



## Congratulations!

**Our** beloved BBA President, Professor Kesree Narongdej, has been (unanimously) re-elected as the President of the Federation of Accounting Professions.

You will always have our support and love.

BBA International Program, committee and staff, teachers, students and alumni.

## Congratulation!!!

**Dr. Worapong** Janyangyuen has recently been awarded with a Doctoral Degree in Business Administration from the Joint Doctoral Program in Business Administration (JDBA) at Faculty of Commerce and Accountancy, Chulalongkorn University.



## International Case Competition Champions

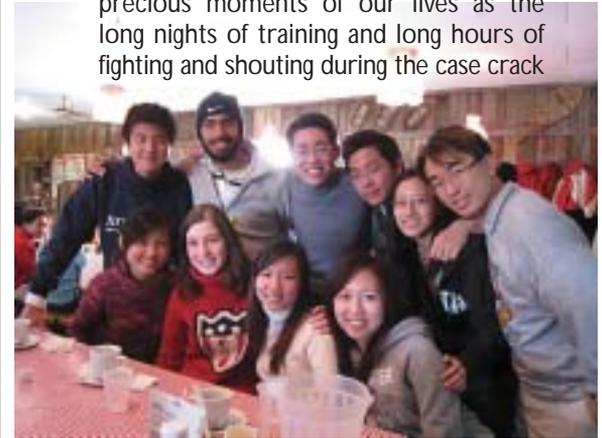
**The** BBA student teams claimed victory over two international case competitions across continents: Copenhagen Business School Case Competition (Denmark) and McGill Management International Case Competition (Canada). Both competitions attracted teams from

top business schools around the world with an aim to enhance the students' real-life case cracking experiences and develop exclusive social networks among participants as well as faculty advisors.

Thanks for bringing fame and recognition back home once again!



# Remarkable Experiences with McGill Management International Case Competition



The strong wind brushes against us as we walk in a nice city of Montreal. The temperature is as low as -15 C. Raindrops fall on our coats as we make our way toward the Management building of McGill University but the winds did nothing to change the directions of our minds. We are here to do what we've got to do - BEST.

On the 23<sup>rd</sup> of March, Thammasat sent a team of 4 students to compete in the 2008 McGill Management International Case Competition (MMICC). The comprised of three juniors: Mr. Phornthep (Puneet) Thakral, Mr. Visaruth (Smartie) Taveeruchana, and Mr. Chatree (Chat) Wangpanitkul and one Sophomore: Mr. Nattapon (Tak) Lertpraival. This team was nicknamed "The Rookies" as the team had no seniors and it had three debutants with only Puneet having some experience competing but, nevertheless, he was leading a team for the first time. Moreover, it was also our advisor Dr. Somboon Kulvisaechana's 1<sup>st</sup> time accompanying a team abroad. To top it all, it was the 1<sup>st</sup> time Thammasat was sending a team with all men. With so much being "1<sup>st</sup> time," it was expected to be a good learning experience for all.

Prior to the official case cracking day, there were a plenty of social activities, like snow tubing & rafting (snow fights!), and night parties, including Karaoke Bar, overwhelmingly organized to allow all teams to make friends. The opening

dinner was chosen to be at a historical museum. Before dinner, we were given a tour of the museum which enlightened us with facts and history about the city of Montreal. Coincidentally, all of us, including our advisor, were down with diarrhea!! But we were all fully recovered just right in time.

The day began with us getting the case at an allotted time. The case was about an NGO which had a business model for generating funds to invest in new entrepreneurs which focused their activities on Clean Energy. The name of the company was E+Co (E and Co). None of us had done a case about clean energy before so it took us tremendous time to crack the case. Smartie was the most confused and to clear his confusion, he actually spent 5hrs alone in the closet to crack the case. Phew! Arguments began as tempers soon rose and after a grueling 24hrs it was time to present what we have concluded.

We had to make a presentation twice to different prominent judge panels, one in the morning and the other in the afternoon. There are no finals. Despite the fact that we got rave reviews about our presentation, the excitement was short lived as we heard that Copenhagen business school (CBS), McGill and National University of Singapore (NUS) had exceptional presentations as well. To wind up the day, we sat down for dinner at a cozy restaurant, the atmosphere was somber with every team speculating as

well as tensed as to what the result was. Finally, the moment we all had been waiting for arrived. The announcement of the winner of MMICC 2008 is "Team 8: Thammasat University." Puneet was first jumping and punching the air. It took a moment for the rest to realize that we had won and within a split second the whole team was up hugging each other. Even our Dr. Somboon Kulvisaechana just leaped and some people even mistook him to be one of the students. Receiving the trophy was one of the most precious moments of our lives as the long nights of training and long hours of fighting and shouting during the case crack

had all paid-off.

As the competition came to an end, we were proud of our extraordinary achievements but, at the same time, we do realize that this victory would not be possible without the hard work, commitment and support of people behind-the-scenes. We would like to thank Assoc. Prof. Dr. Kulptra Sirodom for unwavering support, Dr. Edward Rubesch and Ajarn Worapong Janyangyuen for their marketing and financial expertise, respectively; our families for having faith in us; the MMICC organizing committee for making our stay in Montreal really enjoyable; our ambassador Rosanne Lueng for taking such good care of us - four naughty boys and one naughty Dr. Somboon Kulvisaechana for being such a great friend, motivator and for being one of us; the Roon Pee's for setting such high standards; our classmates for encouragement; the BBA office for their hard work; lastly but most importantly our beloved Ajarn James Paul Fitzpatrick for trust and risk you put in sending us to compete abroad without a senior on the team and for thrusting a junior with the leadership responsibilities. This decision really motivated and inspired us to prove that you did make the right decision. We thank you all, for it is truly a combination of all of you that has been the recipe of this victory.

*By Phornthep Thakral, BBA#15*

# Copenhagen Business School Case Competition 2008



case company was kept under wraps until the very last minute. Up until this point, participants were only aware of this year's theme of the competition which was: "excellence<sup>2</sup> - where do you go from success?". The company at the center of the case competition was then revealed to be none other than Danish-based producer of premium consumer electronics Bang & Olufsen (B&O). Each team was then given a practice room to

Thammasat University has waited three years for an opportunity to attend, what is considered by many, as one of the best case competitions in the world - the Copenhagen Business School (CBS) Case Competition. This competition has the policy of inviting finalists to the following year's event while rotating other participants, meaning that a participating university - if they did not make it to the final round - would have to wait three years to have another opportunity to attend the competition. Thus, the rarity of the occurrence of the opportunity to attend this event, in and of itself is an honor for four seniors taking part in this competition: Miss Sirunya Buntornvorapun, Miss Duangnapa Rojponkasem, Miss Virasuita Chuaratanaphong, and Miss Chuthida Phichai-phrome. Thus, it is with great anticipation that the first all-female case team this year left for Copenhagen alongside Case Team advisor Ajarn James Fitzpatrick with a goal of doing our best and living up to Thammasat University's already established reputation in the international case competition arena.

The first three days of the case competition week were centered on team building and getting to know students from other participating universities including: University of California Berkeley (U.S.A.), Bilkent University (Turkey), Chinese University of Hong Kong (China), CBS (Denmark), Georgetown University (U.S.A.), Jacobs University Bremen (Germany), University of Texas at Austin (U.S.A.), McGill

University (Canada), Norwegian School of Economics & Business Administration (Norway), Tsinghua University (China), and University of Melbourne (Australia). These pre-case solving days were packed with fun filled activities such as an organized Amazing Race through the city of Copenhagen, and a stomp event. These activities were part of the *Hygge Cup* which is small competition throughout the case competition week. *Hygge* is a Danish word and concept referring to coziness and having a good time, and thus this *Hygge* competition is basically centered around participants having fun. For this *Hygge Cup*, all participants were put randomly into 10 color teams and the winning team, which would be announced at the end of the week, was promised great prizes.

The highlight of the pre-case solving days would have to be the extravagant Welcome Dinner held at the famous Carlsberg Brewery with HRH Crown Princess Mary and ambassadors or representative of each participating country in attendance. The evening was nothing short of magical with a combination of fine cuisine, magnificent ambiance, and royalty. Our team advisor Ajarn James had the opportunity to greet HRH Crown Princess Mary personally and shake her hand, a feat that left a permanent smile on Ajarn James' face throughout the entire evening.

On the morning of Wednesday 27<sup>th</sup> February, case company was to be revealed which would commence 32 hours of the case solving process. The

work on the case for the next 32 hours at the CBS campus.

While most teams retired at nighttime, Thammasat University was among the minority when we decided to stay at the university in order to maximize utility of time. During the early hours of Thursday morning, the team encountered two Thai men working at the university who happened to notice the Thai flag posted in front of our practice room. These men were so gracious and kind that they prepared Thai food for us in the dining area. Their act of kindness combined with the familiar taste of home cuisine, renewed our energy at 4 a.m. and encouraged us to continue fighting against feelings of weariness to come up with the best strategy for B&O. It was probably due to our sheer confusion at the appearance of other Thai people and their sincere enthusiasm to help us any way they could combined with lack of rest that we failed to ask the men for their names or contacts. This prevented us from being able to properly thank them after the case competition was over. We would like to this opportunity to thank these two men who inspired us and made us proud to represent Thailand as they are living proof that the kindness of Thai people truly has no boundaries.

Some may find that devising strategies for a successful company with no obvious problem is more challenging than solving the problems of a poor performing company as the former case requires a touch of creativity combined with a dash of risk. With this in mind, we came up

# Two field trips in one day with HO317



With over 300 brands appearing in more than 140 countries generating a staggering profit of 70 billion US dollars a year under one roof of the multi-trillion-US-dollar-valued company, Procter & Gamble (P&G), the number one fast moving consumer goods (FMCG) firm, according to Fortune Magazine. Just to name a few of the household brands, e.g., Head & Shoulders, Olay, SKII, Pampers, Gillette, and Pringles - found in every corner shop and superstores. Its

secret to success does not purely rely on the context of marketing and continuous product innovation, but its people who touch lives and improve every day life. To learn more about that, Dr. Somboon Kulvisaechana took the BBA students enrolling in his HO317 course for a field trip at P&G located on the 22<sup>nd</sup> Floor of the Emporium Tower, in the morning of April 25, 2008. Khun Kochkorn Wattanadilok, Human Resource Manager, kindly gave a talk on talent retention

strategies through unique P&G cultures.

In the afternoon of the same day, the HO317 students had an opportunity to visit another company which produced a series of the talk-of-the-town TV ads for Gasohol, BBQ Plaza and CAT CDMA. Such wonderful advertisements would have not been possible without the top-notch creativity of the people working in a non-traditional work atmosphere like Ogilvy & Mather, a world-class advertising agency, located at the Offices at CentralWorld. Mr. Alan Couldrey, Chairman, and Khun Thanya Choothesa, Associate Director of Human Resources, highlighted on the topic of "why people like coming to work at Ogilvy" and provided a company tour which really allowed the students to get a glimpse of the "feel & look" of an innovative workplace for creative people.

with our own theme of "Moving beyond Excellence" and after 32 hours with little sleep, a nerve wracking first round presentation, Thammasat University was announced to be one of the finalists. The euphoric happiness we felt was a combination of many factors. First, was the surprise that we made to the finals having been amongst some very tough competitors. Second, was the expression of sheer joy on our advisor's face that cannot be described in words. Finally, it was the realization that next year, Thammasat University will be able to take part in this prestigious competition.

The final presentation was in a huge auditorium that seat approximately 500 people with a live broadcast on the internet. Our nerves were stretched to the max when our entrance was choreographed and we walked out from the back of the auditorium, down the steps to the musical theme of this year's case competition. After our final presentations, we received many praises from colleagues as well as other team's advisors though we tried to prevent

them from forming any wishful thinking. Shortly after the final presentation, B&O's chairman announced Thammasat University as the winning team. It was a perfect end to a perfect week and a perfect way to conclude our experience in the case competition team as this will be our final international case competition. We went to receive our prizes with the sound of applause, radiant smiles from all the participants and everyone involved with the case competition - the brightest of which were probably from Ajarn James, and our team host Josephine who was moved to tears as her first experience as a team host is with a winning team.

Accomplishing this remarkable feat in Copenhagen has made us realize that we owe our success to many people. Firstly, to Ajarn Kulpatra and the BBA Office who has provided us with the opportunity to compete in international case competitions and whose support is truly appreciated. To our devoted and caring advisor Ajarn James whose three year dedication has molded us into

sophisticated and mature individuals that we never thought we could be. To the incredible student organizing committee at CBS who organized a remarkable and world class experience.

Lastly, to the incredible team that stuck together during times of work and play. Specifically to Miss Sirunya Buntornvorapun, our humble veteran leader whose leadership and character managed to guide the Thammasat team to success yet again. To our rock, Miss Duangnapa Rojphongkasem whose reliability, calm, and humor were unforgettable factors during the competition. And to our superpower finance person, Miss Virasuita Chuaratanaphong, whose cheerfulness, and big bright smile were memorable to all people who came into contact with her. Thank you for an unbelievable experience! I am proud to have had an opportunity to experience this with all of you.

*By Chuthida Phichaiphrome, BBA#14*

# BA201 Business Law: Field trip to Legal Execution Department



**W**ith a sweet valentine atmosphere, our sophomore class had a chance to celebrate our love for business law at the Legal Execution Department. Heading to the destination, sharing valentine's sweets along the way, we had our heart full of excitement of what was awaiting us and whether this trip would be a reminiscent one as the prison tour our friends had last semester.

At the department, we were welcomed by the officers to witness an auction of court-seized properties. The process was run very smoothly by an auction officer announcing the process so quickly that we all really wondered

how she can do so for an hour without sipping even a drop of water. Some of the items were sold through incredible price fighting, with many hands constantly raised to offer prices, whereas some were only presented to silence. However, unlike the officers' friendly voices running through the room, the participants' emotions varied greatly; some with tense and serious look, some with joy and excitement. After having explored the auction for a while, we were granted an opportunity to learn about the auction from a department officer. We had learned many things about legal processes, starting from the seizure of properties to the

post-sales commitment. With a help from the officer, the mystery of the participants' diverse emotions was solved. Some of the participants were bankrupted persons whose properties were seized by court order to pay back their debts. Others were those interested in the seized properties, plaintiffs, guarantors, and even price boosters. The depressed, the opportunists, the legal officers, and we, BBA students, were present in the same room, attending the same auction, yet with totally different emotions and reasons. What we had experienced was not just a mere auction process, but the risks and diversities in lives, in the world we are all to be venturing into.

Having been through the lessons of lives, we were rejuvenated by delicious snacks from our kind BBA office. After our representative gave a token of appreciation to the department's officer, we were ready for departure, some to the university, some to complete their valentine's missions. Last but not least, thanks to Ajarn Wisit Wisitsora-at, the Legal Execution Department, and, of course, BBA office for arranging such a wonderful field trip for us. It was such an invaluable experience. A reminiscent memory have we had? For sure, it is.

*By Anak Tangtatswas, BBA#15*

## IM 203: Field Trip at TOMY (Thailand)



**A**s soon as we found out that this fieldtrip is all about going to the toy factory to check out the real-life implementation of "Lean Production", our senses were ready to explode with joy and amazement. Early Friday Morning, BBA#15 troop moved forward to the toy factory at Pathumthani. TOMY (Thailand) Ltd is a wholly owned subsidiary of Tomy Co., Ltd in Japan and established in 1987. It has acquired ISO9001 certificate in 1999 and places a constant focus on reducing costs and

enhancing manufacturing efficiency. When we entered the meeting room, we were excited and felt like a child again. Just seeing trains with water steam on the rail and another bigger train releasing bubbles from its funnel are a real reminiscence of our good old days.

Masaaki Imai's theory of Kaizen operation management is placed at the top priority as it is mainly being used to run the company. Kaizen is the Japanese term for continuous improvement that aims to eliminate waste through

standardized work. We could also see that lean operation is being involved through 5S to have less waste, less human effort, less manufacturing space, less investment in tools and less engineering time to develop a new product. 5S is a Japanese term that we saw in the board at the factory which means Sort, Stabilize, Shine, Standardize and Sustain. Its objective is to keep things in order, clean and easily accessible for everyone. At the factory, Mr Pairoj Jantiwatkun, Deputy Managing Director is surprisingly one of our junior (BBA#16)'s father, kindly explained to us the whole production process. Vision is first set and communicated through different departments. Different departments then presented their objectives and targets to meet the company's vision. The production flow is important as it is maintained by industrial engineers. The reputation and quality of TOMY is also vital as there are tests before delivery such as drop testing, which is a process when the every surface of the box containing toys is dropped to the ground, and another method is temperature testing, which is a process when a box is put in humidity, heat of 60°C and freeze of 20°C and the last method is life testing to see how long it will last.

*By Pllairut Akpongpan, BBA#15*

# Recruitment Talk with McKinsey & Company



Students of BBA Program has again received a great opportunity to attend the recruitment talk session held by McKinsey & company, the world-class international consulting firm. The recruitment talk session was held on February 15, 2008 at our campus. So many students, especially BBA#13 that will soon be graduating, signed up for the session. The session was divided into three sections which are Introduction to the company, Application process for both internship program and permanent positions, and lastly case-interview workshop for 4<sup>th</sup> year students.

All three sections were very informative and useful. In the first section, we have learned about the company itself, consulting practices and what consultants actually do in one day. Most importantly we have come to understand what actually a consulting career is and whether or not it's the career we would like to pursue.

In the second section, we have been informed about the application process, including qualifications and expectations of the company. In this section, we have also learned the right way to write resume and cover letter as well as how to prepare ourselves for job interviews.

The last Section is case-interview workshop. Case-interview is a normal practice in the interviewing process of consulting companies as it requires many critical skills such as analytical skill, problem solving skill as well as presentation skill etc. During this section, we have learned the right way to analyze case, come up with problem statement and derive the best possible recommendation. What was best was that everyone got a chance to practice and some of us were selected to make short presentation as well. It was certainly practical and useful.

Again, we would like to thank McKinsey & Company for giving us such a useful session. Thank you very much and please come again next year!

# Star Search Project



Oh my god! It's 12 o'clock on Thursday 10<sup>th</sup>, 2008, when we headed to the BBA office to get the case. What we got were four copies of thick cases about Puma, but what worried us as equally is our division. This is a very tough and fierce competition, indeed. Our team name is "Ignition" consisting of (from left to right) myself Miss Papparwee Assavadakorn (Yeepoon), Mr. Woraphot Kingkawkantong (Ping), Miss Yi-Jiun Chen (June) and Miss Vorawan Wangpanitkul (Michelle) who all come from section two so we have not yet taken any Management, Accounting or Financing classes. So we were worried about not being able to analyze the numbers and financial statements from the case and understand about its managerial roles.

After having got the case, we went to read them up in a coffee shop on Kao Sarn road and then to one of our teammate's houses where we finally finished reading (sign). Then, we started to note down all the elements of SWOT and followed the steps in the case format. Not as simple as it looks, we did not really have any ideas about what to do first and how to do them as we were still confused about the case. So it was a very hectic moment and we started to get worried and think about all the stuffs, like what are our friends doing now? (lol). What's more, we were really focusing on Puma's new market in Latin America because we have spotted that Puma still does not have a headquarter there so we did spend a lot of time and effort on R&D in Latin America's countries, such as its economy and standard of living. However, after one and a half hours, we started to argue and think that this idea does not really work and the more we consider about it, the less reasonable it sounded. That makes us feel ever so aimless and jittery, nevertheless, we started brainstorming new ideas. In the mean time, Thanks to Yeepoon, who has some background knowledge of accounting and financial ratios, was calculating and analyzing the numbers. An hour later, Michelle came up with an excellent slogan "I am Puma, Puma is me" and also the idea of product line extension into Thai boxing market and the Contender program. Thus we were very encouraged and start looking them up again. At around 3.30 a.m., after proofreading the case for at least three times each and take in turn spot another element of SWOT analysis, things seem to look a bit better as we now have a brief notes on Situation Analysis, company's objective and some problem statements and ideas of Thai-boxing market. At that time, we were really tired and planned to finish all the financial ratios, alternatives and recommendations and then start to do the presentations tomorrow (Oh! Actually it's today) and we went to sleep at 4 a.m.! (Never this late before in my life)

We woke up at 10 o'clock the next day, had breakfast and buried our heads again into the cracking-case mood. Two of us finished off the financial ratios and the other two continued discussing about the case. Soon, it was time to go to the lectures. Luckily one of the classed has been cancelled and the other class did not last very long, we went, as fast as we could, straight back home again. Michelle, thanks to her creative ideas, had frequently came up with many out-of-the-box alternatives like Puma's cat walk, Puma's new slogan and new exclusive Thai-boxing sportswear collection and put these ideas forward to two recommendations. Also, thanks to June, with an

unexpected alternative that make all of us turn to say "What!" and that is "Puma's case competition" and Ping even added the examples of "Toyota Yaris" and "Body Glove" (TUBC) case competition! (I don't think that I would ever come up with such idea - lol). After most of the tasks written down, we started to make the slides. Thanks to Ping's outstanding computer skill, he managed to make a very elegant and professional looking PowerPoint presentation. After several long hours, we finished the presentation including putting all the financial ratios as a back-ups onto the slides. Soon, we were writing up the speech and practicing them for four times until 4 a.m. [again]. PS: I think we had about five meals on that day. Then we slept. And we suppose to wake up at 7.00 a.m. the next morning to be at Queen Sirikit Convention Centre by 8 o'clock.

"It's 7.30!!" and we were still at Don-Muang! Ping hurried to come and woke us; obviously we did not seem to hear the alarm clock. The funny thing is we took a few minutes to be conscious and realize that we were late. (lol) Luckily, there was no traffic. Once we were up there, we signed in and just kept learning our speeches by heart and did the whole presentation all over again for several times. Until, it's the time. OK. Don't Panic. Don't Panic - we were telling ourselves. We did exactly what we had planned, yet we were a bit shaky, but overall it went OK. Now, we have to wait for the result. In the mean times, we discussed about what we needed to improve and what questions could arise in case we made it to the final round. An hour later, the result is announced - WE GOT IN!

Now, our next moves were more preparations and more practices in our speech and responses to the judges until we were perfect at it. The odd fortunate thing was that we were no longer nervous. Then it was time. Everything went fine and we were very happy that it was all over, although we did not have any ideas how good the other two groups' presentation were as we were the third group to present and therefore not able to watch them but we overheard from the audiences during the break that they are real nerds and could answer every questions with confidence. So our best hope was that we will get the second place. THEN! Ajarn James was announcing the runners-up one by one until the second place when I was preparing to stand up to get the prize. BUT then, he said "Star Fish" which was the other group's name. I slowly take in the atmosphere and digest the words when I ultimately turn to look at my teammates' equal astonishment. That means we got the first place! OMG! OMG! We were so blessed and delightful, and we all have Julia Robert's wide smile on our faces. I could not fit all the words on this page to describe that moment. It was such a huge success and we no longer felt exhausted.

For me and I am sure others would also agree that this Star Search Project is really an invaluable experience and it has taught us many things. We learnt to work as a team and managed our scarce time. We now start to know what we did wrong and hopefully will not let history repeats itself. We are now really eager to learn more and hope that our analytical and presentation skills will be improved. In addition, we definitely look forward to getting more knowledge from Ajarn James and hope that this project will be continued forever and that Ajarn James will stay with us and the next generations until BBA#100s!

Now, I would like to take this opportunity, on behalf of my teammates and others, to thank all of the people involve into making this day happens. Thank to BBA office and Ajarn James Paul Fitzpatrick to organize such a wonderful event. Thank all "Roon Pees" for your all-day-long attention. Thank to audiences and everyone for sacrificing your time and effort. Last but not least, thank you for our prize at Tony Roma's, WE LOVE IT!

*By Miss Papatwee Assavadakorn (Yeepoon), BBA#16*



## BBA 4<sup>th</sup> Camp@ Mooban Na-Mai, Lampang

On the 25<sup>th</sup> December, 2007, after we had finished loading all of the luggage and 50 volunteers on the coach, we left Thammasat at about 9:30 pm, heading to our destination, "Mooban Na-Mai," a village in a rural area of Lumpang.

Around 8 o'clock in the morning of the next day, we arrived at the local government office and travelled further into the hills, where the village is situated, and where our precious memory took place.

For the very first moment our pick-up trucks drove us pass by the villagers who lived alongside, we greeted them with adorable, albeit timid, smiles and said "sawasdee khru/jao." After making it through the villagers, we were at the school, our command center. We were divided into groups with different responsibilities each day. And, personally, the most exciting part of the day was the moment we met our host families who would be provided us food, shelters, and most importantly, love, for the next 10 days.

During the first few days, working progress seemed to be very slow. Every night, we assembled at the school sitting around the campfire, pointing out the confronted problems, suggesting solutions, and sharing working techniques and impression with one another. Since the volunteers comprised of BBA#15 and #16, some graduates, and a special guest from Bangkok University; therefore, the activist volunteers conducted ice-breaking activities in order to bond the volunteers together. Eventually, we were united as one.

As days went by, working processes became faster as we started to become specialized. We also had more opportunity to actually teach the students in the classrooms. It was amazing how they understood the concepts very quickly. These students were smart; many were talented. However, all of them lacked opportunity to receive a higher education.

On the last day, we, along with our host families, gathered at the school and sang farewell song together. Despite only spending with the villagers for a short period of time, our relationship with them was unutterably profound. Many shed tears.

On the way out of the village, we waved goodbye and said "sawasdee khru/jao." No timid feeling this time. We said to them so naturally as if we were members of the village. With all cherishable experiences we had, Mubaan Na-Mai, eventually, was not merely a village in the map of Thailand, but also in the map of our hearts.

*By Tirapong Wajiraprechapong, BBA#15*



## ASES Venture Kids Camp 2007

In the beginning of December the Asia-Pacific Student Entrepreneurship Society (ASES) had its second ASES Venture Kids Camp; a three-day camp where middle school students learnt about how to do business, ranging from basic business analysis, production (i.e., producing scented candles) and marketability. This year we had 28 Wat Pathumwanaram School students joining our activity. Starting off on the first day, we equipped the students with fundamental business knowledge, including marketing, accounting, finance, and product design. After that the students came to Tha Prachan to conduct their market survey and observe potential competitors.

On the second day we went to Ratchaburi to produce well-designed candles at Ratchanikorn Candle Village. Ratchanikorn Scented Candles is a 5-star OTOP product in which 95% of the candles are exported and the remaining 5% can be found at leading department stores and at their Jatujak Weekend Market shops. Arrived there hungrily, P'Ae+, the owner of the Candle Village, welcomed us with delicious food served in a "traditional fashion" (in 'Pinto'). Then we were all ready for the production process! P'Ae+ taught us how to produce each type of candle from the beginning which is not easy at all.

Finally, the students got to sell their candles on the third day of the camp at Lan Po (in front of Faculty of Arts). However, they soon discovered that selling candles was a tough job. The students were now challenged on how to boost up a customer demand. Then what? Each group implemented their own marketing strategies to stimulate more sales by praying, network marketing, direct marketing, price cutting and so on. All in a sudden, a large group of BBA students from Dr. Edward's class ran down from the building to buy the candles as if they were extremely eager to buy these candles. What a surprise! In the end, the students had to present us their sales performance and profit/loss.

Without all supports from Dr. Kulpatra, Dr. Edward, Dr. Aurathai, Prof. Takeru Ohe and P'Ae+, the project would not have happened. Also a big applause to our ASES members who helped the camp run smoothly and let's make the next Venture Kids Camp a memorable event again!

By Methiya Fuang-Arrom BBA#13

## BBA Academic Orientation

BBA#16 arrived at F-337 room at 9.00 am, signing our name as usual except not for class but for the "Academic Orientation". Ajarn Pantisa Pavabutr was welcoming us to the Orientation, mentioning that after this session, we might still be confused with our life and that was Okay because life is unpredictable and we have to accept whatever comes. Keep in mind that what you choose to study today may not even relate to your future jobs. Take it easy, Guys!!

First speaker or I would say Ajarn Monvika Phadoongsitthi came up and introduced us through the "Accounting Major." Ajarn walked us through all the courses related to Accounting Major. Ajarn also



clarified us that Accounting Major students do not need to be a math guru like Ajarn Nopadol and Ajarn Akearin (lol), though all we need is a good CALCULATOR. With Accounting degree, we can apply to various fields such as External Auditor, work in Government institutes, or even run our own company. Ajarn gave us hope of being employed after graduated by referring to the past experience of our smart Roon'P.

Next Ajarn Pantisa Pavabutr, with her British accent, came up to talk about "Finance Major". Ajarn generally touched on the courses. The courses will focus on the actual finance topics or investment. With Finance degree, we can apply to various fields such as financial analyst, financial consultant, investor and so on. Little tips from Ajarn were that students need to keep up with the current news and world situations and definitely have to be a MATH GEEK!!! (woah)

Last but not least, Ajarn Kritsadarat Wattanasuwan was up to talk about "Marketing Major" (yayyy.) Ajarn was very funny and looked very active. She walked us through what it takes to be in marketing major. Most people think being a Marketing student must be creative. Don't worry!!! "Creativity is not a gift from God," said Ajarn, "it is something that could be learned." All you need is to be observant and think outside the box. Career Path for marketing students can be in the logistics area, Market research area or even be a university advisor. (lol)

It was about 10.30 am and we were open to ask Ajarn's questions about majors, grades, exchange programs, and etc. Then, it was the time we have been waiting for...free lunch from MK. BBA is quite hi-so when it comes to food, mentioned my friend. (lol) I totally agree with her!! The Orientation went great and we learned a lot from it. On behalf of my friends, I would like to thank all who make this happen.

By Paveena Pathela BBA#16



# A New Exchange Partner 2008 - University of Minnesota at Twin Cities

**B**BA (International Program), Thammasat University, takes one step forward to expand its internationalization through academic collaborations with the Carlson School of Management (CSOM), University of Minnesota at Twin Cities ([www.carlsonschool.umn.edu](http://www.carlsonschool.umn.edu)), ranked 12<sup>th</sup> best business undergraduate program in the United States by U.S. News and World Report in 2007. And Minnesota is considered one of the coldest places in the US!! In fall 2008 the CSOM will introduce a new innovative business curriculum along with its new state-of-the-art undergraduate facility.



In March 2008 Mr. Joe Mosher, Global Immersion Coordinator of CSOM, made a visit to our campus and discussed with Assoc. Prof. Dr. Kulpatra Sirodom, BBA Director, about how to enhance and leverage the value of the exchange activities between two schools. For the very first time, the BBA Program

nominated two students to go on exchange at CSOM in spring 2009. One of them is Ms. Piyaras Uboldejpracharak, a sophomore majoring in marketing, who had a chance to seek advice from Mr. Joe on the necessary preparations for studying at CSOM.



## Visitation of University of Southern California

**O**n Monday 17<sup>th</sup> March 2008, BBA International Program of Thammasat University had a great opportunity to welcome professors and students from the prestigious Marshall School of Business, University of Southern California (USC), ranked 17 of the best US business schools by BusinessWeek 2007. The USC has been a new exchange partner with BBA Program.

It was early in the morning when representatives from BBA#13 and #14 met Ajarn James Fitzpatrick to prepare for a case study activity hosted by the BBA Program. We broke into teams to mix with the USC students, and that was the best part of this activity. We got a chance to work with those whom we

just met a few minutes ago, to analyze a business case study, to share ideas and, most importantly, to learn from one another. The room was full of fun, yet each team wanted to win as there would be a grand prize for the winner. Each team had only one hour to discuss and make recommendations regarding a given case situation. Pressured by time constraints, we had to wrap up with multiple case recommendations very quickly and made a 10-minute presentation to our judges, Ajarn James Fitzpatrick and Prof. Robert McCann. After all teams finished their presentations, the winning team was announced (and sadly it wasn't my team!!). Then, it was time for a brief campus tour and



lunch! We all had lunch together at Dome restaurant where several kinds of Thai food were provided. As one of participants in this activity, I am certain that both students from USC and BBA Program have received great experiences working together, exchanging ideas, learning from one another and proving how easy it is to make new friends. It proved that we can work side by side with them, given that they are from a top-notch business school in the US. Although only one team won and got the awards, the objectives of this activity were certainly achieved.

*By Ruksawaan Yanyongkasemsuk, BBA#13*

# Field Trip for Incoming Exchange Students @ Dusit Resort, Hua Hin



Deciding to study abroad this semester at Thammasat was not an easy choice for me. I was leaving behind the University of Southern California, friends, and family to travel over twelve thousand miles across the globe. I knew no other exchange students and very little about Thai culture. My first few days seemed like a marathon of meeting new people, finding a place to live, and beginning to get used to life at Thammasat. It wasn't until the weekend with the other exchange students in Hua Hin did I really begin to feel like part of Thammasat BBA.

Our trip began Thursday morning around eight. The twenty three undergrad

students and several graduate students boarded a bus not knowing what to expect for the weekend except a trip to the beach. There were several cliques that had formed prior to this trip, but in general no one really knew each other. We arrived in Hua Hin at the gorgeous Dusit Resort and headed straight to the beach before we were supposed to meet for our incredible lunch buffet. After lunch we worked off our food comas by more relaxing at the beach and then everyone met on a large lawn on the side of the hotel for some team bonding activities.

These activities were truly the highlight of the trip. We divided into three teams to accomplish various challenges

that forced us to work together and in the process get to know each other. The initial cliques that had been formed before the trip gradually broke down and everyone got a chance to bond. Although my team was not pronounced the winner, I still say that team Happy Hour was by far the best and a mistake must have been made in the judging.

The relationships formed during the team building activities carried over into the night where we had drinks on the beach together until late. The next day we visited Maruekhathaiyawan Palace and the initial plan had been to head back to Bangkok afterwards. However, as what I feel is the greatest testament to the bonds that had been formed over the weekend, a large group of us decided to find a guesthouse in Hua Hin and stay through Monday. The rest of our weekend involved more hanging out at the beach, renting motorbikes for a 90 km ride south to Prachuap Khiri Khan, and a trip to Wat Thammasarn where we were entertained by hundreds of monkeys along the hike up the mountain.

After the weekend I feel much closer to the other BBA exchange students and am very thankful Thammasat BBA afforded us this trip. It brought us all into a more comfortable mood and has us all looking forward to spending the next five months in Bangkok together. Now, my feelings of hesitation of leaving everything behind in California has been replaced by an excitement for the new people I will meet and the experiences I will be a part of this next semester.

*By Mr. Bradford Eliot Cogswell  
Exchange student from  
University of Southern California, USA*



# Testimonials: Why BBA Thammasat?



**Sorawit Patumraj (Tep), Nawaminthrachinuthit Bodindecha School (Bodin III)**

BBA Thammasat has long been well-reputed, both nationally and internationally, for its rigorous academic excellence in a field of business administration. Also, there are many notable alumni who have become prominent business executives and entrepreneurs, most of which have no hesitation to teach and share experiences with the current BBA students whenever possible. A lot of people I have talked to always encourage me to go for BBA Thammasat, mainly due to the fact that the BBA curriculum and pedagogy would allow me to develop myself personally and professionally.



**Wimolnat Tanganurakpongsa (Yok), Garden International School**

A long legacy of Thammasat University brands itself in a unique way, so does BBA Thammasat. It sets itself apart from other international programs in Thailand by which, I think, they become incomparable. Not only has a range of focused majors at BBA Thammasat had to offer but also an unparalleled opportunity to join an international case competition really makes a difference.

I always hear that BBA Thammasat wins the case competition around the globe. It truly rocks the world of the international case competitions. Go BBA!!



**Korawan Surinsak (Eye), Yothinburana School (English Program)**

BBA Thammasat has a truly global partnership with renowned universities around the world, such as University of Southern California, McGill University, Copenhagen Business School, just to name a few. And it keeps expanding over other Thai universities' exchange student connections. I am so keen on becoming an exchange student to attend one of the world-class universities for a semester or a year so as to enhance my knowledge and skills and to foster a friendship with international companions. I will do whatever it takes to become one!!



**Suthida Rodsaward (Gibbs), Triam Udom Suksa School**

There is no doubt about BBA Thammasat's academic reputation. I choose BBA Thammasat because I firmly believe that the program can help me to realize my full potential and develop my business competencies essential to become successful in a corporate world. My professional horizons will be practically broadened and globally diversified after all



**Yanisa Srifuengfung (May), New International School of Thailand (NIST)**

I firmly believe that a successful business person cannot be balanced without "book smart" and "street smart" combined. And BBA Thammasat has given me opportunities to bridge the best of both worlds through a wide array of academic and social activities, such as internship, socio-entrepreneurial initiative, and many more. Come to join us!!

## Welcome BBA# 17 students.....

**Our** program attracted an overwhelming number of applicants...only 156 students.

Farewell and good luck to our graduates, BBA # 13. We will not see you around the campus that often but please feel free to drop by and keep in touch. This is just the beginning of the real thing and we wish you all the best.

Here is the information on BBA# 17 student profile. We thought you would really like to know...

<b>Sex:</b>	Male	= 49,	Female	= 107
<b>School:</b>	Foreign	= 13,	International	= 38, Thai = 105
<b>Nationality:</b>	Non-Thai Citizen	= 3,	Thai	= 153



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Faculty of Commerce and Accountancy  
Thammasat University

