the two trophies because McGill University beat us out. That team did a great job, and they deserve it. This makes it championship number two for them because they won the Thammasat University Business Competition (TUBC) earlier this semester. Our team went over to congratulate them and we took several group pictures with our shiny, golden trophy (which is now resting inside the BBA office). Now, it was time to head over to Lan Kwai Fong to celebrate!

Finally, our team would like to thank a few people. First, a big Thank You goes out to Dr. Bob for accompanying us to Hong Kong. We know you enjoyed the shopping experience there. A big Thank You goes to Dr. Bob again and Ajarn James for teaching us, guiding us and showing the light during the case practices. Because of you two, we have learned so much more. A big Thank You goes to P’Pam+ for dealing with us, the plane tickets, and various expenses. I know we must have given you a big headache, but we truly appreciate your help. Lastly, Thank You to BBA, especially Dr. Kulpatra, for giving us this opportunity to go abroad and represent the Thammasat University. We hope we made you proud, because now we have a shiny, golden trophy to brag about.



# Environment Activities and My Traveling

by Miss Waranya Roekpooritat, BBA#12  
UNEP Tunza Youth Advisor Secretariat of South East Asia Youth Environment Network Vice-President of Thailand Youth Environment Network



I first got into environment activities in December, 2004 as my friend asked me to join Thailand Youth Environment Network (ThaiYEN). It is an environment organization which aims on creating awareness for people especially young people. Personally I do want to make something good for the world but was not yet into the environmental issues that much. I just care about the environment but not yet have plan or interested to do it before joining. ThaiYEN is such a big turning point of my life. In ThaiYEN, I was responsible for international work so on February 2005 I got a chance to go to Nairobi, Kenya to attend the TUNZA Global Youth Retreat (GYR). It is a pre-session of the Governing Council which is the forum where ministers argue about environment issue. In GYR, youth participants will share ideas and best practices then present it in Governing Council. In GYR, it was my first time learning the concept of Millenniums Development Goals (MDGs). I felt so lost and blur. I did not really know what they were talking about. All I could do at that time was stay still and listen. I felt so bad of myself since I could not participate as much as I expected. Then I promise to myself that I was going to learn more on MDGs and other environment issues. I also commit myself to launch South East Asia Youth Environment Network (SEAYEN) which is the part of UNEP's program. With this commitment, I had to cooperate with UNEP Regional Office of Asia Pacific on many

projects. As a result of working hard, I was nominated by UNEP ROAP to participate in Global Environmental Action (GEA) conference at Gifu, Japan in June and luckily I was selected. In the conference, I had to make a concrete presentation on Youth Action toward MDGs'. I did do a lot of research and added many suggestions and implementation. This GEA conference is also the pre-session for ECO-Asia which is the forum for ministers to discuss environmental issues (just like in Kenya). The youth ideas will be gathered and be presented in ECO-Asia. One of my suggestions was about "Sustainable Life Style" such as car pooling, using two sides of paper with different color of pens was included in the report and presented in ECO-Asia. I felt much better and more involved than my time in Kenya.



Then two months later, I was sent by UNEP to observe North East Asia Youth Environment Network (NEAYEN) conference in Seoul, South Korea. As I'm the head of SEAYEN project, it would be my advantages to see how another network was launched.

Besides working in the environment field only, I got a chance to apply my environmental knowledge in the business field. In September, I launched the Eco-tourism project with my Japanese friend. We arranged the tour for Japanese people to visit Ban-Chiang, the world heritage in Udornthani without harming the existing village-culture and environment. As a result, I was invited to go to Osaka, Japan to present the report on this project and also join the business plan competition. This competition is like a place for project owners and the investors to meet. From the competition, I received nine computers and some money from the investor to make my project become real.

Then in October, I came back to work in environment field again. At that time, there was an UNEP International Youth Conference at Bangalore, India.



# In Spy Branding Contest

by Miss Papanin Siriswatidibutr (Palm),  
Miss Titapa Tanskul (Joy), BBA#11

**This** is our most stunning experience!

It is our very first contest so we're still excited. Our group, the "TU Talent", has four teammates: two from BBA and the others are from the Faculty of Commerce and Accountancy (Thai Program). The contest is all about designing an integrative marketing plan for Spy Wine Cooler. We have to come up with a highly innovative, inventive, effective idea that will help improve the brand equity of SPY, plus, touch the mind of the judges. And most important, it must be an idea that is possible to implement in the real world.

The rewards go far beyond what we could imagine. Not only did we receive 95,000 Baht after tax, we also had a once-in-a-lifetime chance to be in newspapers and on the TV program....Yes, TV program, amazing isn't it?



For the outstanding success we had, we have to thank BBA for teaching us tons of practical knowledge which has already proved itself very helpful and advantageous in the real world.

And last, we encourage those of you beloved collage friends who would like to have such wonderful experience to open up your eyes and grab your chance 'coz the opportunity is all around. You are the best students of the best institution within the country!

## "My Nongpho My Idea 2005" Competition



**Frankly** speaking, I had no idea how we had won the prize. Winning the competition wasn't our main goal, though we had slightly hoped for it. Our

main purpose was to gain some valuable experience that no textbooks could give us, and fortunately it really was valuable.

Apart from the academic knowledge we've gained from the competition, both from our own attempts in finding answers to our curiosity which were obviously encouraged by the perseverance in the teaching of all our admiring Ajarns especially our consultant, Ajarn Kritsadarat Wattanasuwan, we've earned a more worthy thing, friendship. We've met new people who not only showed us completely different, yet brilliant, perspectives on their strategies but also shared the same tiring periods of preparation and exciting moments during the presentation, giving us the feeling that we were not alone on the road and this was what we called a true profit in joining the event. Getting the trophy was one thing but having good friends was another. We'd chosen the latter choice for it was, and always is, worth enduring our hard working for.

by Miss Kulthida Mahathanaruk, BBA#12

There are 84 countries and 130 youth participants participate in the conference. I was selected by UNEP Head quarter to attend the conference. The theme of the conference was still on MDGs. But the Hi light of this conference was to elect new UNEP Tunza Youth Advisory Council (TYAC). All participants would elect two representatives from each region as the youth advisor. One country has one vote regardless of number or participants from same country. Each country can vote for two people per region. For example, Canada can vote two people in North America region, two people from Asia pacific region, and two people from Europe. The roles and responsibilities of TYAC are to advice UNEP on youth and environment activities and to represent their own region. As I made a lot of involvement in the conference, I was elected to be in

UNEP TUNZA Youth Advisor represents Asia pacific region.

It was hard to believe that I took only eight months (Feb to Oct) to be in this position. I change myself from the person who knows nothing about environment issue to be the environmental advisor. The thing is there is nothing you can NOT do in this world. You just have to set your goals and try your best then finally you will achieve them. My up-coming event is to launch the 1<sup>st</sup> SEAYEN conference in July 2006 so if any of you interested to participate in the conference or want to be the volunteer for the conference, do NOT hesitate to contact me at [mei\\_waranya@yahoo.com](mailto:mei_waranya@yahoo.com). Let's think globally but act locally!!!

# AJF Young Fund

by Miss Naruechone Athithanabune, BBA#11



**About** three months ago, our team had a chance to participate in the AJF Young Fund Manager Award 2005. The contest was held by Ayudhaya JF Asset Management (AJF) from August to October, 2005. The test is divided into 2 sections: examination (30%) and trading simulation (70%). During the simulation game, we had to manage a fixed-income portfolio with an initial investment of 500 million baht. The goal of the game is to maximize the net asset value (NAV) of the portfolio within 50 working days of the Thai bond market. Nevertheless, our actual objective of why we joined this competition is to learn how to apply what we have studied in class and books into the reality. In fact, we did not only achieve the first runner-up award from this contest but have also gained much more practical knowledge and experience than we ever imagined.

## Rajwitee Orphanage Trip



**Sounds** of laughter and the pitter patter of the orphan children's feet brought smiles and a warm welcome to the exchange students as they ran to greet us. Shyness was not in the children's vocabulary. Grasping our hands and tugging our clothes, they pulled on us from all around with playful excitement.

The language barrier for most was brushed aside as genuine gestures of love were communicated

between the orphan children and the exchange students. Whirling and dancing around, I lost touch with reality and felt as if I was one of them. Skipping, giving piggy-back rides, and allowing the children to snap pictures with my camera was the least that I could do. The children were having so much fun with the exchange students' cameras that we had to divert their attention back to the project at hand, which was planting bushes alongside the walkway.

Playing what is known in America as "duck... duck... goose!" was enjoyed in entirety as a group while we waited for our lunch to be prepared. The children were eager to please as they brought the exchange students their soup and in return, the exchange students wanted to help in any way possible so a few assisted in serving desserts.

With our tummies full, we exchanged our last laughs and hugs as we were torn apart. Sadness glazed over the children's eyes and I found it heart wrenching to leave the little bundles of joy. I also found myself wishing that I could do more for them as I prayed for their well-being.

Hugs, laughs, games, and the "too cool for school" modeling pictures by the children are all deeply embedded memories that I will treasure forever.

by Miss Kristen Kay Jordan

# Money Management Award (MMA 2005)

For almost four months of participating in the “MMA or Money Management Award”, it was truly a wonderful time of my life. The competition is held annually by “Family Know-How Company Limited” with the cooperation from The Stock Exchange of Thailand (SET) as one of the main sponsors. And this year, the competition is held for the third time, since the year 2003.



In the third, all 100 contestants including me (^\_^) had to present what we answered in the second round to the judges. The judges were ranging from professors to those personality judges. EQ (emotional quotient) Test was given at this round, either. Whoa, I still survived!!! (Maybe I should go for the “Survival” instead, LOL.)

The Money Management Award (MMA) is more or less a combination competition ranging from comprehensive financial knowledge testing to the ability to convey information to audiences. Those who pass all the criteria will be selected as 10 Money Management Ambassadors. These ten ambassadors are responsible to coordinate activities held by the SET, especially the activities concerned with personal finance throughout the year. Not only are there prizes for the ten ambassadors, there are also prizes for those who demonstrate distinct knowledge and ability in Insurance and Derivative to be the “Insurance Star” and the “Derivative Star”. And the amount of money given to all the winners is SO HUGE that my friends and I jumped into this competition right away!!! (For the winner of the MM Ambassador, he/she will receive the prize of THB 500,000!!!)

Yeah! The higher the prize, the more contestants there will be. There are more than 5,200 contestants competing throughout the country from those from the North to the South! All contestants are from those who are in their junior year to individuals not exceeding 25 years in age. The competition was divided into 6 rounds with additional rounds for those of Insurance and Derivative Stars (2 best contestants will be selected from the same pool of 5,200 contestants).

In the first round, all contestants have to do a 100-question-multiple-choice examination to test their knowledge of fundamental economics, finance, investment, business tax law, and etc. After this round, there were only 200 contestants left for the next round.

The second round was more of the practical problems given to us. There were four essay questions in which we had to do. The first two questions were about establishing a portfolio of investment for a particular individual in question and the latter was about how you would create a TV program about financial stuff for Thai teenagers. And the other set of the questions were about insurance and derivative. There were only 100 contestants left after this round. Yeah, I still survived!!!

Now, in the fourth round, only 50 contestants from more than 5,200 were selected. All 50 contestants will have a chance to participate in a learning tour which includes visiting rural villages in Karnchanaburi to see how the people there manage their village fund, visiting asset management fund such as AJF and TISCO, and having a great opportunities to interview the financial celebrities in Thailand.

Here comes the fifth round, in this round, all contestants were given eight articles relating to hot news during that time. We had to analyze all of them and randomly choose one to present to the judges. This round was a lot tougher than the earlier ones since we had to read and do research for each news item and give our opinion on it. There were 11 judges in this round and most of them tried to ask questions according to their views ranging from those who were investors/professors to personality teacher!

Finally, 10 Money Management Ambassadors were selected. Two of them are from our program-BBA, which are Miss Sireethorn Sucharittanuwat (Ja-oe: BBA#12) and me (Mr. Apichet Kiatworakun (Ong: BBA#12)!!! In the final round, only 3 from the ten ambassadors will be selected as the top-three ambassadors. Unfortunately, we did not reach to the top three; however, Ja-oe got the Derivative Cluster prize for the best selected ten contestants who show great abilities in derivative, and I got the Insurance Star prize which is the prize for the winner of the insurance part (there are main 3 prizes-MMA, Insurance and derivative). BRAG!!!: Combining our prizes, the amount is worth more than THB 100,000. Just to induce you guys to participate for the next year's MMA.

Having a chance to participate in the Money Management Award is such a memorable experience. The competition allows us to learn new knowledge both theoretically and practically. Nevertheless, we would not be able to reach this point without all support from everyone especially those from BBA - Ajarn, P' P' (พี่ พี่), friends, N' N' (น้อง น้อง). Thank you everyone!!!

by Mr. Apichet Kiatworakun, BBA#12



# Exchange Program

## Incoming Exchange Students

For the second semester 2005, we will welcome 15 exchange students. They are 13 exchange students from Faculty of Commerce and Accountancy's network universities, one exchange student from Thammasat University's network university and one exchange student from ISEP Program. And also Mr. Gilbert Schiffman still be with us in this semester.

### ► Faculty of Commerce and Accountancy's exchange students

#### The University of Texas at Austin, USA

Ms. Dixie Kaiulani Hamilton

#### University of North Carolina, USA

Mr. Nathan Daniel Mooney

#### University of Hawaii at Manoa, USA

Mr. Douglas Edward Moreau

#### McGill University, Canada

Mr. Jean-David Fournier

#### University of Alberta, Canada

Mr. Robert Alan Boothe

#### University of Ottawa, Canada

Miss Nicole Dore

Miss Karine Leclair

Mr. Mark Anthony Cassetta

Mr. Matthew Barnes

#### The University of Western Ontario, Canada

Miss Eva Christine Szymanski

#### European Business School, Germany

Miss Sophie Siebel

Miss Noline Dechamps

#### ESADE, Spain

Miss Marta Pons-Formosa

### ► Thammasat University's exchange student

#### University of California, Berkeley, USA

Miss Nicole Sheena Anand

### ► ISEP Program student

#### Iowa State University, USA

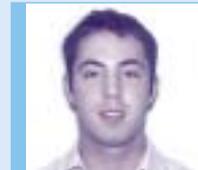
Mr. Brian Michael Leopold



Ms. Dixie Kaiulani Hamilton



Mr. Matthew Barnes



Mr. Nathan Daniel Mooney



Miss Eva Christine Szymanski



Mr. Douglas Edward Moreau



Miss Sophie Siebel



Mr. Jean-David Fournier



Miss Noline Dechamps



Mr. Robert Alan Boothe



Miss Marta Pons-Formosa



Miss Nicole Dore



Miss Nicole Sheena Anand



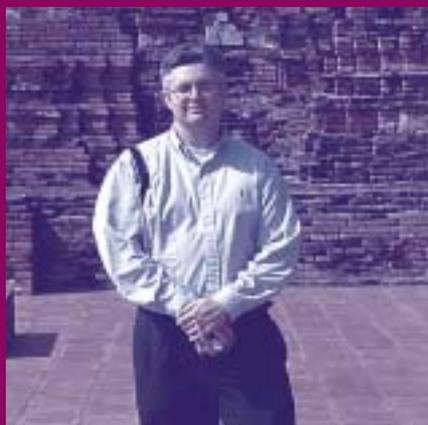
Miss Karine Leclair



Mr. Brian Michael Leopold



Mr. Mark Anthony Cassetta



## Partner Universities

Mr. Mark Scullion; Associate Director for Global Programs BSBA Program, University of North Carolina at Chapel Hill, USA had an afternoon tea meeting with Assoc. Prof. Dr. Kulpatra Sirodom; BBA Director, Dr. Kangwan Yodwisitsak; Associate Director, Mrs. Narisa Klieothong; BBA Exchange Coordinator and Miss Umaporn Hongwattananon; GEMBA staff on November 21, 2005 at the lobby of Shangri-La Hotel. After the meeting, Narisa and Umaporn took him to visited Bangkok Suanlum Night Bazaar and saw "Hom Rong" Thai Puppetry at Joe Louis Theatre. On November 22, 2006, we took him to visit Wat Chaiwattanaram and Wat Mongkolbopit, Ayudhaya.

# Exchange Intro Trip

by Error! Bookmark not defined. & Savijja Panmark

The international exchange student trip for the Faculty of Commerce and Accountancy began on the Friday 19th of August from in front of Thammasat University. The plan was to drive to Hua Hin, which was 3 hours by bus. The departure time was scheduled to be at 9:00 am sharp but due to a student (not mentioning any names) waking up late because he was enjoying a night out the previous night at Kao San Road, our



departure was delayed by one hour resulting in us being caught in the typically heavy Bangkok traffic. Once arriving at Hua Hin, the majority of the students were shocked that the accommodation provided by the faculty was a 5 star hotel (the Dusit Resort and Polo Club) with a beautiful pool and beachfront. The program began with a buffet lunch to feed an army, then on to a lecture on life on and off campus. We continued later with a guided tour of the hotel and it's facilities, with the hotel general manager giving a presentation on how to manage a hotel in Thailand. His presentation was on the trials and errors he as a manager has faced throughout his years working at the Dusit in Hua Hin. The presentation was very interesting and entertaining but unfortunately it was late in the afternoon so many of the students had a hard time concentrating, resulting inevitably in a lack of interaction between Mr. Victor and the students. After this long day, free time was finally given and students leapt to the chance to go for a swim or just simply relax in their 5 star accommodation. Dinner in the hotel was served in a bazaar like setting with different types of food on display accompanied by traditional Thai dancers and a small percussion group playing traditional Thai music. Late night activities organised by the students began around 10:00 pm with a trip to the night market in Hua Hin followed by late night dancing at the Hilton hotel in the city.

On Saturday Morning we had the chance to see peoples creativity come in to play with t-shirt painting, fruit carving and a Thai cooking class in preparing tom yum goong. Everybody got to taste but of course there were a few a little hesitant to do so.

Saturday afternoon was used for outdoor team building activities. This was a fun experience that enabled students to get to know each other much better. The winning team was the Thai Spicers with the team leader being Philip from Denmark who surprisingly survived all the games with only nine useable fingers. The winning team received a "useful" prize courtesy of the Dusit hotel. The rest of the day was used to enjoy the hotels facilities that ranged from students going on a wild ride on the banana boat and lounging in the pool

Sunday being the last day of the trip where we were informed of the do's and don'ts in Thailand. This was very informative session that helped students gain a better understanding of the Thai people and culture. On the way back to Bangkok we stopped off at the Summer palace to see the former Summer residence of the King. We were also scheduled to

make a stop at the Phranakorn Kiri (Buddhist temple on a mountain) but due to heavy rain this was cancelled and it was straight back to Bangkok! Overall, the general opinion amongst the students of the trip was that they enjoyed the trip immensely and were greatly impressed with the accommodation provided. On behalf of all the exchange and non-degree students, we would like finally to take this opportunity of thanking all of the BBA staff and the professors who gave up their time and helped organize the trip that was, for all of us, a great experience.

# Incoming Exchange Farewell Party 1/2005



**International** Affairs of Faculty of Commerce and Accountancy organized the Farewell Party Night for BBA and Graduate exchange students for semester 1/2005 on November 26, 2005 at Chomsuan Restaurant. The Party started in the evening and people dressed in Thai costume to join a contest. Asst. Prof. Jittaporn, a speaker invited Assoc. Prof. Gasi-

nee Witoonchart, Dean of Faculty of Commerce and Accountancy to give a speech. Next, BBA exchange representative, Mr. Hendrik Cluever talked about his experience during study at BBA Thammasat. After that, it's a time to enjoy dinner and Turkey (for the late Thanksgiving). Thai Costume contest started after everyone's ate the delicious food. The winner who wore the most elegant and beautiful is Mr. Mathieu Jaime from MIM program. The first runner-up is Miss Savija Pannark from BBA who wear a Thai ancient lady dress called "Tabeng-Maan" and the third rank is Miss Stefanie Buch from BBA as well. Before the time's end, we took a photo together and all of exchange students received a souvenir; VCD of student activities for their memory time in Thammasat University.



## Thammasat Delegation Attends PIM Meeting

by Prof. Dr. Robert T. Green

The Thammasat Business School sent representatives to the annual meeting of the Partnership in International Management (PIM), which this year was held in the beautiful city of Prague, in the Czech Republic. PIM is an exclusive organization that is composed of 53 of the world's most prestigious business schools. The Thammasat attendees at this years meeting were Dean Gasinee Witoonchart, Ajarn Kulpatra Sirodom, and Ajarn Bob Green

The meeting was kicked off with talks from Czech Republic's Deputy Prime Minister and the CEO of one of the country's major banks. The attendees then got down to the serious business of strengthening alliances and discussing ways in which business education in today's global economy can be strengthened. In addition, one new member was voted into the PIM, that being Tsinghua University, which is one of China's elite universities.

The Thammasat representatives opened negotiations to establish several new prospective exchange agreements for our students at schools that included York University of Canada, the Czech School of Economics, and Tsinghua University. In addition, several other cooperative programs were discussed with other PIM schools, such as an agreement with the National University of Singapore to establish a reciprocal program whereby each school delivers programs on doing business in its country to students from the other school.

Thammasat's membership in PIM has provided invaluable contributions over the years to the school's efforts to continuously improve our international programs. Being in the company of such high quality institutions presents us with multiple opportunities to build new international relationships and to remain at the forefront of international education.

## Column I

# Information session: Marching to X-change

Decisions begin with information. We realize that students have a choice to create a chance, and we encourage them to capitalize on the chance to make a smart choice. Making a choice of schools to go on exchange is no exception. On September 13, 2005, Dr. Somboon Kulvisaechana, Associate Director for International Affairs, hosted an information session on exchange programs. Choices of partner universities, selection criteria, financial matters, course transfer equivalency, and general preparation tips were presented to provide as much comprehensive insight as possible. The session was well-received by the BBA sophomores who have a strong intention to study abroad and to be exposed to the truly international environment. During the session, it was noted that all applicants would be interviewed by BBA professors. While academic performance is important, in the case where applicants are applying for a competitive university, the interview may determine who is nominated to that university. The interview will give you the opportunity to demonstrate that you have researched your options and are emotionally equipped to cope with a semester or year overseas without your normal support structures.

## Column II

# X-change collaborations on the rise

At BBA, we have long recognized the importance of capitalizing on a global business education through student exchange activities. The BBA exchange program actually highlights the point of distinction where our students can learn and experience new places and cultures abroad. Apart from our current list of renowned partner universities, we always try to explore more options of schools for the benefits of the BBA students. During October 20-30, 2005, Assoc. Prof. Dr. Kulpatra Sirodom, BBA Director, Asst. Prof. Jittaporn Sriboonjit, Assistant Dean for International Affairs and Dr. Somboon Kulvisaechana, BBA Associate Director for International Affairs, took a trip to visit a number of the top US B-schools to explore the possibilities of establishing academic collaborations,

including student exchange schemes. They are the Stern School of Business, New York University; the McIntire School of Commerce, University of Virginia; the Smeal College of Business, Pennsylvania State University; and the Fisher College of Business, Ohio State University.

"Needless to say, the business curriculum in the US is on the cutting edge, placing enormous emphasis on innovative business agendas and, at some point, moving toward oriental business practices. For the utmost interest of our School and BBA students, it is a critical time period to make the right moves to partner with the top US B-schools not only for the student exchange program but also for the faculty-to-faculty research exchange arena. Basically, the meetings with the deans and student exchange directors of the visited schools are very fruitful and productive. They are very impressed with the reputation of Thammasat Business School in general and the BBA International Program in particular. All of them agree at the initial stage to focus on any possibilities that can get the student exchange projects off the ground," said Dr. Somboon. We strongly hope that in a few years to come or, at best, in the next academic year we can add one or more of these Schools onto our partner university list for you to choose from.

by Somboon Kulvisaechana, Ph.D.



# 2006 Admission Schedule:

## Period II

Activities	Date
Application submission	March 20 - 28, 2006
Application fee due	March 20 - 29, 2006
Announcement of qualified candidates for interview	April 6, 2006
Interview date	April 18 - 20, 2006

For further information, please contact:

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## Important Dates

### 2<sup>nd</sup> semester (January 9 - May 21, 2006)

Second Semester Begins	January 9, 2006
Period of Withdraw W/O Record	January 9 - 20, 2006
Last day of Refund Fee Request	January 27, 2006
Mid-Term Examination	March 6 - 12, 2006
Last Day of Withdraw with "W"	March 17, 2006
Last Day of Classes	May 7, 2006
Final Examination	May 11-21, 2006

## BBA International Program

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