

Sawasdee...Ka

With Songkran already behind us, this is a time for BBA students to prepare for final exams. For the last time, BBA#12 will sit in these exams before graduating and moving on. In their place, the BBA welcomes the new batch of BBA#16 students who will be attending the Welcoming Orientation on May 24, 2007.

By the way, the BBA newsletter aims to promote relationships between the BBA Program and you. This issue includes pictures from 15th BBA Anniversary (Decade and A Half, History In The Making) and lots of activities.

...Editors...



Congratulations!!!

Asst. Prof. Dr. Ekachidd Chungcharoen; BBA Committee, has recently received Associate Professor position.

BBA: Decade and A Half, History In The Making (15 years anniversary)

“15 years of BBA-One Big Happy Family”

As an MC, Master of Ceremony to everyone else, but Microphone controller to me, for BBA Decade and A Half, History In The Making (15 years anniversary), there are several advantages for me. First, I get to appear on the big screen more than anyone.

Another great advantage which is far more important than the first one is that for being an MC is just like Associate Professor Dr. Kulpatra Sirodrom said for the opening ceremony “BBA is a one big happy family” which I must admit I was highly privileged to be one amongst not many to see those happy faces for a long time.

A very simple but memorable party started early around 6 PM with a live band playing several acoustic love songs. The





→ → → BBA: Decade and A Half,...

show started with “Do Rae Me Dance” from BBA#12 thanks to great professional singing from Fon (Miss Thaiyamon Kanchana-Alongkorn) BBA#12 and excellent dancing from eight most beautiful girls in BBA#12, the show spiced everything up. This was followed by an awesome hip-hop show from “Beam (Mr. Kittipon Nampitch)-Meaw (Mr. Nattavuth Mapaisansin)-Mark (Mr. Vidsanu Vongsurakrai) featuring “Aaylicia” from BBA#13.”

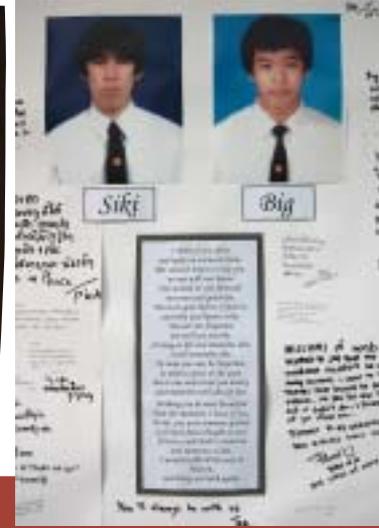
The next show was a very very sexy dance from BBA#14 which included “Numtan (Miss Pimpat Jangrew)-May (Mr. Maytee Suksarn)-Waen (Miss Kanyakorn Kunakorn)-Jan (Miss Salin lamvasant)-Mew (Miss Nutthakarn Klovuthi-anun)-Sumo.” I think the BBA alumni were amazed by great choreography. The last show was from BBA#15 which simply proved that newcomers are not new at all with the “Mario Show” that apply several techniques of light and sounds which reminded us of the Mario Brothers VDO Game.

As an MC, I have a really great time working with P’Gub (Mr. Ratha Kuladilogsomphan) BBA#7 whose enthusiasm and sense of humor greatly bring everyone to focus on the whole



party. Therefore, the biggest task for me was when I have to sell special Bingo tickets which I have to convince P’BBA to bid the ticket at about at least Bt 500 for a ticket!! Surprisingly, every “Roon pi” from every tables were willing to help out BBA#15-the youngest blood of BBA to meet their activity budget. My most memorable Bingo sales experience was with Ajarn James Fitzpatrick who responded to my question “How much will you pay?” very well by replying “It depends on how much you need...”☺

The party ended with a terrific slide show created by Nu (Mr. Anuthep Ariyaphanneekun) BBA#13-The 10-minute slide show reminded us how big and happy the BBA family is. The slides show really impressed everyone at the party and there were tears on some faces. At the end of the party I get to see “Roon pi” and “Roon nong” who have been apart talking to each other with big smiles on their faces. I get to see Professors and students talking casually which rarely happens in everyday life. I get to see friends smile and take picture with each others that I hope a night like this will last forever.



In Loving Memory of Big & Siki

“Every step I take, ever move I make
 Every single day, ever time I pray
 I'll be missing you.
 Thinking of the day, when you went away
 What a life to take, what a bond to break
 I'll be missing you.”

The early morning of February 4th 2007, many have received phone calls informing the unexpected shocking news of our two great friends, Big (Mr. Poomin Haputpong) and Siki (Mr. Sikapol Chaopaknam), BBA#15. “Why?” we certainly must have asked ourselves, with the answers nowhere to be discovered; at that moment, the world seemed so cruel and unjust to have taken the two wonderful men from our midst.



Although we have only known them for a short interval, everyone would certainly agree that they were beyond extraordinary. Other than being well regarded and remembered for his politeness, Big's friendliness has also untied many frowns and wiped many tears and turned them into smiles and laughter. Siki could always easily have the crowd burst out into laughter, especially by his “El Nin Yo!” dance which could always registered clearly in the minds of those who have seen them. Those memorable and beautiful images of joy will never fade away from the hearts of those who have been touched by both of them: Big the teaser and Siki the teased. It seems just like yesterday that we were sitting altogether, watching our team compete on the soccer field against the opponents. Even now, to many people, it feels that those two will be coming to lectures again the next morning, cherishing their lives with opportunities lying inside and beyond the walls of the university. No one would have even imagined or expected such a heart-breaking tragedy, especially to come upon these two bright-future young men.

“See you on Monday” might have been the last words some of us have said to them, but for most of us, a proper goodbye was not even said. So much could have been said and done. However, as we have treasured their friendships inside our chests of hearts, we also must not forget to move forward, carrying with us their wills and positive spirits. Let the beautiful memories of them be the inspiration and the guide lights to shine in the darkest moments of our lives. Take their smiles with us so that they will bloom on the faces of others.

Rest in peace, my friends. You will forever be in our memories.

“Tears are the words our hearts use
 To explain that even our fake
 Smiles can't cover up our pain
 And even though you are gone
 We'll never be apart
 Because no matter what the distance
 You'll forever be in our heart.”

BBA on Tour in Thailand



The BBA International Program joined in the Educational Fair which was held by Commission on Higher Education, Ministry of Education. We visited the upcountry students, counselors and parents at Chiang Mai University-Chiang Mai, Kasetsart University-Bangkok, Khon Kaen University-Khon Kaen during December 21st, 2006-February 2nd, 2007. Moreover, we joined in the Thailand International Education Exhibition 2007: TIEE 2007 which was held by Department of Export Promotion at Queen Sirikit National Convention Center during February 1st-3rd, 2007. Also, we will plan to join the Educational Fair at Nakornrashima and Ubolratchathani during July 19th-28th, 2007.



We are sure those who visited our booth were impressed with us. See you soon!!!



The Young Researcher Competition

by Miss Suticha Maneewongwattana, BBA#12

Last June, I registered as a candidate for Young Researcher Competition (YRC) 2006 Program, which was hosted by the Stock Exchange of Thailand and the Securities Analysts Association. The purpose is to enhance the student's knowledge of methodology in conducting securities research in real practice. Altogether, there were 2,078 candidates participating this year.

After extensive competition procedures that lasted 6 months, I ultimately won the First Runner-Up SET Young Researcher Award on the December 21, 2006. Besides this honorable award, I have gained comprehension in conducting securities research, building the financial modeling, analyzing the macroeconomics and the company risk factors. Moreover, it has given me other remarkable experiences which were all fun and beneficial, for example, the company visit at SNC Former PCL. to interview the management executives; and YRC Camp which was a training camp preparing me



to become a good researcher as well as allowing me to meet many new friends from various universities.

During the competition, there were times that I was frustrated because of its hard-working. However, I am glad I did not give up; and put all my effort into it. This has taught me a good lesson that in order to achieve, dedicate to it, never gives up, and it will become true one day!!



IM 203 Field Trip at ISUZU Motor Co., Ltd.



On 21st April 2007, we had a chance to visit ISUZU Motor Company at Prapadang. This was one of our IM203 class (Operation Management) field trips.

Upon our arrival at the ISUZU Motor Company, we were welcomed with a presentation on the company's background and mission by the representative of ISUZU Motor.

After watching the presentation, we also had a chance to visit the manufacturing plant where we got to see ISUZU's production process in producing one "D-MAX" car. The production process starts with training their employees to know the production process, in

which they are trained practically with the real product. We also had a chance to see the ISUZU's production line which is considered as one of the most successful production lines in the industry.

It was a great opportunity and experience for all of us to be able to visit the ISUZU Motor Company because it allowed us to capture a clearer picture of operations management in practice, something in which cannot be found in class or by reading text books.

We would like to take this opportunity to thank Dr. Tritos and the ISUZU Motor Company for this great field trip.

by IM203 Students

IM 203 Field Trip at THAI Catering, Suvarnabhumi International Airport



On April 27, 2007 it has been our greatest pleasure to receive an opportunity to visit Thai Airways Catering Department. From the trip we had gained practical experience worth for more than solid

knowledge found from classroom materials and books. In addition to this priceless experience, we were also

interested with the warmest welcome from all Thai Airways staff. We would like to give a special thanks to P'Tem for giving us a lecture on operation management applicable to catering service.

On the behalf of the students from IM 203, operation management class of Thammasat University, I would like to express cordial gratitude to Thai Airways Catering Department for your kindness, also to Ajarn.Tritos and the Thammasat BBA office in making this educational tour possible.

2 Field Trips in 2 Weeks with HO 317



Have you ever seen a TV ad of Thai Life

Insurance, the one with a dramatic scene of the severe car crash where a driver (a father) reminisces of what he has turned back on to his son? Something that we should have done but left it undone at times when life is predictably unpredictable, and death takes away the loved ones. It is to name a few of the advertisements that capture our attention and emotion through various media channels. This piece of sensational 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. To help us understand more about the organizational behavior context, Dr. Somboon Kulvisaechna took the BBA students enrolling in the course of Organizational Behavior (HO317) to get a glimpse of 'feel & look' at Ogilvy and discuss extensively with Mr. Alan Couldrey, Regional Director, Indochina, and Khun Thanya Choothesa, Associate Director of Human Resources, on April 27, 2007. The issues

discussed centered around how the firm recruits, selects, and retains the Ogilvy employees in order to secure their maximum job satisfaction and engagement to the firm.

With over 300 brands appearing in more than 140 countries generating a staggering profit of 50 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 supermarkets. However, these well-known brands seem to overshadow the corporate brand of P&G, yet recognized through the lens of business people as one of the most valuable firms in the world. 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 its secret, Dr. Somboon Kulvisaechna took the BBA students enrolling in his HO317 course for a field trip at P&G located on the 22nd Floor of the Emporium Tower, on April 20, 2007. Mr. Ankush Raisinghani, Human Resources Director, and Khun Kochkorn Wattanadilok, Human Resource Manager, kindly gave a talk on employee retention strategies through modern human resource roles and the career/ internship opportunities at P&G.

by Dr. Somboon Kulvisaechna

Star Search Competition 2007

Once again STAR Search 2006 has passed. The annual case competition for BBA students was arranged on Saturday 13th January 2007. The competitors will be given two days to analyze the case and put up the presentation for 20 minutes and confront the tough questions from the seniors and alumni judges for another 20 minutes. Only 16 teams would be competing in the competition. This year our competition was only limited to freshmen year. Since the beginning of the week each team was anticipated to read their case which was given out on Wednesday 10th. Every team was excited and enthusiastic to analyze and come up with the best solution for the firm, the Hue-Man Experience Book Store.

On the presentation day, sixteen teams were divided into four divisions. The preliminary presentation was started in the early morning and lasted till noon. Many teams were pushed to their limit of the sleepless and stressful night to finish their presentation. Every

participant was excited to know whether their team would make into the final round or not. They put their best effort to be the winner. Judges discussed and accumulated the score of each competitor. Then the final four were announced. *STAR 50*, **Catalyst, Synergy and De Jure** made into our final. All of four presentations reflected the team's analytical skill, creativity and most importantly the courage and confidence to present their recommendation to the judges and audiences. In the end the best team would prove themselves through all the stress and tough questions. Our champion is **Synergy Team** with a gift voucher of 2,500 baht at Tony Roma Restaurant. The second and the third prize went to *Catalyst Team* and *STAR 50* team, respectively. It's another successful year of the STAR Search Competition. Many freshmen have proved and shown their talent to us all. We hope we would see you all again in the June try out.

by Miss Rapeepan Kulkarnachanachewin, BBA#14

First of all, how did you come up with your team name "Synergy"?

At that moment, we were looking for a name that would best represent us and we liked the term synergy. It means that 1+1 is more than two which we believed that with our team power, we could achieve something greater.

How were your two days of competition?

After receiving the case, we spent the first few hours studying it individually, gathering information and brainstorming. We spent the whole day in the library discussing and at night, each of us was responsible for different parts to go in details.

On the second day, we brought all the ideas we had together and started planning for the presentation. Most of the day was dedicated to designing the PowerPoint slides which was quite time-consuming. We spent a lot of time in this stage since we would like to ensure that our presentation would be as effective as possible, as well as the solution would be flawless.

Then on the presentation day, all of us were exhausted and very sleepy from working for almost the whole night. Nonetheless, it was such a surprise that we became alert again when the time had come. Our presentation turned out to be in the way we had expected. We were all pleased and agreed that even if we lost, we wouldn't regret it since it was a wonderful experience.

Luckily, we passed to the final round with other 3 talented teams and we were the third to present. This time it was a little more stressing since the room was full of Ajarn, alumnus, seniors and our friends, but we eventually found a way to relax ourselves. We sang and you know what, it worked!

What were your feelings when you knew you won the first prize?

We were glad we made it, especially after all the hard work.

Anything you want to say to the freshmen next year?

We would like to note that the gift voucher we received was not the only thing we were rewarded with. What we had received was more than that; we have also gained a lot of memorable experiences during the time, including valuable knowledge that couldn't be found in any textbooks. By participating in the activity, we have learned to work as a team, solving various types of problems, which we regarded them as the intrinsic rewards. Therefore, we'd like to invite you, freshmen, to participate in this first competition for first year students. Good luck and we hope to see you then.

by Synergy Team



Inter Dome:

Congratulations!!! We are the champion!!!!

Once again, BBA students have proven that we do not only have excellent performances academically but we excel in other aspects as well.

Held by the BAS (British and American Studies Program) faculty, the high standard by BBA students was once again witnessed at the annual sports competition during the times between February 10th-17th, 2007. It is a sports event that is participated by the International Programs within Thammasat University and it consists of a total of five sports: Basketball, Soccer, Tug-of-war, 13 legs race and the Obstacle race.



by the member of BBA sports team



The main objectives of this competition are to improve relationships and to create unity between the students from these international programs; which are BBA, BE (Economics International Program), TEPE (Thammasat English Programme of Engineering), BAS (British and American Studies Program), BJM (Journalism and Mass Communication), and SIIT (Sirindhorn International Institute of Technology).

Instead of having the one-day event like last year, this year BAS organized the games to a qualifiers round and a final round. The good news was that we entered the final round for all of the sporting events.

For the BBA however, the highlight of the competition was on February 17th, 2007. The day started at 7.00 a.m. with the BBA participating in the semi-final round of both the basketball and the soccer match. It was followed by the final round in soccer and entertaining shows that were prepared by each separate faculty at around noon. In the afternoon, their final round of both the male and female basketball match took place. This was also when the remainder of the events like that of the Obstacle race, 13-legs race and the Tug-of-War took place.

By the end of the day, we succeeded in winning the final round of both the male and female basketball matches. For the BBA program, this was the 2nd succeeding year in which the female basketball team

defended the championship. For the male basketball team however, it was the first time that they had obtained 1st place. This of course, would not have been accomplished if we had not had participation from the exchanging students in our team. Thanks, man!! We would not have made championship without you!

We passed the qualifier round for the male soccer team and took a 4th place. For the Tug-of-War, unfortunately, our slim body size didn't allow us to beat the giants from the other faculties. We are living proof that "size does not matter", for our small trim size still allowed us to come 1st in the Obstacle race that included eating obstacles. The last event was the 13 legged race which we took a second place for.

At night, there was a live band played by the BAS and this was followed by the contest of "Mr. and Mrs. Interdome" where BE won Mr. Interdome and TEPE won Miss Interdome.

Last but not least, on behalf of the BBA sports members, I am proud to say that the belief of well rounded BBA students is a reality. We are not only exposed and perform well academically but we also demonstrate that we are great athletes as well. It's our ultimate goal to excel and to be healthy in both body and mind. Hence, our expectations for ourselves have grown and we shall strive to reach and fulfill our fullest potential even further. Thank you.

BBA Charity Concert: First Love

Did you go to BBA Charity Concert on Saturday February 10? We hope you enjoy it as much as we do! But have you wondered why all of sudden BBA students stood up to arrange such big event like that? Here, let us tell you the story.

As we were watching BE Drama, which is held every year, we began to realize that BBA students do not have such activity that would create harmony, friendship, and cooperation as BE do. Suddenly, some of us had a great chance to help with a concert last year, Love Full Band Charity Concert, held



by Thammasat University Student Association. The idea popped up, let's arrange the concert and make it BBA annual activity that will be carried on to 'roon-nong'. Therefore, BBA Charity Concert: First Love set off.

The purposes of arranging the concert is to create an activity that belongs to BBA students. This activity will create the harmony, cooperation and friendship between each other. All of the staff will be able to use and enhance what we have learnt in classes. Moreover, we would like to help the society by donating the profits we gain from the concert to two foundations-Siriraj Hospital Cancer Foundation and Maya Kotami Foundation-in a 'fun' way. ☺

The concert was then set to be on Saturday, February 10, 2007, begun by BBA#13 students. Because we were inexperience, so many problems occurred as we expected. ☹ Sponsorship was hard to find due to it was the beginning of the year where the budget had not been assigned. The time we got for preparing everything was only less than two months before the concert. Besides human resource (basically labor work) was very limited, making the process so slow.

The concert started to get closer to reality when our kindly entertainers, Slot Machine, Ben Chalaitit, Be Crescendo, Tor Saksit and Buddhist Holiday, accepted the invitation. We were also able to find enough sponsors who gave great supports to cover our costs. Then the tickets flew into the hands of the audience. Finally, it's show time!



On the day, the crowd flooded in, causing a huge chaos for the staff! The ticket booking system was too slow that it could not handle people flow in time, delaying the show for almost one hour. The audience was upset, the staff was exhausted, everything was such a mess. Eventually, when the first song was played by Slot Machine, disaster had come to an end.

Thank you BBA program who gave us opportunity to do such a big event, our advisor-Ajarn Sab (Dr. Somboon Kulvisaechana) and BBA Office for always support us, BBA students for all the hard work and encouragement, our sponsors \$\$, and more importantly our audience.

The concert would not have been this successful without you. We wish the dream that BBA Charity Concert will become an annual activity would come true...

Peace! ☺v

Marshall International Case Competition 2007



Four straight weeks of tryout and practices has ended. We were then ready to compete at the Marshall International Case Competition (MICC), hosted by the University of Southern California (USC) in Los Angeles, USA. With Dr. James Edward Rubesch as the advisor, the BBA team members are Miss Bhurima Tienwuttinun, Mr. Tanwa Chinnapha, Miss Duangnapa Rojphongkasem and Miss Poomnuree Supachanya.

After such a long flight, we finally arrived in one of the biggest cities in the world. We were greeted by a sleek black limousine that took us to the place we would stay for next whole week, the Omni Los Angeles Hotel in downtown.

The USC welcome dinner consisted of the cheerful USC marching band and the introduction of all participants from 29 top business schools all around the world, including The University of Texas at Austin, USA, University of California, Berkeley, USA, McGill University, Canada and Hong Kong University of Science and Technology, Hong Kong. Afterward, everyone went to dinner at the brewery.

The second day was interesting. USC brought us to the Universal Studio! We were divided into teams for the scavenger hunt. Everyone had a chance to try out almost all the rides and shows. By the end of the day, we enjoyed ourselves and had a chance to get to know other participants better.

The next day, we went for the USC campus group photo and campus tour. The campus was very beautiful. The people were friendly and the buildings look elegant. Finishing our lunches, the host took us for a site visit at Target, which is also the competition's main sponsor. Target is the second largest retail store in the United

States, next to Wal-mart. Participants got to learn more about the company. In addition to that, we were given a lot of hints as to what our case would be!

Finally, it was the day of the competition. Our breakfast meeting was earlier than usual because we need to draw for the order of case pick-up and presentation. We were in the same division as Chinese University of Hong Kong, Hong Kong, University of Calgary, Canada, University of Michigan, USA and USC. As expected, the case was of Target. We had approximately 24 hours (actually, even less!) to read and analyze the case. Also, we needed to formulate strategies for Target, write a 2-page executive summary for the judges and prepare a PowerPoint presentation for the following day. With brains working non-stop and no sleep, we were able to finish our tasks just 2 hours before it was due.

Fortunately for our team, we had about 1 hour to practice our presentation. The presentation was satisfying. We knew we were competing head-to-head with the top universities so we did not expect much but we did our best!!!



Science Technology, Hong Kong (the only international team that made to finals!).

At the formal dinner the same day, the Target's executive gave us an inspiring speech followed by the announcement of the winners. First place was The University of Texas at Austin, USA. Even though Thammasat did not make into finals, we gained a great experience, valuable memory and lots of friends from the competition.

Finally, it was our last day in Los Angeles. We could not believe how fast time flies (or why we did not see any celebrities?). It was a day of good-byes and email exchanges. We arrived at Suvannabhum Airport early on Tuesday morning. One full week of such a great time has past. However, we would definitely never forget our experience that USC has offered us.

Last but not least, we want to thank Assoc.Prof. Dr. Kulpatra Sirodom for all the support. Without her, we would not have this chance to compete abroad. Big thanks go to Ajarn James Paul Fitzpatrick who is the best coach ever, for your knowledge and for your encouraging words. Another thanks to Dr. James Edward Rubesch, our advisor at the competition, for the awesome advices. Lastly, we want to thank P'Pam+ for organizing everything! THANK YOU! ☺



Exchange Program

It's BBA#14's turn for applying to be exchange students. Each selected student will study in our network for one year or one semester by paying TU tuition fees and the credits earned are transferable back to TU for graduation. The BBA Program strongly encourages our students to expose to the international environment. Not only benefit from studying in different environments, but they will also learn to adjust to new cultures & lifestyles and to meet their new friends.

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

University visits

Not only, Mr. Sean O' Connell; Director of Undergraduate International Programs, Associate Director, Student Services, Marshall School of Business, University of Southern California, USA joined in the Thailand International Education Exhibition 2007 during February 1st-3rd, 2007 at Queen Sirikit National Convention Center, but he also visited and met with Assoc. Prof. Dr. Kulpatra Sirodom; BBA Director, Assoc. Prof. Dr. Pantisa Pavabutr; Associate Director of Academic Affairs and Dr. Somboon Kulvisaechana; Associate Director of International Affairs, BBA International Program on February 2nd at BBA Thammasat. All of them discussed about exchange program that this year is the first year of both universities, which will be nominated students to study for exchange program each semester.

Again, this year, on February 6th, Dr. Simon A Mercado; Head, Division of Strategic Management and International Business, Nottingham Business School, Nottingham Trent University, England visited and met with Mrs. Narisa Klieothong; BBA Exchange Coordinator. We discussed about the number which both of universities can nominate students to join the exchange program for one year.

On March 2, Mr. Darrell Kicker, International Exchange Coordinator, University of Hawaii at Manoa, USA had a meeting with Miss Oraya Sutabutr; Assistant to the Rector for International Affairs, Dr. Pongthep Vorakitpokatorn; Director of International Affairs, Assoc. Prof. Dr. Kulpatra Sirodom; BBA Director, Mrs. Narisa Klieothong; BBA Exchange Coordinator and Mr. Pakorn Jaruspanavasana; BE External Relations Coordinator. The objective of the meeting is expanding our relations between University of Hawaii at Manoa, USA and Thammasat University. After the meeting, Mr. Kicker visited our BBA International Program.



Get together: Spring's Exchange Students

On January 11th-12th, the Faculty of Commerce and Accountancy took the new in-coming exchange students on an orientation trip never to be forgotten! More of a whole experience than just a field trip; we got to know each other, the staffs and our new country of residence-in style! From the very moment we stepped on the bus, we were treated like superstars!!; including the numerous photographers who documented our experience and



the fantastic food and drink we were supplied with at the drop of a hat-not to mention our dwelling spot of the beautiful Dusit Resort of Hua Hin.



The program started at the resort with an amazing three course lunch, shortly followed by some ice-breaker exercises which were very creatively planned and thoroughly enjoyed by all!! These including 'getting to know you' games such as sack races and a game which involved passing a rubber band around with only a straw in the mouth. Other activities included team-building problem solving exercises which attracted much laughter and competitive spirit. After another amazing meal, the students hit the town of Hua Hin for some more socialising, sight seeing and shopping. The program for the second day was fascinating, well organised and thoroughly enjoyed by all! It gave us insight into the

Thai culture through demonstrations and instruction of traditional fruit carving, cooking and batik painting

After countless laughs, making many new mates and eating too much at the Dusit Resort, we made our way back to Bangkok via King Rama VI's beautiful summer palace; Maruekhathaiyawan Palace.

Overall, the field trip to Hua Hin was an orientation experience like no other we had experienced or ever thought we would! Every student was overwhelmed by the amount of time, effort and care put into the trip. Thank you to the BBA staff, we all had an amazing time and thoroughly enjoyed the warm welcome you gave us into Thailand and Thammasat University!



by Miss Sarah Rippin, Exchange Student from University of South Australia, Australia

TUBC 2007

Once again, this year TUBC will be held on **August 23rd-26th**. The event will take place at Dusit Thani Hotel. Any sponsorship from alumni or organization is welcome. TUBC2007 committee would be grateful for your support. Interested alumni please contact BBA office. Additional changes of the event will be further announced.

Update your profile

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

Important Dates

Academic Calendar 2007

First Semester (August 20-December 23, 2007)

Advanced Registration	July 2-6, 2007
Payment for Registration	July 2-6, 2007
First Semester Begins	August 20, 2007
Period of Withdraw W/O Record	August 20-31, 2007
Period of Midterm Examination	October 8-19, 2007
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2007</i>
Last Day of Withdraw with "W"	October 26, 2007
<i>H.M. The King's Birthday*</i>	<i>December 5, 2007</i>
Last Day of Classes	December 9, 2007
<i>Constitution Day*</i>	<i>December 10, 2007</i>
Period of Final Examination	December 11-23, 2007

Note: *Holiday

BBA International Program

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