



Congratulations!!!

Professor Kesree Narongdej; President of The Federation of Accounting Professions and President of BBA International Program, conferred an Honorary Arts Degree of Doctoral of Philosophy in Accountancy from University of Thai Chamber of Commerce.

Miss Siraporn Panichkul received the UMAP (University Mobility in Asia and the Pacific) scholarship studied as an exchange student at University of Ottawa, Canada during August 2007 – May 2008.

Merry Christmas,

We wish you all happy holidays. Enjoy your break out in the sunshine. Good luck with exams.

BBA Director and Staff

The 69th Anniversary of the Faculty of Commerce and Accountancy

On November 23, 2007, the Faculty of Commerce and Accountancy, in cooperation with the Alumni Association, held the 69th Anniversary Celebration with its faculty from 08:30 a.m. – 01:00 p.m. at the meeting room, 5th Floor, Faculty of Commerce and Accountancy, Thammasat University, Rangsit Campus.

On this occasion, Assoc. Prof. Rarai Tangsarote and Ajarn Montira Vareedee were selected to receive **"The Faculty Award"**.

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



BBA Celebration 2007



The 21st of November marked a day of celebration; a celebration to mark the achievements and success of Thammasat Business School. This celebration was to honor students who had brought fame and recognition to the Business School.

This year the celebration was held at The Dusit Thani Hotel. The evening began with the usual interaction of students, families and professors getting to know one another. Parents and Professors standing proudly



as the young men and women beamed with delight as a touch of soft music to set the mood. Welcome speeches were soon followed by a video of all the achievements during the past year. This was then followed by a scrumptious dinner. The master and mistress of ceremonies, Mr. Akepisith Suttikulpanich and Miss Virasuita Chuaratanaphong, called all of the honored students to the stage. A member of each award winning team gave a brief account of their experiences and thanked all the people who were behind their success. Speeches by Assoc. Prof. Dr. Kulpatra Sirodom and Ajarn James P Fitzpatrick followed which were very heart warming. Assoc. Prof. Dr. Kulpatra then asked each student to give roses to their parents to acknowledge the contribution and influence that the parents have had on the life of their young ones. This beautiful gesture bought tears to many parents' eyes as the students knelt to offer the rose and express heartfelt gratitude. High sentimental emotions soon turned to cheerful faces as cameras came out to capture the beautiful essence of the moment.

I would once again like to take this opportunity to thank all the people who have contributed to the success of BBA, whether it's the Head of the Thammasat Business School or various Professors and Students, each one has played a significant in taking Thammasat Business School to success and new heights in 2007 and setting a standard for the coming years.

By Mr. Phornthep Thakral, BBA#14

BBA Open House



Another year has passed, and all M.6 students are now preparing for their university entrance exams. Our program, BBA Thammasat is one of the most popular choices in its field for students these days due to the high reputation of our alumni and current students have built up nationally and globally. We hosted the BBA open house 2007 at Queen Sirikit National Convention Center on Sunday, September 16 to provide parents and potential BBA students information concerning the admission process, curriculum, the international exchange program, as well as student activities at BBA.

I was very glad to see a lot of people attending the event because it shows the popularity as well as the interest that parents and students have in our program. The event started at around 1:30 p.m. with our lovely MC, Miss Pranitee Suriyaprapadilok (Nong Li), BBA#15 who invited Assoc. Prof. Dr. Kulpatra Sirodom; BBA director to give the welcoming speech and talked about the admission process for the Academic Year 2008. Apart from the information about the admission process, Assoc. Prof. Dr. Kulpatra also informed all parents and students about how strong the program is in terms of academic standards as well as how well our graduates have performed in the business marketplace. The alumni and current students attending the event were proud that we made the right choice to study at BBA Thammasat.

In the next session, Dr. Somboon Kulvisechana was kindly invited to give a talk about the exchange programs. Dr. Somboon was very well received by the students due to the humor he expressed during his presentation.

After that, Assoc. Prof. Dr. Pantisa Pavabutr as well as the alumni and current students were invited to talk about the activities and students' life at BBA. Mr. Kaiwan Pratipanprasert, BBA#6 shared his experience in





the real business world which he found very challenging. He also confirmed that he would not be able reach the point where he is right now if he was not a student of BBA. *Mr. Bundit Praditsuktavorn, BBA#12* also shared his experience as a member of the case competition team participating in several case competitions both inside Thailand and abroad. Next was *Miss Ruksawan Yanyongkasemsuk, BBA#13* who gave a talk about the general information of ASES as well as the activities performed by members of the club such as Venture Kid Camp. Then *Miss Thanaporn Sasivimolphan, BBA#14* shared her experience as one of the organizing committee members to host the Thammasat University Business Challenge Case Competition.



After many comments from Ajarns, alumni and current students, there was a Q&A session for parents and students to ask questions and queries concerning the admission process and the courses offering at BBA. After Q&A, there was a break for Ajarns, staffs, parents and students to enjoy delicious snacks and drinks.

In conclusion, I would like to wish all potential BBA students, all the best and I hope to see you next year as BBA#17 of the BBA International Program Thammasat University. Good Luck!!!

By Miss Thanaporn Sasivimolphan, BBA#14

"All for the King, the Dazzling memory in Bangkok"

On November 21st 2007, some of the BBA students were busy registering for the up-coming semester, while others were at Thammasat University, Rangsit Campus for TU-CU 43rd Traditional Basketball Competition. The theme of the event this year was "All for the King, the Dazzling memory in Bangkok", and that was one of the reasons why both sides of the stands were decorated to be Bangkok-like. The main objective of the event was to create friendship between the Faculty of Commerce and Accountancy students from both Chulalongkorn and Thammasat University.

The event began with the grand opening parade, which some of our BBA#16 joined the parade; Ping, Top, Arm and Poom. After the parade, Louktarn, Au and Mew the cheerleaders of BBA#16 took the stage. We also want to thank Pop BBA#14, Golf BBA#15, May BBA#15 and Por BBA#15 who did a great job as trainers for the cheerleaders.

The women's basketball team for the tournament comprised of BBA students as well as students from the Thai program. Representing BBA, were Tarn BBA#14, Eling BBA#14 and J BBA#16. Unfortunately, we lost the game with the score 47-51. Despite the minimal defeat, Tarn was awarded the "Most Value Player"; which was selected by all the Chulalongkorn players.

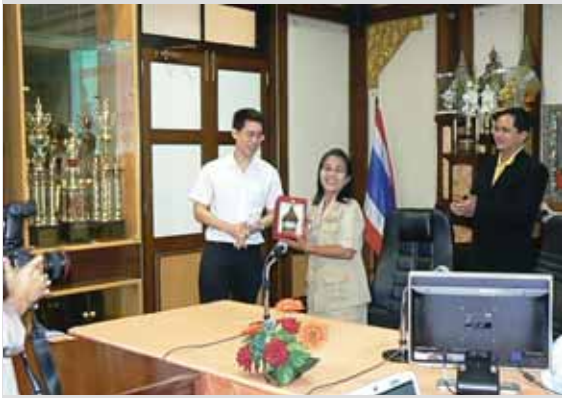
After the game there was a performance by Thammasat University. Peak BBA#15, and Pon, Mint, Mek BBA#16 participated in the performance. After the show, the moment everyone was waiting for finally arrived, the men's basketball game. Like the women's team, the men's team also comprised of both BBA students and Thai program students. This year, only 2 players from the BBA International Program participated; Jason BBA#15 and Nond BBA#16. Unlike the women's game, the guys took their revenge for the girls and won the game with an ending score of 80-5x. Victory for Thammasat!

After a long hard competitive day, both Thammasat and Chulalongkorn students joined hands in the end and sang together. We would like to thank all the BBA#16 who were there to support the teams with enthusiasm. Furthermore, we would also like to thank Eye BBA#14, Rintr BBA#14, Orn BBA#14, Boom BBA#15, Ton BBA#15 and Karn BBA#15, of the student committee of the Faculty of Commerce and Accountancy who organized the teams.

With one victory on each side, all is well that ends well. We hope to see you all next year for the 44th traditional TU-CU Basketball competition.

By Miss Passamon Rattanawenawatee, BBA#14

Field Trip Klong Prem Central Prison (BA 201)



both educational and entertaining for prisoners to do, such as graphic design, art, music, computer, or even university courses. Name it, it's there. However, the atmosphere shocked me the most. One example was that the staff and prisoners seemed like teachers and students to me. To clarify, the staff didn't carry rods to hit prisoners anymore; instead they carried knowledge to teach those people whom they referred to as "sons" and "nephews". A fair treatment among prisoners and staff was visible due to the issue of human rights and equality. Another example must definitely be about the prisoners and their optimistic view towards their time spent in the prison. I didn't see any prisoners sat there and blamed God for the misfortune; I saw diligent and enthusiastic-to-learn people who tried to improve their lives as much as they could. Up to this point, I personally didn't even want to call them "prisoners". I was



also surprised by how much support this Prison got from outside organizations and charities. Their contributions were invaluable.

Well, I think I should redefine this Prison as warm, welcoming, and touching, but I really don't want you to get a wrong impression. I'm not trying to encourage you to spend your valuable time here although you might want to after realizing that this Prison isn't so bad. What I'm trying to say is that I hope this little piece of writing will be your reminder of how lucky you are to be where you are now and to be able to do what you are doing; therefore, take each step with full consciousness and care and live up to your potential. Besides, if you have time, go there and do something nice for these people. You can just drop by and donate books or even go there and teach. So, any plans for this weekend?

By Mr. Tanapol Vikitsreth, BBA#15

Once I heard that we were going to have a fieldtrip to a prison, three words went straight to my mind- gloomy, smelly and of course scary. Soon, the day my friends and I had expected arrived and I could sense everyone's excitement. Our destination was Klong Prem Central Prison.

As soon as we got there, the staff gave us a very warm welcome and a little introduction about this long-rooted prison. After that we went for a walking tour inside the prison. By that time, I didn't get any impression that I was walking and chatting in a prison; it was rather like a school than a jail. It was because there were so many activities



Field Trip Western Digital (IM 203)

On Friday, November 16, 2007, the IM 203 Production and Operations Management class of Assoc. Prof. Dr. Tritos Laosirihongthong was privileged to have the opportunity to embark on a factory tour and witness a presentation by the Western Digital (Thailand) Company Limited at Bang Pa-In Industrial Estate at the province of Ayudhaya. After arriving at the factory around 2 p.m., we were cordially greeted by Western Digital employees and were given a brief video introduction in a seminar room on the history of the company as well as the hard drive industry. A manager from the Human Resource department of Western Digital then gave us an introduction on Western Digital factories in Thailand, an overview on the global and local hard drive industry, the major components of a hard drive, the manufacturing process of a hard drive, and the qualification and compensation plan for prospective Western Digital employees. Finally, a Senior Engineer from Western Digital was kindly enough to explain to us the concepts of Lean Manufacturing and Six Sigma, which was highly beneficial as it perfectly coincides with what we are learning in IM 203 class.

After the presentation, we were allowed to take a walk-through of the facility at Western Digital. The facility tour was an eye-opener for most BBA students, as many of us may have never seen what an actual hard drive looks like, let alone heard of the word 'Hard drive.' Well, for those of you who still have no idea what a hard drive is or what a hard drive looks like, it is the component that stores all the data in a computer, whether it be operating system files, documents, music files,

pictures and so on. Although it may not be the first component that comes to mind in deciding consumers' purchasing decisions for their desktop or laptop, hard drives play an integral part as the CPU and RAM in the overall computing



experience that cannot be overlooked. We were able to see that hard drives must be manufactured to the most advanced manufacturing process and technology as any contamination from dust or particles will permanent damage the hard disk drive. Touring the facility, we have learned that Western Digital are highly committed to controlling the work environment, both for Electro-Static Discharge) and contamination by manufacturing their hard disk in Clean Rooms. As the name suggests, Clean Rooms are highly controlled working environments that must have an air quality purified to less than 100 particulates per million, as any quantity of particulates higher than this will result in contamination of products and a subsequent shutdown of the production line. We were told that employees working in the Clean Room are audited for cleanliness from particulates, as the were not allowed to wear make-up, wash their clean suits at home, and so on as this could lead to contamination.



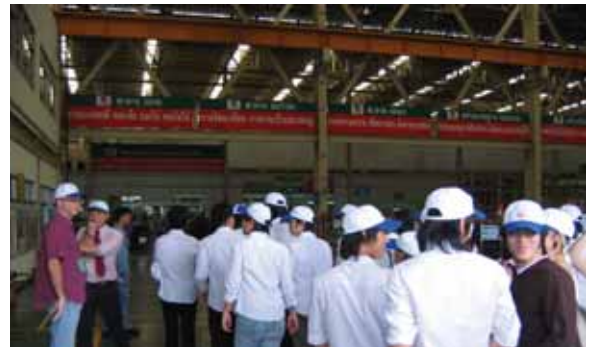
From the tour, we have learned that quality control and quality management are treated very seriously in the hard drive industry and at Western Digital. According to the ISO 9001:2000 quality management system, quality is defined as "a degree to which a set of inherent characteristics fulfills requirements." Since even the slightest contamination can permanently damage a hard drive, if these inferior quality hard drives are overlooked during the production process, they will not fulfill customers' requirements and will become unwanted products in the market place. Adherence to the highest standards and practice on quality can prevent this from happening, which would then safeguard the company's reputation and good name as a trustworthy provider of quality goods as well as satisfying the customers, requirements. This has been highly evident as we toured the Western Digital production facility, peering through the double-glassed windows of the number Clean Rooms and seeing Western Digital employees dressed in highly protective white suits working industriously at their work station.

In conclusion, the trip was a highly valuable as it gave all of us a rare glimpse in manufacturing facility and processes of hard drives. On behalf of all BBA students from IM 203 Product and Operations Management class that attended this trip as well as the BBA Office, I would like to thank Western Digital (Thailand) Company Limited for their generosity and time in providing the facility tour. We wish future Product and Operations Management students will be given the opportunity to attend such a tour at Western Digital.

*By Mr. Amrit Charoenphan,
BBA#14*



Field Trip MK 201: General Seating (Thailand) Co., Ltd. Auto Alliance (Thailand) Co., Ltd. and Thai Summit Eastern Seaboard Auto Part Co., Ltd.



A wise man says, "thousands of books are not worth a trip", that is why our wise marketing teacher, Dr. James Edward Rubesch, set up a trip to visit three firms – namely, General Seating (Thailand) Co., Ltd. Auto Alliance (Thailand) Co., Ltd. and Thai Summit Eastern Seaboard Auto Part Co., Ltd – for those enrolling in MK 201, Principles of Marketing, in order to visualize things we have study in class.

The trip was on Tuesday, October 16, we left Thammasat (Tha Prachan) at six o'clock sharp. The first plant we visited was General Seating (Thailand) Co., Ltd. (GST). GST is a joint venture between NHK Spring and Lear Corp. to support

car seats mainly to Auto Alliance (Thailand). After taking a brief tour of GST, we left the firm and headed for AAT (Auto Alliance Thailand). AAT is also a joint venture between Ford Motor, America, and Mazda, Japan, to assemble cars for both. We also took a glimpse at the factory and, here, we learned more about B2B marketing and their relationship to each other. Then, we had a lunch break at Sila Restaurant and continued our trip at the last firm, Thai Summit Eastern Seaboard Auto Part Co., Ltd. The last one seemed to be the biggest firm of the day as it supplies various types of auto parts. We saw many huge machines and robots here. Then came the end of the day, we left the firm and had dinner at a golf course. However, it was not that easy, before dinner, Ajarn Edward had a lecture on "Turning Pro in Golf"! Oops, just kidding, actually it was about what we have learned from the trip and linked it back with what we have learned in class.

The card attached to the stock so that we will know when to order the new units. We also grabbed a broader picture of outsourcing – a logistic firm inside a car factory - , which is becoming more important in today's business world. We might have heard that sometimes information in class is hard to adapt to the real world, yet, from the trip we have recognized that information in class can be integrated in the real world. B2B marketing is very complicated, whether in terms of production, transportation or purchasing; the supplier must adjust its production lines to suit its customers' needs. It is easier to outsource some types of workers than to employ the workers internally. These things are what we must notice if we want to own a business.

From the start of the journey, we have learned that to be punctual is very important, especially when you go with the BBA office - ^ _ ^ -. The level of understanding B2B marketing was shifted as we visited more firms. The word of the day seemed to be "Kanban".

Finally, in the name of BBA#16, I am very grateful to Dr. Edward Rubesch and the BBA office that set up this paradigm-shift trip for us and also thanks for every convenience provided. This trip will be imprinted inside every BBA#16.

By Mr. Natthanai Pitakuldilok, BBA#16



Field Trip Rayong Refinery Public PLC & Casalunar (FN 423)

// We will do the Project Finance for Refinery Plant in Rayong this weekend", said Ajarn Montira Vareedee. At that time, everyone in the class expected that the trip would be stressful as we totally had no idea about both project finance and the Refinery Industry. Even worse, our grades depend largely on this unknown project. So, we believed that the trip would be a total nightmare. The project started out on Friday when we got a great chance to visit Rayong Refinery, RCC Bangkok Office to listen to Khun Chai-noi Puankosoom. The presentation was really comprehensive and useful. We are very grateful to receive such a great chance from Khun Chai-noi and every staff in RRC.

On Saturday, the class along with Ajarn Montira Vareedee, P'Kung and



P'Aor (BBA Staffs) met together at 6 a.m. sharp! It was really really early when we left for RRC plant in Rayong. We learned more about the Refinery process and went on a plant tour. The plant is enormous with a great security system. After that, we went to Casalunar Beach house to spend a night. Thanks to P'Sei, the owner of Casalunar project, for great food, accommodations and shared experiences.

As soon as we arrived, we all went for a walk next to the beautiful beach. The water was so clear that we saw many schools of fish. With BBQ seafood as our dinner, we had so much fun that we didn't think it was a stressful trip anymore. After dinner, we played with

fireworks, "loi Khome", and floated the "Krathong". Both the "Khome" and the "Krathong" were so beautiful. It was certainly a divine night. On Sunday, we started the day with "Banana Boat" and "Beach volleyball". After we all had a great fun, it was time to be productive. We started working on our projects till it was time to go home. Thanks to Khun Chai-noi, P'Sei, P'Kung and P'Aor from BBA office, P'Golf, P'Pup, P'Aun (The TAs) and most of all to Ajarn Montira for an enjoyable field trip!!! Now, it's time for me to continue working on this project!

*By Miss Ruksawaan Yanyongkasemsuk,
BBA#13*



Activities

ASES Summit 2007 in Taiwan



// Friendship will never get along well with business." If that is the quote we commonly must listen to in our everyday life, I would like to express my disagreement. My 9 days and 8 nights trip to the ASES Summit 2007 in Taiwan changed my outlook forever!

Really early on the morning of August 28th at Suvarnabhumi Airport, Miss Ruksawan (Gift) Yanyongkasemsuk, BBA#13 and I, Yaowanart (Ling Ling) Chatchaidamrong, BBA#14, began our journey to the ASES summit in Taipei. We coincidentally took the same flight with the delegates from the ASES India chapter. They were sitting in the same row with us, though I did not realize it until we reached Taoyuan, Taiwan International Airport. As my first step touched the ground, I knew right away that something wonderful was waiting for me to discover. We were warmly welcomed by the ASES Taiwan staff and

surrounded by delegates from other chapters such as Canada, the Philippines, Hong Kong and the USA (Stanford).

Our first task was to present a 10-minute Power Point slide show about ASES Thailand's recent performance. Throughout the whole week, we attended lectures by a great number of influential guest speakers and CEOs from famous Taiwanese companies such as the CEO of Crystal Ventures and the CEO of BIONET. In the middle of the week, we were divided into groups to have a business competition. The task was to create a website for the ASES global network. We were sitting at a roundtable, talking and working on the project until 2 a.m. I was so keen to listen to the ideas and share mine with the bright future entrepreneurs from around the world.

Not only as the representatives from the ASES Thailand chapter, we were also honored to be representing Thammasat University so P'Gift and I decided to wear our school uniforms to the meetings during the summit. We got feedback from one of our Stanford friends that our uniform looked professional while one of the Hong Kong delegates said that it looked really cute since I suppose that Thailand might be the only country in the world that still has uniforms for university students.

The most enlightening part of the summit was the time when some of the delegates presented their own business models with interesting ideas. Some had even begun their future plans already. I was amazed and extremely inspired by these people.

We made two company visits: to ASUS (a Main-board producer) and the Eslite Bookstore, the biggest chain of bookstores in Taiwan. Plus we had a campus tour around NTU (National Taiwan University) where the activities were held during the whole summit. NTU is considered to be one of the most prestigious and oldest universities in Taiwan.

Time passed quickly and the summit came to an end. I did not realize it until we started saying goodbye to several delegates in the lobby of the hostel. Now here I am, back at the Tha Prachan campus but something will never be the same again. Before the summit, I would head back home right after classes were over. However, after the summit, I now spend some time sending mail to my Indian friends, a couple of Filipinos and dozens from Stanford to find out how they are doing back in their home country. Or sometimes I ask for their opinions about my new business idea. Don't you agree with me now that friendship can actually go along very well with business?

*By Miss Yaowanart Chatchaidamrong,
BBA#14*

Toyota Yaris Marketing Contest 2007



Hmm...I truly have no idea how to begin this piece of writing and for I must admit that this is quite a new and unusual experience for me as well as my teammates who are still astonished by the fact that we have just achieved something rather important on our very own.

This entire surprising incident began on a fine afternoon when a group of marketing students and one accounting major got together and thought to ourselves that we are presently on the verge of graduation but our resumes were merely nothing than a blank piece of paper with our names on it. All at once, we immediately realized that it was time to take some action. And I would like to take this opportunity to thank one of our dearest friends Mr. Nattawat Samattadol (Save) for initiating this whole marketing contest spirit but never really got around



to do it. We had many options available for us but deliberately chose to engage in the Toyota Yaris Marketing Contest 2007 as it was the only one that gave us adequate time to accomplish before the deadline.

Our team (Yaris Me) members were Mr. Anuthep Ariyaphanneekun (Nu), Mr. Kittipon Nampitch (Beam), Miss Natnich Suksawasdi (Nat), Miss Orapa Tachochavalit (Pup) and Mr. Vidsanu Vongsurakrai (Mark). Our task was to re-launch the Toyota Yaris marketing campaign with the assigned budget of 1 million baht. We started off by conducting both primary and secondary research to gain a general idea of what were the symptoms of the problem. As a result we have found out that most of our target audience were having difficulty understanding the current marketing campaign designed by Toyota. Knowing that, our first priority was to come up with a brand new marketing campaign with new and easier to understand ideas. And so we spent some time drawing up a new campaign only to realize that no matter how good our marketing communication is, if the product itself does not deliver what customer want then there is no point in trying to rework the current marketing campaign.

Moving from a production-oriented team to a customer-oriented one, our further research has revealed that most of our target audience think that the

design of Toyota Yaris is odd but it does look good when being modified. Another factor that we have come across is the fact that the best selling model, E, is the least expensive one of all. Adding these factors together it became clear that a product adjustment was needed and I believe that this is our biggest selling point.

Our team introduced the concept of "Mass customization" to the car industry or allowing our customers to specify some attributes and features of their car to meet their needs and preferences. By doing so, we are able to deviate customer's value point from buying a car for its function to buying one for its fashion. As a consequence, adjustments made to the actual product have led us to make adjustments to the marketing campaign. Because we want our target market to perceive our product as something that can represent their unique tastes, lifestyles and preferences, we tried to promote the idea of individuality and resulted in a new product development called "Yaris Me" with the slogan "The car I call myself".

Luckily, our report was good enough to get us to the second round with only 5 finalists from over a hundred participating teams. What has made it more difficult for us was the fact that we were the only team to write a report in English and accordingly we were asked to carry

out our presentation in Thai.

On the morning of 18th, October 2007, we arrived at the Style by Toyota at Siam Square to sign up for our presentation. The lucky draw was somehow done out of sight and we were assigned the last position to do the presentation. It was the first time for us to present our work in front of so many people with the language we are not acquainted presenting in and all the other teams who have presented before us got to see our presentation. However, I must confess that all of these factors have immediately been eliminated by the support we gain from our friends and family members. For once in our lifetime, we realized that there was more to the BBA program than just knowledge and experience we used to complete this work but the bond we have built up throughout our time here at Thammasat University was the most important driver for us to achieve something we would have never dreamt of. To tell the truth, I believe that all the finalists in this final round are as good as each other and every team came up with outstanding ideas but if there was something to differentiate ourselves from the others. I could only say that we were the only team to gain so much support from our friends since the first day we began doing this work. It was no one but our friends who kept on lifting up our confidence and making us believe that we can do it. It was our friends who were there to listen to our ideas and were willing to comment on our thoughts. It was our friends who came to support us in times that we need them the most, and finally it was our friends who celebrate with us in the moment of joy when we were awarded the Winner of this Toyota Yaris Marketing Contest 2007!

And on behalf of the group I would like to thank everyone who came to support us on the presentation day, listing all of you down here would take up a lot of space. Also, I would like to thank all the instructors here at BBA who have gave us so much knowledge and experience, those we needed to compete in this contest. Finally, thank you BBA Thammasat for turning us into who we are today, making the dreams of the ordinary become extraordinary.

As a final point, what has started off as a profile improvement thing has turned out to be a remarkable experience that will forever be engraved in our hearts.

By Mr. Vidsanu Vongsurakrai, BBA#13

Asian Business Case Competition, Singapore



It has been a very good year for the case competition team. This year we have won two competitions so far, as you may all know. The success story of the HK team should be a few pages away. Though our competition did not turn out for the best, but we did learn a lot. And I am here to share those experiences with you.

The journey began on the dawn of Monday, 8th October 2007. We left Bangkok around 8 am. The flight was not particularly long, and we arrived at Changi Airport, Singapore at around noon. The first day in Singapore was not especially interesting. After we left the airport, we were brought over to the place that we would be staying for the week, the Nanyang Executive Center. For the rest of the day we were just hanging out and chilling in Singapore until the evening. In the Evening, there was an Opening Dinner when we would get to meet other teams and the organizers. There were 12 teams in the competition, including the Nanyang Technological University (NTU) from Singapore, the University of Washington from USA, Hong Kong University of Science and Technology, The University of British Columbia from Canada, among others.

The second day got more interesting. During the morning session, the teams were broken apart to different tables with other teams to do what they called a "Round Table Session". We were asked to discuss the outlook of the economy, the possible recurrence of the financial crisis, after which the team would send up a representative to present their ideas. Thanks to the knowledge that we obtained from the classes in BBA (especially Seminar in Finance, for me), we were able to generate interesting ideas to lead the discussion. For the rest of the day, we took a tour around Singapore, shopping, and resting in order to prepare for the competition in the following day.

The third day is the real deal. Before



the afternoon, we picked our division and got the case. The division that we've got couldn't have been any worse. We've got to compete with University of Otago from New Zealand, and the NTU, the home team themselves. The case that we've got worried us more than the division. The case was about the company called Keppel Offshore and Marine Co., Ltd. This company is the largest manufacturer/builder of oil rigs, offshore platforms, and floating drillers in the world. We knew almost nothing about the industry, which made this case the most difficult case that we've done so far, and we've had studied over 20 cases already. We also had to prepare a 10 year plan rather than 5, something that we were not trained to do before. However, after rigorous work for the next 40 hours, we were able to come up with the strategy to sterilize the serious fluctuation in oil rig demand and drive this company forward. We were confident in our recommendation, the financial projection look strong (lol), and we were ready to face a panel of judges.

And then the presentation day came. We delivered our presentation perfectly,

the Q&A session also near perfection. We got most of the questions backed-up and went through a few difficult questions with ease. We left the presentation room proud of ourselves and very confident.

The announcement of the finalist in the afternoon came as a shock. We got bested by the NTU, the home team. NTU got into final along with University of South Carolina of USA, Erasmus University of Netherlands, and University of Florida of USA. Disappointment would be a major understatement to describe our feeling back then. We were very interested what NTU had to offer in the final round. And our curiosity would soon be answered...

In the final round, we've got to see the recommendation of NTU. We were surprised by their engineering and technological understanding of the industry. They understood the industry a lot more than we do. It was a fair fight, and it was an honorable defeat. Sadly, they shot themselves in the foot in the Q&A session, unlike the University of Florida, which handled the Q&A perfectly well.

The announcement of the winner came at the Gala dinner at night. The trophy belongs to the University of Florida, as expected. After the dinner, the teams went to party at a club called Zouk. For me, after the 40-hours of rigorous working with little sleep, combine with miscalculation of alcohol in-take, I was drunk very fast and went back to the hotel really early. So, if you want to know the detail, you have to ask the rest of my team (lol).

We spent the next 2 days chilling and shopping and going to tourist attractions. Then we got on the plane and came back to Thailand on the 14th October.

Though we did not make the final, we certainly got a valuable experience over one full week that we spent over there. Lastly, we would like to thank everyone that make this happen. Firstly, Assoc. Prof. Dr. Kulpatra Sirodom for all the invaluable support that she gave us. Second, to Ajarn James Paul Fitzpatrick, which has spent his valuable time to coach us. Also, thanks to Prof. Dr. Robert T. Green, Dr. Edward Rubesch and Ajarn Worapong Janyangyuen for teaching us how to analyze the case from their perspectives as well. Lastly, we would like to thank P'Pam+ for organizing everything and pushing me to write this newsletter (T-T).

Ps. Our recommendation was exactly the same with University of Florida! And no, that's not an excuse (lol).

By Mr. Tanwa Chinnapha, BBA#13

Citi International Case Competition 2007 Hong Kong

Nothing could better explain what we are feeling right now than "It's like a dream comes true". Yes, we can't deny that every time our team, Thammasat BBA, go to compete abroad, there is always a little hope for our team to make final. However, we always tell ourselves "No wishful thinking". But this time that wishful thinking turned out to be true.

Here came the day that we all, Miss Sirunya (Gift) Buntornvorapun, Mr. Akepisith (Dutch) Suttikulpanich, Miss Supatsinee (Pae) Leedhirakul and Miss Virasuita (Fon) Chuaratanaphong, were looking for, the day that we will take a 3-hour flight to Hong Kong to participate in the Citi International Case Competition (CICC) 2007.

The CICC began on Sunday night, October 21, 2007, with all the teams being invited to have a drink at Uni Bar. We got a chance to meet other participants from other leading universities around the world. This year's competition is composed of 18 teams, namely The University of Texas at Austin, University of California at Berkeley, Copenhagen Business School, McGill University, The University of Western Ontario (Richard Ivey Business School), University of Auckland, Peking University, Tsinghua University, Hong Kong University of Science and Technology, and last but not least, Thammasat University (BBA).

As usual, we arrived couple of days earlier to allow sometime for jet lag to die away and be ready for the competition. We just realized how little English Hong Kong people can speak!! It was just like a movie "Lost in Translation". It took all of our effort in communicating with the Taxi driver to tell them that we wanted to go to "Stanford Hill-view Hotel". Finally, with Fon's excellent language skill (special remarks to her cross-breed "Eng-tonese"), we arrived safe and sound at the first hotel that we resided. We spent first two days relaxing as well as shopping for stuffs that are essential for case cracking purpose. After two days, we then ready for the real challenge.

October 22, 2007 marked the first day that the event officially began. In the morning we had our team photo with Ajarn James Paul Fitzpatrick and our two lovely team ambassadors. The rest of the day was packed with lots of events. Starting with the kickoff lunch at Citi Headquarter, the major sponsor of this competition, where we got a chance to have a clue about this year's case, environmental concern! This announcement gave us a little surprise. However, what surprised us more is the



lunch at Citi Headquarter. It tasted so good. We all enjoyed it so much and moreover, with a little strategy suggested from Ajarn James to reserve our seats with all the handbags first, while other people needed to stand and enjoy their lunch, we all can sit comfortably.

After filling up our stomachs, the next event is the case company visit where we will finally know the company that we needed to work on and also a little bit of its background and operation. This year's case was about the company called Hong Kong and China Gas Company Limited, also known as Towngas, which is the oldest and only gas supplier in Hong Kong; facing a matured domestic market. This case was quite different from any other cases we have ever worked on. We were split into 2 groups; Gift and Dutch went to the plant; meanwhile, Pae and I went to the company's headquarter. On our way to the company's headquarter, everyone was laughing and teasing each other. But when the bus stopped in front of the company's headquarters, the atmosphere was totally changed. We were suddenly quiet and concentrated. The real competition had begun.

That evening, we had our welcome dinner at Excelsor Hotel located in Causeway Bay, one of the popular shopping areas in Hong Kong. Absolutely, we wanted to prove whether what they said was true, so Pae and I went for a little shopping and Ajarn James accompanied! (You know how he loves shopping..) So after 20-minutes of shopping, we headed back to the hotel and waited for the ceremony to start. After dinner, there was a drawing of presentation sequence for the preliminary round. We've were in the same division with Institution Technology de Estudios Superiores de Monterrey (ITESM) Mexico, McGill University and The University of Texas at Austin.

The following day, October 23, at 10.40 a.m., the case was distributed to our team. The serious work officially began. From this point on, we had 26 hours to read, analyze and prepare our presentation on the case, Towngas and Climate Change. The night before we went shopping to make sure that Gift would always have something to eat as well as Fon will always have an access to at least a gallon of water every hour for 26 hours (you can do the math). We went through the night without sleep, yet, with the friendly help from our ambassadors who bought us lunch and dinner. We didn't have a chance to walk out of the room or even take a shower!

Next morning arrived with all the hectic in our room. We were all nervous, yet confident in the work we have done and ready to face a panel of judges. After a big team hug with Ajarn James, we were all set to make the best out of our presentation and we actually did. At the dinner announcement of finalists, we were totally exhausted, but still, excited. The announcement was made before dinner and yes, we, Thammasat team, did make a final. We were also allowed to make any changes in the presentation. But with a group's consensus and Ajarn James' suggestion, we decided not to change anything in our presentation, except the sequence of the animation. After the dinner, we got back to our messy room and did some more back-ups. Then, we went straight to bed and had a long sleep.

October 25, our final day came. With Gift's golden hand we were once again got to be the last team to present, hence gave us more time to practice our presentation to perfection. The final round was held at Shangri-la Hotel. All the teams arrived at the hotel around 11.30 a.m. with University of Southern California the first team to present



followed by Hong Kong University of Science and Technology, Helsinki School of Economics and finally Thammasat University. Each team got their own conference room to practice their presentation while waiting for other teams to present. When we got to the hotel, Fon, who really did not get a chance to eat due to her allergy to wheat, suddenly rushed to the restaurant to treat herself with "barbecue pork with rice". We then went to the presentation room to plan our stance and microphone handling during our presentation. After 3 hours of straight practice the final moment had come, we were called to go in and give our best to the judges. The final round was comprised of 12 judges from Towngas, Citigroup, academic field, as well as NGOs. Our final presentation could not be described by any word but perfect, Pae overcame her fear and gave an excellent opening and closing, Fon was fantastic yet professional during the situation analysis, Gift was magnificent and nailed the recommendation as usual (resulting in a best presenter award), while Dutch did a pretty good job justifying everything with numbers. After we finished our presentation the crowd gave a loud applause. At this point we were very satisfied with our performances so far and believed that we have already got what we came for, anything after that will be a bonus, so again, we told ourselves "no wishful thinking". However, before we walked into the room where the closing ceremony will be held and the announcement will be made, Dutch and Gift walked by a group of judges



and accidentally overheard the phrase "So the majority think it should be HKUST right?..." even though we did not expect but our heart fell. A. James did not know this and was very excited about who the winner will be. As the announcement came that the second runner-ups were University of Southern California, USA and Helsinki School of Economics, Finland, we were waiting to be announced next. "And the second runner up is Hong Kong University of Science and Technology (HKUST)". In a split second we just realized that we won the competition!!!! It turns out to be a very shock yet extremely enjoyable moment for all of us especially A. James. As we made our way to the stage we were given a loud applause and surrounded by photographers. What is better is that the judges told us that the decision for the winner was unanimous.

With this success, we as the team had decided to spend a couple more days enjoying the beautiful scenery, Hong Kong food and shopping marathon since we hardly get a sniff outside the HKUST campus during our case cracking period. Fon was the clear winner in shopping sense, while Gift took the eating crown as usual.

As we enjoyed our success, we realized the story behind this success. It was not just the victory for the four of us; it was the victory of a team, which includes a lot more than just four students. We are just the final building block of a gigantic structure, and this structure is called BBA Thammasat. Therefore we would like to take this opportunity to extend our gratitude to few people. To begin with let us first thank Assoc. Prof. Dr. Kulpatra Sirodom for always supporting and encouraging us in every way; all of the Ajarns in the BBA program for equipping us with knowledge and techniques; the CICC committee for arranging such a wonderful event; Phil and Gunda our excellent ambassadors; our families, friends and colleagues for supporting us; P'P' for guiding and taking us under their wings; and last but definitely not the least, our beloved advisor, Ajarn James Paul Fitzpatrick for sacrificing his time and effort in training and shaping our analytical and presentation skills, motivating and inspiring us, teaching us to have confidence and try our best in every competition. We thank all of you. This is the victory of all of us, we BBA Thammasat!!!

By Mr. Akepisith Suttikulpanich & Miss Virasuita Chuaratanaphong, BBA#13

Bayer Young Environmental Envoy Program



Spending a week in Leverkusen, Germany is one of the very enriching trips I have experienced. All thanks to the Bayer Young Environmental Envoy Program that allowed me to experience the most advanced technology, which could have shaped the future in Crop Science, Material Science and Healthcare. I, with other 49 representatives from 17 countries from Asia and Latin America, visited the Research Institutes and investigated the complexity of fungicide formation and its elaborate testing about the effects on humans, ecology and environment before being released to the market. We discussed the balance between traditional farming and genetically modified method, with the problems of increasing world population, reducing arable lands and climate change. I, thus, shared my opinion on the sufficiency agriculture we have in Thailand and responses were very welcoming.



Exchange Program

Welcome Dean George Gau from the University of Texas at Austin

On October 31, Prof. George Gau, Dean of the Red McCombs School of Business, The University of Texas at Austin, USA visited the Thammasat University. Prof. Gau had a meeting with the Thammasat Business School's executives to exchange ideas in business education and had dinner with Prof. Dr. Robert T. Green; Professor Emeritus from The University of Texas at Austin, USA and Vice President of BBA Board, Assoc. Prof. Dr. Kulpatra Sirodom; BBA Director, Assoc. Prof. Dr. Pantisa Pavabutr; BBA Associate Director of Academic Affairs and Asst. Prof. Pannapachr Itthiopassagul; MIM Director at Erawan Tea Room.



Incoming Exchange Students

For the second semester 2007, we will welcome only 24 exchange students from Faculty of Commerce and Accountancy's network universities.

University of Hawaii at Manoa, USA

Mr. Brian Andrew Hofer
Miss Charity Elisabeth Yoro

University of Southern California, USA

Mr. Bradford Fliot Cogswell
Mr. Charles Andrew Bishop
Mr. Peter John Kubota Sjolander
Mr. James David Bohan
Mr. Daniel Taban
Mr. Michael Daniel Danesh
Mr. Jonathan David Hadacek
Miss Meris Li-Ying Yee

The University of Texas at Austin, USA

Miss Abigail Claire Terrell

McGill University, Canada

Mr. Bruno Caruso

University of Alberta, Canada

Miss Marney Coletta Beliveau

University of Ottawa, Canada

Mr. Joel Victor Du Broy
Mr. Alaa Farahat
Miss Ania Karen Marzec

European Business School, Germany

Mr. Benjamin Holinski
Mr. Maximilian Lieber

Universita Commerciale Luigi Bocconi, Italy

Mr. Ryosuke Shimazu

Vienna University of Economics and Business Administration, Austria

Mr. Filippo Emanuele Gemmi
Mr. Martin Fuchs

Monash University, Australia

Mr. Dedi Sumantri Bin Abdul Hamid
Miss Natalia Maria Kosowski

University of South Australia, Australia

Mr. Dylan John Fairweather



Germany is one of countries to have the best environmental management in the world. Its people willingly and actively abide by the rules and regulation implemented by its authority. An example is seen in their discipline in waste management. The Germans amazingly separate their wastes into 33 categories, ranging from electrical appliances to different types of glass, plastics, cork, to toxic materials. They make an effort to drive their garbage to the waste



collecting company, even if they have to pay for the amount of waste they dispose. And if we compare this to Thailand, where Thais sell their old televisions or refrigerators for money, it is just on the opposite side of the story and I began to wonder. Does it sound right to dispose some waste and get money for it? Should we be responsible for the wastes we make and environmental problems we collectively create? Yes, I think we should. We have to.

The wonderful trip gave me deep insights on how economic growth and environmental conservation can head towards the same direction. I have made many friends, who share common interest on sustainable development, and I will definitely keep that in mind for my business in future.

By Miss Sasirat Kittichungchit, BBA#16





The Farewell Party

After almost four fantastic months, but still one to go at Thammasat Business School, it was Monday 19th November 2007 time for the official Farewell Party. At Sky Lounge restaurant on 43rd floor of Baiyoke Suite Hotel all of us exchange students from around the world had the opportunity to meet each other, as well as the helpful and sympathetic staff, for a final get-together before the decisive exams starts in December.

With common transportation from Thammasat, through the streets of Bangkok, we arrived at the location at 7 p.m. With a warm welcome, including gifts consisting of t-shirts and photos from our time at Thammasat, it was time for the large and tasty buffet – which only got even better with the view of Bangkok by night around us. During the dinner Assistant Dean for Foreign Affairs: Ajarn Lisa Sawatyanont gave an opening speech and shared words of wisdom to us students. She reminded us of our responsibility as future ambassadors of Thailand and Thammasat, and we promised that Thammasat always would be on our mind. Subsequently, a Quiz Game was arranged, and us students could demonstrate our knowledge of Thammasat, Bangkok and Thailand – moreover with prizes to the quick and talented.

After dinner, we had time



for a chat among each other and a final “see you later” before the last group photo of the exchange students and staffs was taken.

Thank you for yet another fabulous arrangement and for a fantastic time in Thailand at Thammasat, with many new experiences, friends and knowledge to carry for the rest of my life.



*By Mr. Peter Westermann Kjaer;
Exchange Student from Copenhagen Business School,
Denmark*

Experience

Incoming & Outgoing Exchange Students' Experience

Meanwhile, it's been approximately five months (1st semester 2007: August – December 2007) that the 20 incoming exchange students have spent their time in the BBA International Program, Thammasat University and our 30 outgoing exchange students spent their lives at our network universities. How are they doing and how do they feel about the exchange program? Follow us.....

Outgoing Exchange Students: Life in University of Calgary

It has been almost 3 months since we have been in Canada. Obviously, the weather is what has changed most since we arrived here, from burning for a month, then nice for another month and now.... Freezing (-12 Celsius!!!) We remember our first question in our mind about Calgary when we were on the plane was that why there are so many fields and we could not see the city. Well, it is not like there are only cattle and farms here. Don't panic. But after we arrived at campus, our attitude changed.

University of Calgary situated in North West of the city. There are buses and the C-Train (Calgary's sky train) stops here so it is convenient for us to go to downtown or any part of the city. There are shops, food courts, concert hall, restaurant, game center and even a pub on campus. Moreover, there are many clubs to join, for example, outdoor center, Chinese club, Focus club, dance club, international student club etc. They are just too many that we cannot know all of them. Anyway, we did join the dance club, Canadian family club which gives us an opportunity to meet and exchange our culture with them. However, the thing that impressed us most was its gymnasium. Since the winter Olympics was held on campus, its gym is Olympic standardized and it includes many activities offered for all U of C students such as ice-skating, hockey, squash, fitness centre, basketball, swimming pool, yoga, dance club, running track and many more. You may wonder how much we have to pay nothing, it is free!!!

Students here have a lot of energy, they mostly work hard and play hard too. So we have to adjust ourselves to the learning environment here. Most of them are friendly and helpful but they are not going to approach you. If you want to get to know others, you have to approach them first. Besides that, there are some Thai students here who help us in everything from picking us up at the airport to cooking for us.

What we have learned in these months here is priceless. Life in the university is about time management, we cannot just waste it like we did back home.

*By Miss Praowan Ruangrittidech & Miss Sansara Chuansomsook, BBA#14
Exchange Students at University of Calgary, Canada*



Experience in Ohio State



The first time that I knew that I was going to be an exchange student at Ohio State University, USA, I was really excited because this is the first year for Thai student to be exchange here. I hardly heard about Ohio before or even Ohio State university. but when I got here I was totally amazed by the university here, it is so huge and is also the largest university in USA. Start with the campus itself which is really pretty and as I said really big, you can find everything that you want in here whether it's a shopping area, nice restaurants, clubs, fitness center cinema or hotels so I have never feel bored at all since I got here. Even though it's so big, there are buses provided all around campus or even around the city for free which is



already included in the fee so I'm really surprised of how much I can get out of this by paying TU tuition fee. Then about classes, I'm really surprised to see that most of the students are prepared before they come to class and everyone always participate in the class and the atmosphere is more relaxing like they are exchanging ideas because professors never say that the answer is wrong, it is just like a discussion which I find really interesting and I am trying to participate sometimes. Students here are really responsible because most of them have jobs, it's really interesting how they can manage time here because during the weekdays they all study really hard and work also and weekends..... it is party time for everyone!!!!

Another thing that everyone here is crazy about is football, they are so proud of their team and everyone would wear red shirts on the game day which is so amazing and they all go to a football stadium which can fit I guess 100,000 people there. It was such a great experience to go to the game and see the atmosphere there.

One thing for sure that I was looking forward to before actually coming here is friendship. I knew that it wouldn't be really easy to make new friends here since we were all from different cultures and backgrounds. But things have turned out to be different because so far I have made really good friends with a lot of international students here and also American friends. People here are so friendly and welcoming, they would say hi and smile at you on the street even though they don't know you which makes me feel really comfortable. And when American people want to be friends with you, they really mean it. So far this has been such an amazing experience for me because I have learned about life and friendship here which I will never forget and I just hope that TU students can come here next year to experience this amazing time like me!!!!

*By Miss Nattakarn Pukphan, BBA#14
Exchange Student at Ohio State University, USA*



Experience in St.Gallen, Switzerland

Ever imagine staying in a country ranked to offer the best quality of life? Here, I am, undergoing my exchange program at the University of St.Gallen, Switzerland. True to my expectations, (talk about the quality of life, less pollution etc.). On top of that, the locals are very helpful and will go out of the way to assist us.

Located in the German-speaking part of Switzerland, most of the bachelor courses offered by the university utilize German as the language of instruction. However, do not be disheartened as students are allowed to enroll in Master level courses which are mainly conducted in English. The examination system here is also very different from that of TU as most of the courses are graded solely on the final assessment and a few even have oral assessments.

University of St.Gallen has a well established 'buddy system' to facilitate exchange students during their stay. On our arrival, my buddy, Marc, helped me carry my luggage to my apartment and showed me around the university. The buddy system also organized events for exchange students which promotes our understanding of the local culture and encouraged our interaction with the local students.

Besides studying, I took this opportunity to tour the neighboring countries. Through this exchange program, I have gained exposure to different cultures, broadened my worldview and fostered international contacts. I am certain that the memories that I shared with my international friends will occupy a special place in my life.

Last but not least, I would like to extend my appreciation to the BBA program for giving me this opportunity and P'Pam, our coordinator. With my life enriched, I would certainly encourage students to choose University of St.Gallen as the ideal location for their exchange program.

*By Miss Boonyanuch Tuntichaturaporn, BBA#14
Exchange Student at University of St.Gallen, Switzerland*





Experience in UniSA

Going exchange alone is not what I expected at all. That's because I'm scared of staying and studying in foreign country by myself. However, I am currently an exchange student at University of South Australia (UniSA), Australia. It is located in Adelaide, capital city of South Australia. My first impression for this city is that it's a very peaceful city. People here are very friendly and helpful which make me feel more comfortable living in the place I'm not familiar with.



The university held an orientation in the first week for new students so we can get to know each other and have some information about living in Adelaide. At UniSA, there are many international students from all over the world, especially Asian countries, such as China. This is why everyone thought that I'm Chinese, which is partly correct, though I'm not proud of it.

Each course is made up of two classes which are lecture and tutorial class. Lecture is held in a large room for 100-200 students. Tutorial class is a small class, 25 students in each class at most. These tutorial classes require me to study before I attend the class so that I can discuss the topic with others. Also the assignments here require students to do a lot of research so plagiarism is regarded as a serious offense.

Being an exchange student teaches me to be independent. I have to do everything by myself particularly cooking, which is what I've never done before. I have to well-balance my time for studying since no one is like my parents who will tell me to get everything done.

Finally I'd like to thank you Thammasat University for giving me a chance to study beyond our school and having such a memorable experience that I can find nowhere else. And I want to tell others who will go exchange next semester or next year that time flies, so make the most of your time and you'll never regret it.

*By Miss Chatkaew Siriwattananarungruang, BBA#14
Exchange Student at University of South Australia, Australia*



Incoming Exchange Students: Experiences in Thailand

My primary goal during my studies at Thammasat was to learn in-depth about the Thai culture and way of life. I am thankful that the BBA International Program gives exchange students the opportunity to interact directly with Thai students through class discussions, group projects and the buddy system.

When I arrived in Thailand, I was expecting to notice vast differences between Texas' culture and the Thai culture. However, I did not realize how dissimilar the two cultures actually were until I experienced the Thai culture firsthand. For example, the 'mai pen rai' mentality was new when I first arrived, but now I have gained the highest appreciation for it. The most basic differences between our two cultures became huge challenges to overcome during my stay in Thailand.

The most difficult challenges I faced did not come from coordinating my travel plans or adapting to a new university; the challenges came from learning how to deal with cross-cultural communication within a society that was brand new to me. The entire fall semester I was lucky enough to be in a group with six Thai students. Working through the weekly assignments as a team while merging our cultural backgrounds was my biggest challenge.

Overcoming cross-cultural challenges leads to personal rewards and growth. I have learned more about myself working in this team setting with Thai students than I have from anything else this semester. I discovered how to integrate myself into a foreign environment. Thanks to everyone who made my exchange semester such an amazing experience.

Hook 'em Horns!

*By Miss Amber Barger
Exchange Student from The University of Texas at Austin, USA*



I've been fortunate enough to have already lived abroad for three years in England and Switzerland, and during that I saw a lot of what Europe has to offer and it is really magnificent. However, to be quite honest, nothing compares to living in Thailand. My perspective on things has changed and I find myself calling Bangkok my home away from home. The people (not including the tuk tuk drivers around Khao San Rd.), the vibe, the food, and certainly the climate make it what it is. Seeing ancient cities, Buddhist temples, exquisite natural beauty ranging from the clear island beaches to the mountain ranges in the north

set this country apart from the rest.

I think I've made the most of my time here, but I know that there's always more to see in and around Thailand. I've managed to visit Cambodia, Laos, and Malaysia during my time here, and there's no doubt in my mind that I'll visit these countries again as they each have so much to offer. It's been a great experience and I think, while back home in Canada, I'll still be doing some things the Thai way. I won't miss the traffic though. Here are some things I'll miss:

Scooter Taxis (as terrifying as they can be, they're the best way to get around).

Being able to get food at almost any time from vendors.

Seeing almost everyone wear yellow on Mondays.

Passing by temples on the way to school.

The Wai.

The people.

What a shame I applied for just one semester in Thailand.

By Mr. Matthew John Lloyd

Exchange Student from University of Ottawa, Canada



Living in Bangkok as a foreigner is one of the most convenient things in the world. Food is great, weather is great, women are beautiful, everything is cheap (at least in European terms), so why the hell would somebody not love to live here? This city and the more than 10 million inhabitants have so many interesting things to offer here, that probably an entire life would not

be enough to discover them all. Probably that's the reason why so many people return here time to time again because you simply can't get enough of Thailand and of Bangkok either. This place has somehow such a charm that simply makes all foreigners fall in love with. Hard to describe what is the reason behind this but to my mind just like many other things in life the answer to this question lies within the people. For those unfortunate ones who have not been able yet to visit Bangkok must be quite hard to imagine how wonderful people live here. As previously it was told, this is the city of smiling. To be honest at the beginning I was laughing at this "statement" but as the time passed by I realized how true it was. Despite that local standard of living is much lower than in any western countries the average citizens seem to enjoy their everyday life much more than we would expect. The only exceptions in this term could be maybe the taxi drivers, who to my mind are the "little Gods" of Bangkok, especially in the rainy season

By Mr. Gabor Petlyanszki

Exchange Student from Universita Bocconi, Italy



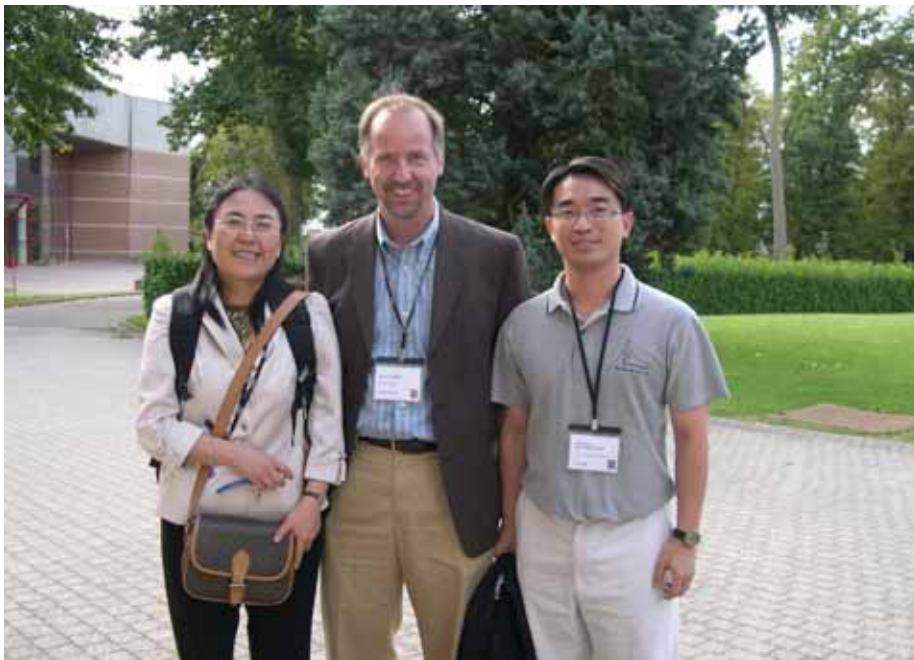
Taking the plunge into a year of study abroad with the BBA Thammasat exchange program has been an experience like no other. It is somewhat difficult to summarize a whole year of the many different experiences, challenges and highlights I have experienced.

I would like to thank the BBA International Program for giving me the opportunities I needed to be able to enhance my academic and professional development through this experience. Through the excellent activities put on by the staff to the excellent professors with a range of different perspectives and cultures, it has truly been enriching!

This year has not only been a valuable experience for my academic and professional development; however, but it has also been somewhat rewarding on a personal level. The students I have made friends with here have made me feel so incredibly welcome and loved in this country! Thank you to all of my amazing friends who have aided in me not only understanding Thai culture (and language!) better but have more importantly given me treasured memories and friendships to last a lifetime!

Living on my own in such a foreign culture to my own has also had its challenges and rewards. Being my second time to live living in Thailand, I continually wanted to understand the Thai culture on a more intimate level rather than from an outsider's perspective. I feel by doing this, I had somewhat of a different experience to my previous visits to Thailand. Learning about the Thai culture and way of life has been somewhat of an ongoing process in the sense that I have never stopped learning! One of the greatest lessons I have learnt about Thai culture is that it will never be understood in a foreigners

BBA Delegation Attending the EFMD Conference in France



“To get ahead is to get around.” This saying has been strongly echoed in business education at the 2007 EFMD Undergraduate Management Education Conference held at Rouen School of Management, Rouen, France, during 23-25 September 2007. The main theme of the conference is the role of a business school in developing a complete student. Dr. Somboon Kulvisaechana, Associate Director for International Affairs, is a delegate from BBA Thammasat to attend the conference this year. Much of the discussion centers on sharing innovative ideas and practices in creating a ‘whole, complete’ undergraduate – a person who can reflect and apply ethical business values, rise above simple self interest and make complex decisions in a face of competitive environments. Most,

but not all, business schools, including BBA Thammasat, have a critical role in transforming powerful education by enhancing experiential learning in class, internships, service learning, international experiences and a combination thereof. “Actually, these notions have been well translated into practice at BBA Thammasat for a long time. We primarily focus on equipping our students with not only an intellectual orientation but also a social responsibility mindset. Living examples can be witnessed through numerous extant BBA initiatives, like TUBC, ASES, WWF visits and other outreach activities. Meaning that we are literally riding on, not falling beneath, the global wave.” remarked Dr. Somboon.

More than 55 participants (i.e., deans and high-ranking authorities

for undergraduate programs) from 14 countries in 4 continents gather at the conference venue, allowing fruitful discussions on challenges of developing the whole, complete undergraduate to be even more productive. In addition, Dr. Somboon has an opportunity to explore a possibility to establish academic collaborations, including a student exchange activities, with the top-notch business schools, such as Rouen School of Management (France), Tsinghua University (China), Lund University (Sweden), University of Richmond (USA) and Babson College (USA).

An intriguing point to take home is that the conference has emphasized good practices in delivering ethics throughout the undergraduate curriculum and dealing with issues related to diversity and multiculturalism. These in fact help us to take a further step in developing the whole, complete undergraduates under the BBA-Thammasat-specific context.

*By Dr. Somboon Kulvisaechana,
Associate Director for International Affairs*

perspective without the individual keeping an open mind; free of preconceptions and thoughts of how things ‘should be’. The complexities of Thai culture should never be underestimated or looked over overlooked; showing respect for what I did and did not know or understand was an incredibly important ingredient for me in successfully living in such a foreign culture on my own. In addition, I also found it important to remember that I may never understand everything!

Learning about Thai culture on a more intimate level also involved

learning to read and write Thai which has been somewhat of a challenging but incredibly rewarding experience. The study of Thai language is not possible in most Australian Universities and for this reason I would like to thank the BBA office for making my studies in this area possible; through liaisons with the International Office and the Thai Studies Program.

Taking a year away from my studies at the University of South Australia and experiencing Thailand on such a local level...

The benefits of this exchange program were not completely evident to me until I

On behalf of the exchange students of 2007, I would like to express my gratitude again towards the BBA staff for making such a rewarding experience possible.

*By Miss Sarah Rippin
Exchange Student from University of
South Australia, Australia*



BBA Delegation Attends PIM Conference 2007



To invigorate the symbiotic relationships between business schools across continents, the exchange program executives and coordinators from different universities need to share experiences or exchange ideas on ways in which exchange activities should be enhanced. This year Assoc. Prof. Dr. Kulpatra Sirodom (BBA Director) and Dr. Somboon Kulvisaechana (Associate Director for International Affairs of BBA Program) were the BBA representatives, accompanied by Ajarn Lisa Sawatyanon and Prof. Dr. Siriluck Rojchanakijumnuay (Thammasat Business School representatives), to attend the annual conference of the Partnership in International Management (PIM) held in Johannesburg, South Africa during Oct. 24-27, 2007. PIM is an exclusive organization comprising of 58 top-notch business schools around the world, such as New York University, University of

Chicago, York University, Copenhagen Business School, Tsinghua University and University of Melbourne.

Over three intensive days in the territory of the rich history of human rights, the conference focused on various interesting issues: business education updates through the lens of academics and directors of business schools, leadership programs in business schools and collaborative initiatives through visiting scholar programs, upon which Assoc. Prof. Dr. Kulpatra was an invited speaker in the session. One of the most well-received sessions was "Communicating Across Generations - Mind the Gap," delivered by Prof. Dr. Graeme Codrington of Wits Business School (South Africa). He provided insights on core values, characteristics and behaviors of people across different generations (i.e., Silent Generation, Boomers, Generation X and Millennial

Generation) which reflect a cycle of generational changes over time. Implicitly, this serves as a 'wake-up' call for business school deans and directors to develop more interactive, value-driven and focused business curricular that respond to both corporate challenges and business students' changing needs now and beyond.

The attendees got down to a serious business of negotiating and discussing ways in which exchange program schemes can be enriched and enhanced over years to come. The Thammasat representatives hit it hard by promoting an internship program and an independent study scheme as free electives for incoming exchange students. This initiative allows more flexibility and

opens up 'unparalleled' opportunities for the exchange students to expose to both academic and corporate worlds in Thai context over just one period of stay.

Moreover, negotiations to establish new prospective exchange agreements for our BBA students at schools are underway. Those include Norwegian School of Economics and Management (Norway), Instituto Tecnológico Autónomo de México (Mexico), Tsinghua University (China) and Corvinus University (Hungary). This effort reflects our strong commitment to become truly international. Also, alternative forms of exchange (i.e., study tours and summer programs) are being explored.

Thammasat's membership in PIM has enabled our students to engage in a wide array of international activities, like exchange programs and business case competitions. Such an organic growth in the institutional collaborations provides Thammasat Business School a unique avenue to develop more international quality-driven initiatives in order to meet the challenges of future educational phenomena.

*By Dr. Somboon Kulvisaechana,
Associate Director for International Affairs*

Important Dates

2nd semester (January 7 - May 18, 2008)

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|-------------------------------|-----------------------------|
| Second Semester Begins | January 7, 2008 |
| Period of Withdraw W/O Record | January 7 - 18, 2008 |
| Period of Midterm Examination | February 25 - March 2, 2008 |
| Last Day of Withdraw with "W" | March 21, 2008 |



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Faculty of Commerce and Accountancy
Thammasat University

