



Dear Colleagues, students and alumni,

This year has been a very busy and successful year for the BBA International Program. I wish you all the best and a joyful holiday. Hope you all have good health, great wealth and happiness always. Remember to get into the holiday spirit of goodwill too!

All the best,
Kulpatra Sirodom
Director



Merry Christmas,

We wish you all happy holidays. Enjoy your break out in the sunshine. Given the violence in the south of Thailand, we have placed little blue donation boxes on the BBA counter. Please help the needy. We will be sending out the proceeds this Christmas.

Pantisa Pavabutr
Associate Director - Academic
Affairs



Time flies.....

We are now approaching the end of the year 2006 and starting the New Year 2007.

There must have been a few things that you wanted to do but unfortunately undone.

There certainly was something that you could have wanted to avoid doing but failed.

Next year is just ten seconds away.....

Do whatever you should, and avoid whatever you should not.

Happy New Year 2007

Kangwan Yoduisitsak
Associate Director -
Administration Affairs



New Year Greetings

Party time!! A celebration of the New Year is approaching. It is not only the fun time to look forward to but it is also the good time to look back what we have done, left undone and turned our back on. Bad choices and decisions we have made are of the valuable lessons to be learnt and, hopefully, not to be repeated in the New Year and thereafter. Remember, we always have a chance to create ourselves a 'better' choice.

Wish you all the very best of luck and health throughout the year 2007.

Somboon Kulvisaechana
Associate Director - International Affairs



Congratulations!!!



Asst. Prof. Dr. Pantisa Pavabutr; Associate Director of Academic Affairs, has recently received Associate Professor position.

Dr. Hugh Patrick O'Connell and Asst. Prof. Dr. Sarayut Nathaphan have recently received their Doctoral Degrees from The University of South Australia, Australia and JDBA, Faculty of Commerce and Accountancy, Thammasat University, respectively.



The 68th Anniversary of the Faculty of Commerce and Accountancy



On November 23, 2006, the Faculty of Commerce and Accountancy, in cooperation with the Alumni Association, held the 68th Anniversary Celebration with its faculty at 08:30 a.m. - 01:00 p.m. at the meeting room, 5th Floor, Faculty of Commerce and Accountancy, Thammasat University, Rangsit Campus.

In this occasion, Asst. Prof. Dr. Ruangsak Songsathaporn and Mr. Andrew C. Stotz were selected to receive ***"The Faculty Award"***.

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

Congratulations & Thank you Party



It was a day of celebration for BBA International Program - Thammasat University, one filled with great appreciation. On November 30, 2006, present and former BBA students gathered to celebrate the various achievements of BBA students in the past year at the Dusit Thani Hotel. For the BBA students, the dinner was one last minute of fun before taking the final exams. For the professors, it was a time of joy to see that the lessons taught in class have paid off in the real world.

Lastly for the parents of the students, it was time to sit back and watch with pride of what fine adults their children have become.



There were several causes for celebration on this evening. Numerous teams and individuals were recognized for their awards and accomplishments in various competitions both local and international. BBA students have consistently done well in the competitions they've entered and have contributed in bringing fame and recognition of the program and the Thammasat Business School as a whole.



At this time, as a representative for all BBA students, I would like to take the opportunity to thank the BBA International Program for what they've done. Yes, perhaps we did compete in a few competitions and made others become more familiar with the name of Thammasat Business School, but our efforts could not have been possible without the valuable lessons provided by the teachers, the organization done by the BBA office ladies, the tuition from our parents, and the strategic planning of the program by the administrators. A big Thank You goes out

to Assoc. Prof. Dr. Kulpatra Sirodom who is the driver of this program for her magnificent effort and contributions into the BBA program, and we owe all our accomplishments to her.



BBA and BAS International Open House Open The World 2007

By Miss Ruksawan Yanyongkasemsuk, BBA#13



This year both BBA and BAS international program jointly organized “OPEN HOUSE OPEN THE WORLD 2007” on Saturday, November 18, 2006. The OPEN HOUSE was held at Queen Sirikit National Convention Center like last year. I could see many parents and students gathering at the registration tables, before the event started. After the registration and video presentation, Assoc. Prof. Dr. Pantisa Pavabutr gave parents and students a warm welcome and talked about “Why BBA International Program, Thammasat University? and the Admission Process.” Then, Ajarn Piranya Bunnag from BAS International Program spoke about Why BAS International Program, Admission Process and BAS Exchange Program. Next, parents and students were informed about BBA Exchange Program and PIM (Partnership in International Management) by Dr. Somboon Kulvisaechana. Also, Assoc. Prof. Dr. Kaewta Rohitratana presented interesting information about student activities in BBA. Moreover, many experiences were shared by both BBA and BAS Alumni and current students. The event was finished with a questions and answers session and delicious snacks! We wish good luck to all applicants.

BA 201 Field Trip at Klong Prem Prison

By Miss Boonyanuch Tuntichaturaporn, BBA# 14

On September 13, 2006, we visited Klong Prem Prison. This visit is a part of the Business Law course that we are taking. When we arrived at Klong Prem Prison, the head office of the prison briefed us about the prison's background. All of the prisoners in this prison are male. After that, the officers took us on a tour around the prison compound which included prisoners with the good behavior record. They can spend their time on many activities depending on their interest. For example, there are some foreign prisoners who choose to sing or play the musical instrument, which include Thai musical instruments. Furthermore, some also have a chance to learn how to use a computer program to design posters and even earn some money by working for companies. There are also some prisoners who have talent in playing the musical instrument and choose to join the symphonic band and they received an award from a competition. Next, we were shown the cells where prisoners live. Each of the cells are a very small square room with the bed and toilet. This trip was an eye opener to us. We learnt that the life in jail is not that bad after all. It is not the end of life for the prisoners. They are given a second chance to learn new things and improve themselves.



FN 461 Field Trip at Casalunar

Joining the FN461, Advanced International Corporate Finance course, we'd took a field trip to Casalunar, a resort in Sriracha, Chonburi. Since we'd been assigned to initiate one project on our own, this trip will surely be benefit to us.

At Casalunar, our professor, Ajarn Montira Vareedee, asked the resort owner, who kindly let us call him P'Sey, to tell us about his real estate project e.g.; how the project was started and why, whom he contacted, and his decision making on the location, etc. We have learned to develop our ideas in the way of initiator, about how big projects are prepared, how to logically and reasonably make critical decisions vital to the possibility of a project's survival. We also learned about processes and many creative ways to deal with other related organizations, such as, banks.

And so we would very much like to thank our lovely professor, Ajarn Montira Vareedee, and the BBA staff, especially P'Kung, for arranging this wonderful, fun trip, and giving us the chance to gain what we cannot learn in the classroom. Thank you.



By Miss Kulthida Mahathanaruk, BBA#12

FN424 Field Trip at NSTDA



To have a good sense of entrepreneurialism, it is important to accept new things and keep pace as the world moves. Our visit at National Science and Technology Development Agency (NSTDA) is a good practice for all of us, FN424 class members, to think about a ways to grasp the market of newly developed products. It allows us to consider how to make the impossible things possible by using sophisticated virgin technologies including Biotech, Nanotech and so on so forth. With a warm welcome and interesting lecture by Dr. Janekrishna Kanatharana, the Director of Thailand Science Park and Dr. Teerachai Pornsinsirak, the Deputy Director of National Nanotechnology Center as well as our stop over at National Nanotechnology Center, ISET (Solar Energy Technology Development), and National Center for Genetic Engineering and Biotechnology, we came to understand the new opportunities for the potential markets of these unbelievable products.

By Miss Wassu Rimchala, BBA#12



For example, T-Coat, a spray which you put on any surface to make it water-resistant or embedded fragrant capsule that would make a perfume stay longer on the shirt. Also, we learned how NSTDA finances its organization and research centers. This was such a great experience. Moreover, it challenged us how we can incorporate business concepts to commercialize these advanced technologies. Of course, this trip could not happen without the main organizers. We would like to grant a full credit to Assoc. Prof. Dr. Kulpatra Sirodom and P'Pam for their kindness and administration of this exciting field trip at NSTDA.

MK 324 Field Trip at Eternity Grand Logistics

By Miss Kanjanapat Srinandphol, BBA#12

In the business world, what do you do if the product is magnificent, marketing communication is all the rage, and the price is just right for consumers, but the products are inaccessible? Distribution is one of the critical marketing mix elements, and playing an ever crucial role in today's competitive markets. MK 324 Physical Distribution Management class, led by Assoc. Prof. Dr. Ruth, Dr. Sathaporn and Ajarn Vouravis, has given us a memorable opportunity to explore the real world experience at the Eternity Grand Logistics Public Company Limited on Bangna Trad Road. We reached the company on one fine afternoon where we were greeted by lovely Eternity officers Khun Kititep who prompted us with the superb introduction of the company. We discussed a lot of logistics problems with him, in which most of the questions and answers reflect the knowledge we have learnt in class. I have seen this as a vital practice that a good business school should possess; the practice that encourages students to apply theories to the real world actions. After then, the Eternity officers walked us through its newly-built four-story facility, including the gigantic warehouse where we have seen the total business practice of the company. On behalf of all the students in the class, I would like take this chance to thank you all visionary Ajarns, open-minded Eternity officers and cute-as-she-is P'Ray who, together, made this happened. By keeping this high level of standard, I believe that BBA will forever be the number-one international program in Thailand. Go BBA!



Activities

Bond Electronic Exchange Competition 2006



During the past three months, our team “Bond2Be” which consist of Miss Puntip Anunta-unnop (La), Mr. Apichet Kiatworakun (Ong) and Miss Sireethorn Sucharittanuwat (Ja-Oe) BBA#12 were selected to participate in “BEX Competition 2006” arranged by the Bond Electronic Exchange of Thailand. It was very challenging since we had to compete with other 70+ teams from top universities. There were three rounds to pass. In the first round, we were tested on the fundamental knowledge about the financial market especially about the bond. The second round, we had a chance to construct the

bond portfolio to match with specific needs of a certain investor. This allows us to apply the knowledge we have gained from BBA. Before that day, we worked almost all night to come up with the best solution. And we made it! The final round was held at The Stock Exchange of Thailand. We had prepared ourselves about a week to be ready for that day. Out of ten teams in this round, four teams are from Thammasat University. It was very fun and exciting, as there were three sessions. Firstly, we came up with a creative idea for “I wanna show” session. What we did was introduce the team by dancing like cheer leaders and ask for points from the well-know judges. In addition, we also expressed our opinions about the competition. In the second session, each team sent one team member to the podium. We felt as if we were in the game show. It was a very difficult part since we had to press the button quicker than the other nine persons do in order to answer the question.

Finally, we were able to be in the last five teams!!! We were very excited because we had to answer the tough question from BEX executives. We believed that we did an excellent job. From our effort, teamwork, and supports, we won the competition! Yeah!!! Furthermore, there is also a popular vote on that competition day. Guess what! We also got that award.



At this point, we would like to thank the BBA International Program and specifically Assoc. Prof. Dr. Kulpatra Sirodom for the support. As well, thanks for all the votes na ja.

By Miss Sireethorn Sucharittanuwat & Miss Puntip Anunta-unnop, BBA#12



Hitachi Young Leaders Initiative

By Mr. Apichet Kiatworakun, BBA#12



The Hitachi Young Leaders Initiative (HYLI) is an award-winning regional thought leadership and social responsibility program organized by Hitachi, with the aim of helping Asia identify its future leaders by providing a platform for university students who demonstrate excellent potential. At the initiative, four of the best selected university students from each participating country meet and discuss current regional and global issues. They will have an opportunity to exchange views with prominent speakers who are the Asian leaders of today, representing governments, business and academia.

The initiative is a five-day program, which comprises a two-day forum, closed-door student workshops and community work activities. The theme and sub-theme for the 8th HYLI will be “Empowering Asia: an Increased Role and a Common Voice as a Responsible Player” with the following two sub-themes “What China and India’s Development Can Bring to Asia” and “Challenges for Asia in Water Management and Sustainability.”

From the two sub-themes, I chose the one related to China and India’s Development, which I believe is more relevant to my subjects of study. The initiative will be around January 22-26, 2007 in Hanoi, Vietnam. It would also be a great opportunity for me to have a chance to try Vietnamese food there! Those who have talked to me would know that I am a real eater.

Award Young Securities Marketing 2006 Student Contest

By Miss Pongtip Thampanichwong, BBA#12



Among many student competitions in the year 2006, AYSM Contest is another program that aims to search for the best group of future financial marketers. This contest was the successful result of the cooperation between Ayudhya Securities, the Stock Exchange of Thailand and BrangAge Magazine. It required students to form a group of three. Altogether there were 300 teams registered at the end of August. For the first round, each team must take the SET exam. The first 90 teams with the highest score would be able to get into the next round, which then provided a seminar course regarding the issue of being a financial planner. To pass into the final session, the teams were asked to write a personal financial plan. This part would require

students to analyze the given personal information and provide advice for that person. Afterward, these last 10 teams were given a set of 3 customers, who exhibited different personalities and preferences, which they had to cater and manage the portfolios for each individual. Those 6 teams with the highest Net Asset Value at the end of sixth week would then have to present their strategies of portfolio management to the judges. For the final result, there a team from BBA International Program, Thammasat University won the second reward. This team consists of Miss Pongtip Thampanichwong, Miss Pornthida Wongphatharakul and Miss Kanjanapat Srinandphol.

The third prize went to another team composed, Mr. Apichet Kiatworakun, from BBA Thammasat and two Chulalongkorn students.



The CICC, Citigroup International Case Competition 2006, Hong Kong



The adventurous journey started in Suvarnabhumi Airport. We arrived there quite early to make sure that the new airport inefficiency wouldn't get in our way of completing the BBA mission. Our group consisted of our respected coach, Ajarn James Paul Fitzpatrick, the Great Mr. Budit Praditsuktavorn, Miss Pantharee Sukumpeeranont "the 2nd", Little Prin (cess), and myself, Miss Pantira Chotchaisathit "the 1st". One good thing about the competed the case in Hong Kong was that the flight was so short that we didn't get any jetlag. HKUST (Hong Kong University of Science and Technology) located a half an hour from the airport. The campus was so beautiful. It is located right next to the sea, which could be seen right out of our dorm windows. Since it was on the mountain, the university had to spend a lot of money to build great facilities it has. Unfortunately, the students there didn't have many chances to enjoy the great view, since HKUST is also known as the Hong Kong University of Stress and Tension.

Unlike in others and previous years competition, this one didn't offer as many ice-breaking activities. It started out with the kick-off luncheon at the Citibank office building where we enjoyed great food, followed by the company visit where we found out the name of the case company. This year case, as Miss Pantharee Sukumpeeranont predicted, was Café de Coral, the biggest local Chinese fast food chain that wanted to expand into other countries/regions. Therefore, the competition this year was a little different because each

school would have different problem statement of how the company would expand into each of the school's region. Another part of the company visit took us to the factory where the catered food was prepared. And once again we were able to enjoy ourselves with the costumes we had to put on and the free food sample they offered. The night ended joyfully with the delicious dinner at one of the Café de Coral's restaurants.

Don't get the idea that all we did was eat (though that was kind of



true). The following day we received the case and worked hard on it for the next 25 hours. The result, however, was that we didn't make the final. Although we were unlucky to be the very last group to present and were in the same division as the champion, The University of Western Ontario, Canada; however, we had to admit that we did not perform our best. All the finalist teams did exceptionally well and we had a lot to learn and improve. Despite the disappointment, we did not hold it against us and let it ruin the trip. We realized there was one more trophy to win. So we sent our best to compete in this battle which was the national costume award. Miss Pantharee Sukumpeeranont did not let us down. In her beautiful dress, she proudly represented both Thammasat University and Thailand and won the award for us! It was a memorable moment and everyone went home with a smile on his or her face that evening.

Hong Kong case competition and the rest of the trip was a valuable experience. The great friendship was developed while both academic and life lessons were learned. However, this trip would not be possible without Assoc. Prof. Dr. Kulpatra Sirodom, Ajarn James Paul Fitzpatrick, and the BBA staffs. Here, we would like to express our gratitude to those people who gave us such wonderful opportunity. Thank you!



International Business Challenge 2006, UMCA Case Competition, USA

By Miss Bhurima Tienwuttinun, BBA#12



BBQ and cowboys are not the only things happening in Texas, during the fall semester, The University of Texas at Austin, USA holds their annual “International Business Challenge” this year inviting 20 leading business schools from around the world including Thammasat University. The team members were Mr. Tanawat Damnernthong, Miss Pajaree Kasemsant, Miss Bhurima Tienwuttinun, and Mr. Tanwa Chinnapha together with Professor Dr. Robert T. Green faculty advisor who assisted us through out the competition.



Starting off early Monday morning with many flights to catch the four of us passed through numerous gates, immigrations and bag check stations until we made it safely to Dallas, Texas. At Dallas airport we had only one hour and a half to catch our last flight to Austin, our destination. Being the first port of entry to the United States we must go through immigration, collect our luggage, go through the customs then recheck the bags and change departing terminal via their airport train to arrive at our departing flight. To add to the excitement, an officer decided to hold up one of our team member*, 5 minutes we waited, 10 minutes we waited, until we didn't have anymore time, we went for our plane but those 10 minutes were too precious, we missed the flight! Nonetheless, only an hour late we made it to Austin, with the next plane. Prof. Dr. Green and Mr. Tanawat's sister, met us at the airport together with our bags from the earlier flight we missed. They took us to “Tex-Mex” for dinner then back to the hotel where we went to sleep as soon as our head hits the pillow.

We have one day to adjust to the jet lag before the competition, which Prof. Dr. Green showed us around Austin, first with The University of Texas at Austin, the

McCombs School of Business, then we went for lunch at another “Tex-Mex” restaurant, after that we went to mount Bonnell, where we can see the whole city of Austin, which was filled with many beautiful homes. Prof. Dr. Green also took us to a BBQ restaurant “County Line” for dinner which he claims that the ribs are the best! In my opinion it leaves even a non-meat eater wanting more!



Next day, the competition kicked off with the opening dinner. The teams were divided into 4 divisions; Thammasat University was assigned to the third division together with Babson College, University of California, Berkeley, Simon Fraser University and Georgetown University. We were given the case package right after dinner and began working on the case right away. This year's case was a company call “Netcast HD” a start up company trying to distribute high definition video via the internet and are looking for ways to market its product to potential customers. On Thursday all teams had a chance to meet with the co-founder of the company, John Pepe in a question and answer session where we learned more about this sophisticated technology. We went back, put our heads together and worked on the strategies, recommendations and presentation.

Saturday came too quickly. We presented and defended our strategies the best we could and waited for the announcement of the finalist teams. Babson College from our division continues to the final round together with The Chinese University of Hong Kong (CUHK), The University of North Carolina at Chapel Hill (UNC) and The University of Washington. Though we didn't make it, we stayed to watch the final teams' presentations. Babson College and UNC came out very strong, The University of Washington was very financially oriented, and CUHK had their “Blue Ocean” Strategy.

At the closing dinner, the winner was announced. First place went to The Chinese University of Hong Kong. But no matter the final result, we definitely walked out feeling we did all we could and we have learned a lot from such a short period of time. This had been a very valuable experience for all of us. Thank you Ajarn James P. Fitzpatrick, Prof. Dr. Robert T. Green and Assoc. Prof. Dr. Kulpatra Sirodom for your continuous support and believe in us that had pushed us to this far and for this great opportunity. Kob Khun Kha :)

Exchange Program

The Farewell Party

On the 16th of November 2006, although a little early, the Faculty of Commerce and Accountancy spared no cost and efforts to invite its exchange students to come together for a Farewell Party. This party offered us the opportunity to meet most of our fellow exchange students and the staff in a relaxed atmosphere. After all of us had completed the drive into the city centre, we sat down in the Sky Lounge Restaurant to enjoy a great buffet while watching all the pictures that documented our several trips and meetings during the semester. The buffet was an excellent mixture between Asian and

Western food, providing us with all we needed for a nice evening. Shortly after everybody had finished their dinner, representatives from the staff and the exchange students held their more (staffs) or less (students) well-prepared speeches, complimenting each



other rightly for their contributions to this most interesting, exciting and wonderful exchange semester. Afterwards, the staff tested our knowledge about Thammasat University and Thailand with a short quiz in which everybody with the right answer could win souvenirs. The moderation combined with the sometimes funny, sometimes right answers led to a very nice, enjoyable but still competitive atmosphere since everybody tried to get their hands on one of the souvenirs. The crowd then kept on sharing a couple of moments, exchanging past and present experiences with each other.

However, due to the staff's imminent work duties, the students' limited budget and a deep need for some electrolytes, the party ended with farewell wishes for everybody. I think, speaking for all the exchange students, we had a great evening during and after the Farewell Party. Thank you staff for your repeatedly high efforts to provide us with another experience in Thailand which everybody will remember for a long time.

Incoming Exchange Students

For the second semester 2006, we will welcome 16 exchange students. They are 14 exchange students from Faculty of Commerce and Accountancy's network universities, and 2 exchange students from ISEP Program & TU Agreement.

● Faculty of Commerce and Accountancy's exchange students

The University of North Carolina at Chapel Hill, USA

Mr. William Patton Brugh
Mr. Andrew Forbes Nicoll
Mr. Thomas Eugene Kolarczyk
Miss Rebecca Spring Blackwell

McGill University, Canada

Mr. Philippe Meunier
Mr. Jerome Patrick Burke

University of Ottawa, Canada

Miss Samantha Wight
Mr. Erik Michel L'Abbe
Miss Heather Christine Clarkson
Miss Andrea Darlene Gagnon

The University of South Australia, Australia

Miss Sarah Louise Rippin

European Business School, Germany

Mr. Fabian Hermann Huber
Miss Djenna Wehenpohl

Wirtschaftsuniversitat Wien, Austria

Mr. Livio Zanotelli

● ISEP Program student & TU Agreement student

University of Texas at Arlington, USA

Mr. Joseph Worcester

University of North Carolina at Charlotte, USA

Miss Beth Ann Samudio

By Mr. Matthias Florian Konig:
Exchange Student from University of St.Gallen, Switzerland

Field Trip Singha Brewery

By Miss Ursula Schmitzberger & Miss Marlene Pichler: Exchange Student from Wirtschaftsuniversitat Wien, Austria



Although it was an early Monday morning and most of us would have had no class that day, a lot of us came to join this great opportunity of getting an insight in how our favorite beer here in Thailand is produced.

At 8 o'clock the minibuses left from the university to the Boon Rawd Brewery. Right after our arrival we, the exchange students and our buddies, were welcomed by one of the friendly managers and got the chance to see an interesting video about the history, the product line and the current success of the company. Afterwards the manager explained the production process, showed us the main ingredients, which are surprisingly mainly imported from Germany, and examples of their final products, like Singha Beer, Leo, Thai Beer, Kloster Beer, Singha soda water and drinking water and Moshi Green Tea. Most of us were quite surprised to learn that these brands are all produced within the same facility as we expected the different beers to be rivals.

After this short introduction we started our tour through the factory, where we witnessed the brewing, fermentation and packaging process. Here our buddies had the task to translate the explanations into English for us, which they performed very well!

Now knowing the way the beer has to take from the brewing process into the bottle, we were offered a glass of fresh brewed Singha. By the way, it was just 10 in the morning and it was a nice way to start into the day.

We are convinced that everybody enjoyed this trip very much, it was a great chance to get an overview of one of Thailand's most successful breweries.

This visitation also strengthened our pleasure in drinking this excellent and reasonably priced beer!

Concluding we wish all the best for the company's future plans and hope that sooner or later we will have the opportunity to enjoy this outstanding beer at our home countries and think back to our marvelous exchange semester at Thammasat University!



Thammasat Delegation Attends PIM Conference 2006

In strengthening the relationships between business schools across frontiers, it is vital for the deans and exchange program executives from different countries to connect and re-connect alliances with one another. This year Dean Assoc. Prof. Gasinee Witoonchart and Dr. Somboon Kulvisaechna (Associate Director of BBA Program) were the Thammasat representatives to attend the annual conference of the Partnership in International Management (PIM) held in Toronto (a.k.a. "Hollywood North"), Canada during Oct. 26-28, 2006. 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 and University of Melbourne.

Over these three-degree-below-freezing-point days, the conference was primarily planned out to literally increase the temperature of the venue by maximizing the attendees' interactions through roundtable discussions and workshops. One of the interesting discussions centered around the best practices of a new breed of collaborations, under the mission - "one degree, four continents." This actually goes beyond a traditional exchange activity based on a symbiotic relationship among the business schools. Also, workshops were heated up with diverse ideas on challenges and opportunities toward how to market or promote 'unpopular' exchange destinations to the students.

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 students at schools are underway. Those include York University of Canada, Bocconi University of Italy and Emory University of the US. This effort reflects our strong commitment to



By Dr. Somboon Kulvisaechna



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.

Money Management Award 2006

Last year, 2006, was a spectacular year for me, Pongtip Thampanichwong. The reason behind this impressive feeling was that I had made a right decision to participate in MM Award, 2006 Program. This is a program held with the coordination of many giant corporations of Thailand, for example the Thailand Stock Exchange and PTT Corporation. It took almost a full four months for TSE to search for the best 15 MM Ambassadors among over 5000 participants, who will eventually be able to further distribute knowledge about the financial sector and products to Thai citizens that wish to find a better understanding of the scope of the financial markets in Thailand. As a reward for all my determination, I was chosen to be one of those 15 MM Ambassadors as well as the First Runner up Award of MM Insurance Star. However, it is not only financial knowledge and presentation skill that I gained from this challenging program, but I also gained priceless experience of friendship. As there are flows of students from various backgrounds around Thailand that joined the program, we got the chance to meet, spend time together and of course, exchange our point of view.



By Pongtip Thampanichwong, BBA#12

It was one of the greatest experiences in my life after I realized how many opportunities were given to me by being involved with MMA 2006. It is not only a deep financial knowledge and a chance to talk to various Thailand economic leaders, but also different aspects of local intelligence, new and varied concepts on how the corporation can survive as what we called “CSR”, and many great contacts that have the same interest.

This program has proved since the first day that everyone can be a Money Management Ambassador as long as you have a smart-investing mind and are ready to be a financial consultant for anyone who is interested in supplying capital to the market, for the purpose of maximizing wealth and minimizing future uncertainties under specific constraints. Personally, I would strongly recommend anyone, no matter whether he/she is in the financial field or not, to join the coming MMA 2007 program, a place where you can find a positive change and develop your potential. :)



By Wassa Rimchala, BBA#12

As suggested by its name, Money Management Award (MM AWARD) aims at selecting qualified Money Management Ambassadors who are knowledgeable in personal financial management and investment and are able to represent the Stock Exchange of Thailand in these areas in the best possible manner. MM Award 2006 started with the first round competition in September and ended its final round on Investor's Day, December, 3rd.

I was eventually selected as one of the Super MM Ambassadors of this year with the second runner up place and also one of the three insurance stars. Besides all the awards received, experiences, knowledge, friendship and network of people who share the common interests in financial managing and investing aspects are incredibly invaluable. I am now voluntarily responsible for assisting SET and the sponsoring companies in building awareness of Thai people, especially the younger generation in the significance of financial planning and money management.

Thank you BBA, Thammasat, for giving me a strong fundamental business and economic background. Special thanks to Aj. James for teaching me how importance of being focused and other BBA professors for all their useful advices.



By Thanitta Chaikhanarakkul, BBA#12

SwitzerLOEI Voluntary Camp

The final exam of the first semester has ended. Many of us had a plan to go traveling or to take a rest, but about 40 BBA students had a different project to achieve during the holiday. We were going to contribute to the society by joining the BBA voluntary camp!

This year, BBA#14 took care of carrying on our seniors' dream to strengthen friendship among BBA#12 to BBA#15 by conducting a BBA voluntary camp once again. Our trip began on the 20th of December when we took a bus to Kokpowangkum, Loei, and arrived there in the morning of the 21st. The first thing we did was to assign a group of 3-4 campers to stay with a family, and then we started our work right away. The work was separated into 5 divisions, constructing, gardening, teaching, cooking, and camper-villager relations. We were divided into 8 groups and every group had a chance to work at least once in every area.

Construction's aim was to renovate the school canteen, which will also be used by the villagers as a convention centre. And since the students at school were having a problem with their limited lunch budget, we decided to include gardening as one of the jobs we needed to work on. For teaching, we learned a lot more from the children than we taught them. They showed us generosity and kindness that we can hardly find in



a big city like Bangkok. I can recall one day when we needed to work overtime to finish mixing and spreading on cement, around 10 children came to our construction site and helped with the assembly line even though it was not their duty. I was very impressed by their action.

Camper-villager relations section had different tasks to do every day. One day we went for



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By Natjaree Leelathanapit, BBA#14

Experience (Incoming & Outgoing Exchange Students)

Meanwhile, it's been approximately five months (1st semester 2006: August - December 2006) that the 16 incoming exchange students have spent their time in BBA International Program, Thammasat University and our 29 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...



Experience in Australia

My name is Miss Mutarporn Lertsamritkarn, BBA#13. I went to study at Australian National University as an exchange student for a semester and I had a great time here in Australia. Australian National University (ANU) is in Canberra, which is the capital city. Canberra is very peaceful city. Australian people are so nice and friendly. Talking about the university, the system here-the way they taught and the way the exam was held-was totally different from Thammasat University.

In first month, everything seemed strange to me and I had to adapt myself to a new cultural environment but everything went fine when the time went by. For example, everything here in Canberra is closed at 5 p.m. which is unbelievable but it is real. Moreover, there were so many exchange students at ANU who came from every part of the world. We had many activities together, such as food festival, BBQ, and so on, so that we could exchange culture with one another. I had many experiences here which were both good and bad. These experiences made me grown up because I learnt by the experience and I learnt so many new things, as well. The only

thing I could say is that my life here in Australia was so wonderful.

Finally, I really enjoyed learning and living in Canberra. I was so glad that once in my life, I had a chance to come to Australia and study at ANU. I have to say thank you for Thammasat University for giving me this chance. If anyone has an opportunity to come to study at ANU, please grab your chance because I am sure that you will have a great experience in Australia.

By Miss Mutarporn Lertsamritkarn, BBA#13: Exchange student at Australian National University, Australia

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the village mapping, another day for ginger digging, broom making, orange orchard visiting, red beans digging, mushroom-food making and many more. The main purpose of this activity was to create a connection between the campers and the villagers, to see how they live, how they think, and how they behave. We learned the values which the villagers have but people in Bangkok lack which is caring for each other and that money means so little when you are happy.



All campers had dinner with their own host family every evening so we had an opportunity to try many unique dishes. After dinner, we returned to the meeting centre for the night activity. These activities made us learn more about each other, and helped us relax after the long working day.

On Dec 31st, we had organized a sport day for the children, consisting of musical chairs, relay tag, eating competition, volleyball, and soccer. In the same



evening, we had a little farewell party where the villagers performed Baaisee Sookwan ceremony and cooked for all of us. And trust me, the food was absolutely delicious!

Next morning, things were packed, tears were lost, and memories were kept deep inside our hearts. The experience we have just tasted was overwhelming and will never be forgotten. Finally, we headed back home, saying goodbye to Kokpowangkum, a place where the weather was extremely cold but the people's hearts were pleasantly warm.



Experience is Austria

Guten Tag! It has been two months since we arrived in this beautiful city, Vienna. We guess we could say that we now have gotten used to the life here, comparing to our first week. Without the help of our buddies life would be more difficult with the unfamiliar language and living system here. For example, they guided us through grocery shopping (Believe us; you



can get salt instead of sugar since everything is in German only). And the two-week Orientation program took us around Vienna and it also allowed us to know many other exchange students. We had a chance to visit Schönbrunn Palace, the small towns near Vienna, the Parliament, and also learn about Austrian political system. (which was surely interesting...)

Vienna is known for classical music and during our stay we went to experience an Opera by Mozart in person. Moreover, there are also many other activities, such as Museum Night where you pay ten Euros to enter all museums around Vienna until midnight. We were also invited to a formal dinner at City Hall by the Mayor, where all the exchange students in Vienna gathered together. So far we had a very good impression of Vienna!

Now let us share you our life in the dorm. Basically, our daily activity here is cooking and grocery shopping. We usually spend few hours in the kitchen and that's how we get to know other people in our dorm; some of them from France, Persian, Austrian etc.

Not only experiencing life in Austria, but we also had a chance to visit other countries around Austria. We three had wonderful backpack trips in Switzerland, Slovakia and Czech Republic. Thanks to our professors, Just-In-Time and Management could help us organize the train and the trip effectively and efficiently.

These memorable experiences would never happen without the major support from BBA,TU. Thank you very much and see you in eight months!!!

Shönen Tag! (Nice day!)

By Miss Sirinart Jaiyendee, Miss Naporn Jintanawan & Miss Richa Tantisirivat, BBA#13: Exchange students at Wirtschaftsuniversitat Wien, Austria

“**Calgary**, Canada!?? You must be insane!!! There is nothing there and it is so freezing cold that your ears can fall off”. This is the most frequent sentence we heard before we came here. We were almost convinced by those people and thought that we made a wrong decision for being exchange students here. At this moment, however, everything seems to be opposite of that quote excepting for the coldness.



We are currently exchange students in the Haskayne School of Business at The University of Calgary. It is ranked in the top three of all business schools in Canada. Over here, there is almost everything you can imagine for a perfect campus life: beautiful environment, fitness centre, swimming pool, ice-skating, racket centre and the best part is a pub located in the middle of campus. All of these facilities are Olympic standard because it hosted the winter Olympic event in

2002. Moreover, Calgary is one the most important cities in Western Canada and located in the richest state in Canada, Alberta. Therefore, we are lucky to be here.

This opportunity lets us experience something beyond the scope of being a student and Bangkok life style. There are many factors that force us to adapt our day to day life. Let's say the weather for example, you cannot wear shorts or sandals anymore and we have to

Good day mate!!!!

By Mr. Raviroj Taveesubpaiboon, BBA#13: Exchange student at Australian National University, Australia



By being a student at our school, most of us probably think about being an exchange student. And finally I did fulfill that dream, now I currently on exchange with THE AUSTRALIAN NATIONAL UNIVERSITY (ANU), Canberra (which is the national capital of Australia.)



To me, the system at ANU and Thammasat University was completely different. Students need to print the handout from the course website. Beside that in terms of assignment, each course requires student to hand-in assignments ranging from one assignment to twenty assignments for each semester. And in terms of lecture class, students are required to attend the lecture class once during the week. (It's very big class approximately 200-300 students in each class.) And then all students also are required to attend class called Tutorial class. It's a small class, which has only 10-15 students. Due to the small size of class, we are supposed to discuss about the topic with other classmates. Thus, I need to study consistently in order to discuss those related topics with other classmates.

And in term of accommodation, I strongly recommended any prospective exchange students (e.g. BBA#14, #15) to stay in the university dormitory. Staying in the dorm will probably enhance your English capability and allow you to absorb the unique values and perceptions from your friends.

And in terms of ANU's reputation, due to The Times Higher Education Supplement placed the ANU at 16th in the world's top 200 universities in its recent 2006 survey. Therefore, ANU becomes the second highest rank of university in BBA's exchange list. (The highest rank is University of California, Berkeley that ranked at 8th in the same survey.)

Finally, being an exchange student is the best experience that I ever had. Thus, I strongly recommend everyone who still has an opportunity to join this program. And I guaranteed that by being an exchange student, you will receive something more than a proficiency in English. Then, **JUST TRY IT BY YOURSELF!!!!**.

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check the weather forecast every morning or every time we are going out (We do mean it). Don't be deceived by the sunlight that seems to be warm. The temperature can be minus 10 with a real good sunny day. But don't worry there are tunnels and skywalks connecting every single building in this campus except for Mr. Harin Artamnuyvipas (Tong)'s residence hall (so bad for him). Another thing, we are forced to cook due to the cost of food. Orn appears to be the one who is impacted the most. She can develop her cooking skills from -10 to be an expert in omelet. Miss Thunyaporn Pawutiyapong (Gib) and Miss Tanida Upathambhakul (Ae) also found their talents in the baking area. cookie, blue-berries muffins, brownie, and cinnamon rolls were their very successful projects so far. Consequently, we cannot control our weight at all. Miss Siriorn Vichaiwatanapanich (Orn) cannot even wear one of her jeans already but she arguably claimed that it shrunk because of the dryer machine. In academic area, must-discussed topic as P'Pam told, the most impressive

thing is that all of the assignments are virtually real. We had opportunities to trade stocks and currencies in the simulative online trade, which will execute based upon the real market. Hence, our knowledge and skills needed for our business career lives are drastically enhanced throughout the semester. Besides, as you know that exchange life always comes with traveling opportunity. Even though Calgary itself has nothing, there are many famous tourist attractions nearby. We went to two of the most beautiful lakes in Canada. It is so breathe-taking.

After all, we make the most out of time in Calgary as it will be a memorable moment in our lives.



Our experience in Thailand

Having arrived in Bangkok at the end of July the first thing we noticed was the heat and the friendliness of the Thai people. According to the housing list of the BBA staff it was easy for us to find a suitable accommodation right on the next day. Living at Juladis River Mansion with a lot of other exchange students and an always-refreshing pool made our life here very convenient!

Right in the second week we participated in a perfectly organized orientation at Thammasat University, which helped us to connect to the other exchange students and to find our way around the campus.

To our pleasure we were invited to a two-day "GET TOGETHER" trip to the wonderful DUSIT RESORT and SPA in Hua Hin. This was finally the start for a perfect relationship with the other exchange students from all over the world and of course also with the friendly and funny BBA staff.

Coming back our courses had already started and we were part of the class from the beginning on. Also the teachers always made an effort to help us and to make us feel comfortable in this new and completely different environment.

After a few weeks our classmates were already real friends for us, they took us out for dinner or helped us to organize our living here.

Of course an exchange semester is not only studying: besides going out with the other exchange students and having fun together we also used our free time to travel around and explore more of the beautiful landscape and to get in touch with the friendly local population. Despite all our efforts it was hard for us to learn the Thai language but still we found it helpful to speak at least a few sentences in Thai.

By Miss Ursula Schmitzberger & Miss Marlene Pichler: Exchange Students from Wirtschaftsuniversitat Wien, Austria

When I received the acceptance of Thammasat University to study for one semester in Bangkok, Thailand. I was very excited to go to Asia on the one hand, however on the other hand, I did not really know what to expect from my stay on the other side of the world.

I chose Asia as the continent where I wanted to go for my semester abroad, because I was seeking for the confrontation of a foreign culture, with a different value system and different mentality.

Fortunately I did an internship in Penang, Malaysia two months before I came to Thailand. Those two months already gave me the opportunity to get settled and used to certain Asian customs and the Asian environment in general.

Even though, having had those two months of adjustment, I was still overwhelmed by the beauty of Thailand and the friendliness and hospitality of the Thai people towards "Farangs", while I lived in Bangkok.

The biggest challenge for me I guess was, to combine my academic schedule, with my travelling plans and recreation activities I planned, before I came to Bangkok. Being in South East Asia for only 4 months requires tight scheduling, when you have set certain goals of activities you wanted to carry out, as well as places, you want to see.

Being a Thammasat Student made me really proud throughout my stay in Thailand. Working together with other Thai students on group projects was much fun -, as well as a good learning experience

By Mr. Florian Mathies Nikolas Jahns: Exchange Student from European Business School, Germany



The weeks passed on very fast and suddenly we were already invited to our farewell dinner at the Sky Lounge of the Baiyoke Tower. We got a CD with photos of all our shared experiences which will always remind us of our wonderful time here at Thammasat Business School.

Unfortunately our time is almost over and the remaining weeks will pass on even faster as we have to study quite a lot for the final exams but still we are convinced that there will be enough time to say goodbye to all the friends we made here.

Concluding we just wanted to thank the BBA staffs and all our teachers for their efforts to make our stay as pleasant as it was!

We never regretted our choice for this welcoming university and this amazing country and will always keep it in our heart and mind.



for me to see, how students from other countries work, think, solve problems and organize themselves. I have to admit, that I really look up to my Thai classmates, because of their motivation and commitment to their university as well as to the career goals.

After all, I will definitely never forget my semester abroad in Thailand. It has been an incredible time for me, from which will surely profit from for the rest of my life.

Important Dates

2nd semester (January 8 - May 20, 2007)

Second Semester Begins	January 8, 2007
Period of Withdraw W/O Record	January 8 - 19, 2007
Mid-Term Examination	February 26 - March 4, 2007
Last Day of Withdraw with "W"	March 23, 2007

Coming Attraction:

"A decade and a half...History in the Making"

Date & Venue: To be announced

Invitation letter will be delivered to those who share our success soon.

BBA has recently launched its new website. We would like to invite all BBA alumni to register and update your profiles at www.bba.bus.tu.ac.th. Your given information will be restricted in access only to the registered aulmni.

BBA International Program

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