THE PRESIDENT ON EXPLORATORY TRIP TO AUSTRALIAN UNIVERSITIES

Dr. Bancha Saenghiran led a delegation of senior executives and academics to Australia during September 3-9, 2005 for the purpose of revitalizing existing linkages and establishing new networking arrangements with universities in that country. The members of the delegation included: Mr. Kamol Kitsawad, University Registrar, Dr. Cherdpong Sibunruang, Dean of the Faculty of Business Administration, Dr. Krisana Kitcharoen, Assistant President, Dr. Nitiroom Navaratna, Director, Institute of Asian and African Studies, Dr. Uree Cheasakul, Associate Dean of the Faculty of Business Administration and others.

Some of the important points discussed between Assumption University and the University of New South Wales (UNSW) covered the following issues:

1. Opportunity for ABAC students to study for a session at UNSW while pursuing their courses at Bangkok.
2. ABAC faculty to study for research degrees at Faculty of Commerce and Economics.
3. Facilities for ABAC graduates to continue studies for Masters degrees at UNSW and particularly at the Faculty of Commerce and Economics.

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4. It was also agreed that in view of the recognition of ABAC degrees by UNSW our graduates are exempted from sitting for IELTS or TOEFL exams to join the UNSW. It was clearly understood among officials participating in discussions that any outstanding questions between the two universities would be thrashed out and resolved through further consultations and meetings to achieve maximum cooperation and benefits.

During the trip a Memorandum of Understanding was also signed with University of Adelaide which, inter alia, featured the following general provisions.

1. Exchange of scholars (professors, advanced graduate fellows, and researchers).
2. Exchange of students (graduate and undergraduate).
3. Exchange of information and academic materials.
4. Organisation of joint research programs, including those for eventual publication in academic and professional journals.
5. Organisation of joint research programs, as well as exchange of information about conferences, workshops, and mutual assistance to participate in them.
6. Other feasible and relevant educational activities to be engaged upon according to this agreement and in the spirit of developing education for mutual benefit to the parties, students and the public.
7. Supporting activities/services such as language training, orientations and preparatory courses as required.

The trip to Australia is deemed highly successful and the benefits of discussions and consultations held with our colleagues there are expected to accrue as policies and programmes are implemented now and in the future.
President Emeritus Dr. P. Martin Komolmas and President Dr. Bancha Saenghiran congratulate Mr. Krisana Kitcharoen who displays his newly earned doctoral degree certificate from University of South Australia.

President Dr. Bancha Saenghiran with delegates from ASEAN POWER UTILITIES in a commemorative photo on opening day of Customer Quality Service and CRM Training Program, organized by ABAC-BTOC.

The distinguished guests and participants listening to learned speakers at I.T. Building. Bang Na campus during the International Conference on Computer and Industrial Management held on October 29, 2005.

President Emeritus Bro. Martin P. Komolmas in a commemorative photo with Mr. Pramee Witanasuk, Director of Industrial Promotion, faculty members and officials after International Conference on Computer and Industrial Management.

University executives and faculty members pose for a commemorative photo with guest speaker Mr. Warute Setsuwan during the MBA Freshmen Seminar held at Hard Rock Hotel, Pattaya on October 15, 2005.

Faculty members and students of the Graduate School of Business listening to speeches during the MBA Freshmen Seminar held at Hard Rock Hotel, Pattaya on October 15, 2005.
FACULTY OF EDUCATION
THE 6th AUAP GENERAL CONFERENCE:
"Higher Education Leadership: Strategic Relevance for Asia-Pacific Communities".

The 6th AUAP General Conference held in Surabaya, Indonesia during September 4-8, 2005 was comprised of two parts; the 20th Board Meeting and the 6th General Conference. AUAP stands for "Association of Universities of Asia and Pacific" which was formally established with the signing of a Memorandum of Agreement and holding a Founding Conference on July 28, 1955 at Suranaree University of Technology, Nakom Ratchasima, Thailand. The 20th Board Meeting was presided over by Prof. Wibisono Hardjopoanoto, the AUAP President and the President of University of Surabaya. After approving the minutes of the 19th meeting held at the Montien Riverside Hotel, Bangkok, the Board opened discussions concerning the following issues:

- SWOT analysis of AUAP for better planning in the future
- Humanitarian aspects of each country for the next generation
- Mutual recognition among universities in the region
- Asian systems of accreditation and standardization
- "Massification" of higher education and job placement
- Cyber University and knowledge management

Some of the issues will also be discussed in greater detail and be researched further after agreement with participant countries later on. There were many interesting topics in the general conference. For example, developing curriculum: do we need one size fits all solutions? The bottom of the pyramid: educational marketing to the less affluent sectors: Working with diversity: building effective relationships in educational settings;

The role of higher education in environment conservation to achieve sustainable development; Enhancing the role of counseling services in higher education; Learning goes mobile; Strategy for strengthening and optimizing instructional networks; Improving accessibility for education in the South-East region; Networking and cooperation.

From what I heard and from discussions with some participants, I found that, at present, many countries are facing some problems in that many students are now striving to further their education beyond the secondary level. This situation creates at least three major problems. 1) Accessibility at the university level, 2) quality of higher education, and 3) job placement when the vast majority of present students graduated.

Second, many speakers expressed their concern about higher education curriculum, e.g. whether it should be designed for the masses or for a few who need special consideration.

Third, quality of teachers in higher education for very dynamic students who are sensitive to the world of change. In other words, students in most countries experienced high technology especially in the computer field, seeking knowledge and exchanging ideas through the Internet. We need very capable teachers who can cope with these kinds of students.

Fourth, it was recommended that universities have partners in the academic field to work with.

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A commemorative photo of delegates from 17 countries who attended the 20th Board Meeting of AUAP held during September 4-8, 2005, Surabaya, Indonesia.
CORRUPTION IN THE WORLD

Transparency International
Corruption Perceptions Index 2005

Many countries face profound obstacles in escaping the poverty trap. More than two-thirds of the 159 nations surveyed in Transparency International’s 2005 Corruption Perceptions Index (CPI) scored less than 5 out of a clean score of 10, indicating serious levels of corruption in a majority of the countries surveyed.

THE 6TH AUAP GENERAL CONFERENCE:
(cont. from page 4)

Exchanging instructors, along with exchanging students, could create mutual benefits both academically and culturally.

Fifth, it is a must for a university to work closely with government and local business for creating jobs or supporting funding for students who want to set up small businesses.

In this case, a country would enjoy various kinds of dynamic economic growth instead of having “graduate unemployment.”

Personally, I think that AU has done well on some of the above issues.

In a parallel conference, I raised a couple of questions to be responded to. They were licensing of teachers and teacher-student relationships in an e-learning situation. The response to first question was that it should be the main concern in most countries. For the second one, the presenter said that even though e-learning was very effective, teacher-student relationships are still very important to build and maintain.

Contributed by
Dr. Athipat Cleesuntorn

Top 10 Most Corrupt.

1. Bangladesh 1.5
2. Haiti 1.5
3. Nigeria 1.6
4. Chad 1.7
5. Vietnam 1.7
6. Paraguay 1.9
7. Azerbaijan 1.9
8. Tajikistan 2.0
9. Indonesia 2.0
10. Angola 2.0

Top 10 Cleanest.

1. Finland 9.7
2. New Zealand 9.6
3. Iceland 9.5
4. Denmark 9.5
5. Singapore 9.3
6. Sweden 9.2
7. Switzerland 9.1
8. Norway 8.9
9. Australia 8.8
10. Netherlands 8.7

Singapore has the lowest corruption rate in Asia putting it in 5th place, followed by Hong Kong (15th), Japan (21st), Taiwan (32nd) and South Korea (40th). Asian countries with higher corruption perception levels were China in 78th place, India (88th), Vietnam (107th) and Indonesia, at 137th place. Thailand is ranked 59th – a slight improvement, and 11th among its Asian peers, according to Transparency International.

“Corruption is a major cause of poverty as well as a barrier to overcoming it,” said Transparency International Chairman Peter Eigen. “The two scourges feed off each other, locking their populations in a cycle of misery. Corruption must be vigorously addressed if aid is to make a real difference in freeing people from poverty.”

Despite progress on many fronts, including the imminent entry into force of the United Nations Convention against Corruption, seventy-countries – nearly half of those included in the index – scored less than 3 on the CPI, indicating a severe corruption problem.

“Corruption isn’t a natural disaster: it is the cold, calculated theft of opportunity from the men, women and children who are least able to protect themselves,” said David Nussbaum, TI’s Chief Executive. “Leaders must go beyond lip service and make good on their promises to provide the commitment and resources to improve governance, transparency and accountability.”

Progress has been made against corruption

The recent ratification of the United Nations Convention against Corruption established a global legal framework for sustainable progress against corruption. The Convention, which will enter into force in December 2005, will accelerate the retrieval of stolen funds, push banking centres to take action against money laundering, allow nations to pursue foreign companies and individuals that have committed corrupt acts on their soil, and prohibit bribery of foreign public officials. Low-income countries that embrace and implement the Convention will have a head start in the race for foreign investment and economic growth.

Wealth does not determine progress against corruption

Wealth is not a prerequisite for successful control of corruption. New long-term analysis of the CPI carried out by Prof. Dr. Johann Graf Lambsdorff shows that the perception of corruption has decreased significantly in lower-income countries such as Estonia, Colombia and Bulgaria over the past decade.

In the case of higher-income countries such as Canada and Ireland, however, there has been a marked increase in the perception of corruption over the past ten years, showing that even wealthy, high-scoring countries must work to maintained a climate of integrity.

The lessons are clear: risk factors such as government secrecy, inappropriate influence of elite groups and distorted political finance apply to both wealthy and poorer countries, and no rich country is immune to the scourge of corruption.
FEAST DAY CELEBRATIONS AT HUA MAK.

President Emeritus Dr. P. Martin Komolmas pose with officials, faculty and staff members who joined and congratulated him on the Feast Day on November 11, 2005.

President Dr. Bancha Saenghiran expressing grateful thanks to administrators, faculty and staff members for joining in the celebration of Feast Day on November 16, 2005.

Senior officials from Student Affairs led by Deputy Vice President Bancha Skuldee seen presenting a basket of flowers to President Emeritus Dr. P. Martin Komolmas during celebrations of the Feast Day on November 11, 2005.

President Dr. Bancha Saenghiran accepting a basket of flowers from Vice President for Information Technology Prof. Dr. Srisakdi Charmoninan during the celebration of the Feast Day on November 16, 2005.

GLOBAL UNIVERSITY RANKING FOR 2005 RELEASED
(2004 ranking in brackets)

1. (1) Harvard University, USA
2. (3) Massachusetts Institute of Technology, USA
3. (6) Cambridge University, Britain
4. (5) Oxford University, Britain
5. (7) Stanford University, USA
6. (2) University of California, Berkeley, USA
7. (8) Yale University, USA
8. (4) California Institute of Technology, USA
9. (9) Princeton University, USA
10. (27) Ecole Polytechnique, France
11. (52) Duke University, USA
12. (11) London School of Economics, Britain
13. (14) Imperial College London, Britain
14. (23) Cornell University, USA
15. (17) Beijing University, China
16. (12) Tokyo University, Japan
17. (20) University of California, San Francisco, USA
18. (13) University of Chicago, Australia
19. (22) Melbourne University, Australia
20. (19) Columbia University, USA
The final concept that guided the design solution was the term “non-identity” – a state in which interior space dissolves the real identity that each user usually has to mask their true self. The hypothesis was that without adhering to identity, humans would be closer to each other and able to create more innovations. The final design solution took an elevator as a case study for creating a non-identity environment.

The above entry was submitted to the organizers and was included in the final 12 designs out of 80 works from all over the world which required an individual presentation. A video presentation was then sent and the entry has eventually won the “Grand Winner Prize” of the design competition. The prize of 5,000,000 won (200,000 Baht approximately) was awarded for the grand winner prize and the work is exhibited on the web site (www.Space-prize.com) of the Space-Media Corporation.

Contributed by
Mr. Vatcharat Samakamai
Ms. Siriporn Straitdambriboon

TWO OF THE PRIZE WINNING DESIGNS.
ACTIVITIES ON AND OFF CAMPUSES

A commemorative photo taken after the MOU ceremony for University Entrepreneurial Development Project between A.U. and Ministry of Commerce signed by President Dr. Bancha Saenghiran and Director General Ms. Omyit Singkalawani on October 17.

Prof. Srisakul C. and President Thavatchai Vilailuck of Samart Telecoms pose with staffs after signing MOU for cooperation in LMS development and courseware production on October 19.

Dr. Chavalit Meemuch, officials and staff members listening to speeches from learned speakers during Annual Staff Seminar held at John XXIII Conference Hall, Bang Na campus on November 12, 2005.

Staff members and officials participating in lecture sessions during Annual Staff Seminar organized at John XXIII Conference Hall, Bang Na campus on November 12, 2005.

Vice President Bro. Anupatt P. Yuttachai presents a memento to a participant of Training-cum-Study Tour Program on Financial Management for Senior Sri Lankan University Officials held at Wiset Sriramar Room, Bang Na campus on November 4, 2005.

Bro. Anupatt P. Yuttachai and department heads in a commemorative photo with participants of Training-cum-Study Tour Program on Financial Management for Senior Sri Lankan University Officials at Bang Na campus on November 4, 2005.
LAUNCHING OF BOOK
BY ARCHBISHOP LUIGI
BRESSAN: “A MEETING
OF WORLDS: THE IN-
TERACTION OF CHRISTIAN MISSIONARIES
AND THAI CULTURE”

His Excellency Archbishop
Salvatore Pennacchio, the Papal
Nuncio to the Kingdom kindly hosted
a historic release of the second edition
of a unique book on September 7,
2005 at the Papal Nunciature in
Bangkok. The book, A Meeting of
Worlds: the Interaction of
Christian Missionaries and Thai
Culture, was authored by His Grace
Luigi Bressan, currently the
Archbishop of Trent in Italy and a
former Papal Nuncio to Thailand.
The book was edited by Assumption
University’s Assoc. Prof. James
Gallagher and published by
Assumption University Press under
the sponsorship of Rev. Brother Dr.
Prathip Martin Komolmas who had
also published the first edition and
commissioned the publication of the
second edition.

The occasion was indeed
memorable because the author of the
book, Archbishop Bressan was on a
short stop-over visit enroute to Italy
from Vietnam. Speaking at the well
attended book release ceremony, the
author pointed out that his book
resulted from his love for Thailand,
its culture and the still subsisting
records and drawings of relations
between the Catholic missionaries
and Thai people in the past.
Archbishop Bressan paid rich tribute
to the careful editing done by Prof
James Gallagher and the very
generous publishing support by “my
very dear friend Brother Martin
Komolmas.”

The occasion took on an even
more celebratory tone when during
dinner; the host of the evening,
Archbishop Luigi Bressan making a brief statement of thanks in the presence of H.E. Archbishop Pennacchio, His Eminence Michael Cardinal Meechai Kithunich, Rev. Brother Prathip Martin Komolmas, Dr. Irom Voce and Assoc. Professor Dr. James Gallagher.

A gift from Rev. Bro. Martin to His Grace the Archbishop of Trent, Luigi Bressan. “Remember Assumption University at your morning coffee!” said the giver and “I’ll surely never forget” said the recipient.

H.E. Archbishop Pennacchio declared that the happy celebration coincided with his birthday. He felt that the chancy visit by his fellow prelate Archbishop Bressan was indeed a very fortuitous occasion for a birthday with a marked difference – celebrated with the Nuncio’s “Family of Thailand.”

That having been said, a third reason for the dinner emerged when it was announced that H.E. the Nuncio’s Assistant, Rev. Fr. John had been promoted in Catholic clerical hierarchy to the position of Monsignor, a timely and highly appreciated recognition of his devoted services.

The occasion, marked by very
cordial and healthy exchanges and
toasts, was enlivened by the presence
of a fairly large gathering representing Catholic and academic communities of cosmopolitan Bangkok including Mr. Thanatip Uparising, the Deputy Director General of the Department of Protocol of the Royal Thai Foreign Ministry and his spouse.

Contributed by

Glen V. Chatelier
Office of International Affairs
DEPARTMENT OF GENERAL EDUCATION WORKSHOP ON EDUCATIONAL ASSESSMENT

On Thursday 13\textsuperscript{th} October 2005, Dr. Sangob Laksana, Director of Educational Research Center, Faculty of Education conducted a full day workshop on “Educational Assessment” at Assumption University Hua Mak campus, organized by the Department of General Education. Among the audience were the lecturers from the Department of General Education, Faculty of Arts and a significant number of faculty members from other departments. Dr. Laksana began his talk with a question: “how professional teachers assess whether a student achieves the learning objectives?” which was later explained and made clear in the course of his lecture.

The workshop explored the concept of educational assessment with focus on a desirable mode of assessment. As part of the techniques of desirable assessment, the workshop enumerated the expected learning outcomes which vary from basic knowledge to higher levels of ability through a table of approved specifications to be specially prepared for specific courses of instruction. Different modes of assessment were outlined as follows:

(i) Written Test: Multiple choice tests... measuring through recognition; short answer test, essay test... measuring through recall

(ii) Performance Test: Authentic assessment, behavior observation, oral test, product assessment... measuring through real life or specified tasks of the students' relevance to expected learning outcomes. Using rubrics to improve the scoring procedure was recommended for composition writings, analytic essays, etc.

Dr. Sangob pointed out that it is important to set learning objectives clearly so as to stimulate student responses to test items which will assist in the interpretation of the quality of learning outcomes vis-a-vis the learning objectives. The teachers attending the workshop felt that the examples and explanations given were appropriate and that the day’s session was worthwhile and successful.

(Profile: Dr. Sangob Laksana is (1) Director of Educational Research Center, Faculty of Education, Assumption University) (2) member of the Committee on Evaluation of School Administrators’ Academic Output/Outcome for Professional Promotions to the 9\textsuperscript{th} Level and Professorship Positions, (3) member of the National Scholarship Board, Civil Service Commission and (4) Chairman of External Audit and Assessment Committee for Higher Education Institutes, Office of the National Education Standards and Quality Assessment (ONESQA).

Contributed by Department of General Education.
GRADUATE SCHOOL OF BUSINESS
MBA STUDENTS ON FIELD TRIP TO BANGALORE, INDIA.

With the enrolment of large contingents of Indian students into the MBA Programs of Assumption University during the last couple of years and with the resultant intermingling, and interaction among them, the vision of technological developments in India was in a state of ferment in the minds of our Thai students. They are curious and excited when they learn, for example, that many multinational corporations, their subsidiaries, and research and development centers are located in such places as Bangalore, (IBM, Lucent, HP, Sony, Siemens, Telesoft, Philips, Texas Instruments, SAP, LG) Hyderabad, (Motorola, Nokia, Bell Labs, Microsoft, Mumbai (Gateway, Infomix, Shimadzu), and New Delhi (Oracle and Adobe).

Therefore an excursion to Bangalore was organized by the Graduate School of Business to explore not only the history and culture of India but also acquire knowledge and understanding of technological, social and economic developments that occurred during the past decades and at the same time search for the roots of Thai culture and religion in India as part of the main focus of this trip.

Professor Suniti Phadke, Coordinator, International Affairs of Christ College and her students welcomed us with a traditional Indian ceremony. Everybody was accorded a hearty welcome and had the centre of his or her forehead painted with a red pigment. All guests were then served with Indian desserts made from milk, ginger, sugar, and spices. After the feast, candles were lit to worship the Lord Buddha. We then visited the Bird Park at Christ College, where we celebrated culture and traditions through dancing, games, food, dress, verbal and non-verbal communications. We then observed buildings and architecture at Lalbagh Botanical Gardens, the ISKCON Temple, a church in Mysore province, the Jaimaka Market, market at Briget Road. We very much appreciated the presence of Prof. Joby Thomas who accompanied us to these places and who patiently and tirelessly explained the meaning and significance of the sites and structures we visited.

Visiting Information Technology (IT) companies in Bangalore was another focus of this trip. They are INFOSYS, TVS Motors, International Technology Park Limited (ITPL) and the electronic city tour, and Airtel. Our groups’ satisfaction was very high because the pleasure of personal experience and perception was far in excess of expectations and we actually witnessed the working environment and technological innovations, instruments, and facilities, etc. provided by these companies. Especially the demonstrations at TVS Motors enlightened our students about the operational management concepts and the exhibition of how a motorcycle can be successfully assembled within seven minutes was very impressive.

In addition to these busy schedules and transportation hassles, tourism students who accompanied us under the supervision of Prof. N.G. Vinod, Coordinator of the Department of Tourism & Travel Management made special arrangements for us including attending the monthly meeting of the Professional Tourism Organization in Bangalore. Finally, an interesting gathering was the quiz show on the faculty day. This was organized by the tourism students in order to create a sense of familiarity and friendship among faculties and students.

Contributed by Dr. Chittapa N.
The academic community of Assumption University on the invitation of the President assembled at the Grand Salon, St. Raphael’s Hall, Bang Na campus on September 28, 2005 at 12 noon to congratulate President Emeritus Rev. Bro. Dr. Prathip Martin Komolmas who was awarded an honorary doctorate by the Prince of Songkhla University on September 18, 2005.

President Rev. Bro. Dr. Bancha Saenghunan read an appreciation in English language which highlighted Rev. Bro. Dr. Prathip Martin Komolmas’ unflinching dedication and contributions to Thai and international education through scholarship, the encouragement of international systems and making well known the Prince of Songkhla University.

Responding to the gesture by the President of Assumption University, the President Emeritus spoke with deep conviction of the belief he held in the robustness of Assumption University’s education and its relevance to the needs of the Thai and the international community of people. In his remarks, he recalled that in 1982, he had received a call from the Ministry of Labor, the Royal Thai Government. The official from the ministry praised the quality of the then ABAC graduates and commended the teaching traditions of the university. In keeping with the fine respect for Assumption University education, Rev. Bro. Martin thanked all the assembled faculty members and the staff for their dedication over the many years and for their work in sustaining the good name of Assumption University. “I accepted the honorary doctorate on behalf of all of you. The honour and tribute is therefore for Assumption University,” he said.

Following commemorative photograph sessions, the guests were hosted to a sumptuous cocktail reception, all the while celebrating the unique distinction for the President Emeritus and entrenching their loyalty for Assumption University, the abode of abiding knowledge.

Contributed by Glen V. Chatelier

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