Paean of Praise for His Majesty the King

Your life O Sage King is a parable of sacrifice
    For a people over who You are Father
You hold their joys and fears alike in Your heart
    For Your love for them is everlasting
Not just food from the palms of Your hand
Nor merely smiles from the radiance of Your lips
But seasoned lessons of morality and sufficiency
Have You gifted them to fortify their lives
The comforting assurance that You are Father
Consoles them in the throes of their pain
They know they can turn to You again
Even when they have strayed away from Your teachings
You are enshrined in their souls as God King
For You their innermost harmonies sing
To Your birthday celebrations they bring
Pure and simple love, for You O Revered Thailand’s King

Glen Chatelier
Assumption University of Thailand
December 5, 2013
The 80th Birthday Celebration

Rev. Brother Dr. Prathip Martin Komolmas
the Rector Emeritus of Assumption University
For the many who know Bro. Martin, they are all amazed to see he is so gifted and talented in so many things. But perhaps hardly anyone knows, or wants to know, how he made it.

Is it something he is born with? Or something he earned through practice?
As Thomas Edison put it, “Genius is 1% inspiration, and 99% perspiration.” ABAC Today wanted to find out Bro. Martin’s secret. As he turns 80th this year, it is perfect timing.

ABAC Today: You have accomplished so much in life—education, sports, music, design, architecture, arts, and more. On reflection, which one would you consider your biggest achievement? And why?

Bro. Martin: I consider construction of the new campus my biggest achievement. Why? People always come to ask me what inspires you to do this. Because it fits into my tenet there the new campus representing the world structure. Because it has always been my dream (Brother asked for a red book on historical background of ABAC, p.31) Read that page, it contains the whole concept:

“It has always been my dream to build a Cathedral of Learning and to create in and around it an atmosphere that is healthy and refreshing to the active mind, intellectually, stimulating and spiritually fostering and enriching; in other words, an atmosphere conducive to learning and becoming a complete man/woman, a new man/woman for a new millennium—someone imbued with a new humanism.

To this end, the idea of the ‘university in the park’ has become a prominent concept of the campus wherein thousands of trees are grown, to bring nature back to young men and women so that they will be able to walk and to sit in great silence of the landscape, with tranquility of mind, contemplating how, in peaceful splendor, the sun rises and sets radiating life to all things.

In this environment, the inquisitive and enquiring minds will have their play and their fulfillment. All learners will steadily grow in knowledge and wisdom.” (คราภประดิษฐ์ ม. โพนสมบุร, 2013, 2nd ed. ประวัติความเป็นมาของมหาวิทยาลัยสตรี P.31)

Because I had the opportunity to create and to do (this) with nobody interference with me and it was a sheer luck that I had a free hand to manage, to write, and to plan the whole construction myself.
ABAC Today: No wonder visitors to Suvarnabhumi Campus are all amazed and impressed. Is it a western style or Thai style or a mixture of both?

Bro.Martin: The construction is mainly western but I put a Thai style only as a symbol. With the Thai pavilion in the pond at the very scenic center, it is like stars surrounding the moon.

ABAC Today: Beside building the new campus with the concept of the ‘university in the park’, you have puzzled us with so many talents and extraordinary skills as well. I would like to know how you made it. How did you acquire these excellent skills?

Bro.Martin: (instantly answered with no pause for thinking) First and foremost ‘I like it and I love it’. Because of what I love and like becomes spiritual driving force. It is bound to come out of myself to express outwardly of what I think and desire. For example, the Cathedral of Learning, you see many pillars around the place. The pillars themselves to me is spiritual. I like to sit at the foot of a pillar. When students sit there and read books, the pillar is built for that purpose.

ABAC Today: Citing only two incidents you have done: when you were President and Director of St.Gabriel College, you went to visit every evening to read him a French book. From that every night reading and correcting of pronunciation from him, you learned a lot and one day Father Hubert handed you his autobiography—something he never trusted anybody else to do. Secondly, one of our staff witnessed on the occasion of his giving a technical service in your room to see several newspapers laid down there. That was about 5 years ago and he was so impressed. From these two incidents, does it mean you put a lot of effort in things you like and love?

Bro.Martin: Of course, merely passion and to find something you like but never put effort into it will get you nowhere. It takes a lot of practice—continual, everyday practice and patience-enduring patience to be good at anything. This is a rule—a no-exceptional rule. As a famous saying goes, there is no free lunch. You’ve got to work for it. That is why the motto of ABAC is ‘Labour Omnia Vincit’.

ABAC Today: Now that you have reached the 80th year of age and you have achieved so much, is it time to relax and take it easy?

Bro.Martin: Now I still pursue some studies. Because if you don’t study, you will become ignorant and you have to keep up with learning. We are in knowledge exploding age, so we have to study. Internet and all kinds of modern technology are also prevalent. How can we catch up with technology and make full use of it? With technology, we have a better access to all knowledge, e.g. you can read the Bible from internet. And because modern education is based on modern technology, without making use of modern technology in education, you paralyze it. This is the 3rd millennium.

ABAC Today: What you have shared with us is truly inspiring. You are an idol for younger generations. What message or ‘word of wisdom’ would you like to give to children and youth these days?

Bro.Martin: Learning all the time and completing and fulfilling in the process of integration. Engage yourself in the pursuit of truth and knowledge. I wrote the way to educate young people. On page 27 of the same book, “education is the most effective means to liberate man from ignorance and poverty. The fundamental aim of education is to develop and integrate man’s physical, intellectual, emotional, and social faculties to their fullest potential without extinguishing the creative spark in him.” For example, if young people talk together, very soon they become interchanged and exchanged ideas. And that is a great way to learn.

The true meaning of education is to develop and integrate the 4 faculties of man. Development will take place from interactions between teachers and students. Lastly I want to say ‘learning is within you’. Lifelong learning is to find treasures within yourself. To this end, all learning starts with self reflection. By applying knowledge, concentration, and self reflection, you learn to know, you learn to do things, you learn to live with others, and lastly you learn to be yourself. This is the 4-pillars of education by UNESCO.

Reported by Dr. Absorn Meesing
21st November 2013
University Highlighted Activities

Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus of Assumption University delivered an opening address at “The 66th Anniversary of St. Louis Marie Grignon de Montfort’s Canonization” on August 1, 2013. The Anniversary Celebration was organized to honor and pay respect to St. Louis Marie Grignon de Montfort, the founder of Brothers of St. Gabriel. Joining the event were Dr. Vindhai Cocracul, Vice Rector for Student Affairs and Dean of the School of Music, Dr. Kamol Kitsawad, Vice Rector for Advancement, AU administrators, faculty members, staff and students. On this occasion, Rev. Bro. Dr. Amnuay Yoonprayong, Vice President for Moral Development Education gave a special lecture titled “In the footsteps of Montfort” to the audience. The event took place at AU Shopping Plaza, the Cathedral of Learning Building, Assumption University Suvarnabhumi campus.

The Graduate School of Philosophy and Religion of Assumption University and The Federation of Asian Bishops’ Conferences organized a two-day Colloquium on “The Origins and Destinies of Cultures” at the Assumption University, Suvarnabhumi Campus on June 4-5, 2013. Forty Delegates from ten different countries (Four Continents) presented papers and deliberated on Cultures at the time of globalization. Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus, welcomed the delegates in a speech at the Opening Ceremony.
ABAC Hosts an International Conference on Corporate Governance and Business Sustainability

Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus of Assumption University, delivered an opening address at the “Asian Conference on Corporate Governance and Business Sustainability” and provided a warm welcome to H.E. Mr. Abhisit Vejjajiva, former Prime Minister of Thailand and Leader of the Democrat Party, on the occasion of his delivering a special talk titled “Corporate Governance Reforms in Asia”. A special address was given by Mr. Ajay S. Shriram, Chairman of GB, SRCC & President Elect CII. Attending the conference were Rev. Bro. Dr. Prathip M. Komolmas, President Emeritus, AU Administrators, and scholars from many countries. The event took place on October 7, 2013 at John XXIII Conference Center, Assumption University Suvarnabhumi Campus.

ABAC Hosts an International Conference on Corporate Governance and Business Sustainability

H.E. Mr. Shri Anil Wadhwa, Ambassador Extraordinary and Plenipotentiary of India to Kingdom of Thailand led a Roundtable Discussion: Exploring Collaborative Pathways in Corporate Governance and Sustainable Business Partnerships at the Asian Conference on Corporate Governance and Business Sustainability on October 8, 2013 Suvarnabhumi Campus, Assumption University. Distinguished participants included Rev. Bro. Dr. Prathip Martin Komolmas, President Emeritus, Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus, Mr. Trisak Lertsakwattana, Director Provincial Chapter of Federation Thai Industries, Vijay Kapur, Director, Board of Studies, Institute of Chartered Accountants of India, Sutanu Sinha, Chief Executive, Institute of Company Secretary of India, Prof. Raj S. Dhankar, and Dean, Faculty of Management Studies, University of Delhi, India.
Feast-Day and the Holy Mass at the 80th Anniversary Celebration of Rev. Bro. Dr. Prathip Martin Komolmas

Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus of Assumption University attended the Feast Day and the Holy Mass at the 80th Anniversary Celebration of Rev. Bro. Dr. Prathip Martin Komolmas, AU President Emeritus, presided over by Cardinal Michael Michai Kitbunchu, Archbishop Emeritus of Bangkok. Archbishop Paul Tschang In-Nam, the Apostolic Nuncio to Thailand, Archbishop Francis Xavier Kriangsak Kovithavanij, Archbishop of Bangkok, Archbishop Louis Channien Santisukniran, Archbishop of Thare and Nonseng, all Bishops of Thailnad, brothers, sisters, AU administrators, faculty members, staff and hundreds of honored guests assembled for this ceremony. This event was held on November 11th, 2013 at the Chapel of St. Louis Marie de Montfort, Suvarnabhumi Campus, Assumption University.

50th Anniversary of Pacem in Terris

John Paul II Center for Catholic Social Thought organized Seminar on 50th Anniversary of Pacem in Terris. The honored speaker was The Minister of Social Development and Human Security, Paveena Hongsakula who delivered a keynote on the topic Pacem in Terris and Dignity of Women in Thailand. Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus, Rev. Bro. Dr. Prathip M. Komolmas, President Emeritus, Rev. Bro. Dr. Amnuay Yoonprayong, Vice Rector for Moral Development Education, Faculty members and Students participated in the event on October 29, 2013 at UNESCO Room J205, John XXIII Conference Center, Suvarnabhumi Campus.
Seminar on Ecological, Social and Economic Sustainability

Assumption University and KONRAD-ADENAUER Foundation organized a one day seminar on “Ecological, Social and Economic Sustainability: Perspectives for Thailand and ASEAN” on November 28, 2016 at the Salle D’ Expo Assumption University. The Au President, Rev. Bro. Dr. Bancha Saenghiran delivered a welcome address while Mr. Michael Winzer, Country representative for KONRAD-ADENAUER STIFTUNG reported on KAS-AU collaborations since 2004.

The objective of the seminar was to discuss and debate academic views on sustainability, so as to raise awareness towards Ecological, Social and Economic issues in balanced and responsible ways.
Wai Kru Ceremony 2013

AU Wai Kru Ceremony 2013 was on 20th June 2013. The ceremony is a Thai tradition for students to pay respect and gratitude towards their teachers. It is also an occasion where 63 outstanding students were honored and awarded by the Rector Magnificus for their high achievements. Attendants at the event included Rev. Bro. Dr. Prathip M. Komolmas, President Emeritus, Rev. Bro. Dr. Amnuay Yoonprayong, Vice Rector for Moral Development Education, Administrators, Faculty members and AU Students.

The Ceremony was held at John Paul II Sports Center, Assumption University Suvanabhumi Campus. It was organized by the Student Organization of Assumption University.

French National Day.

The Department of Business French, the Faculty of Arts, Assumption University celebrated French National Day on July 3, 2013, at The Cathedral of Learning, Suvanabhumi Campus. Participants were French major students, French Business Faculty members, and Administrators. Rev. Bro. Dr. Amnuay Yoonprayong Vice Rector for Moral Development Education presided over the event.
AU Freshy Day & Night 2013 was celebrated on 8th July 2013 this year. It was a fun time and prizes were given to the winners of Prince and Princess by Brother President. The Objectives of the event were to welcome new students and to build rapport between freshmen and other students at AU. Participants were administrators, faculty members and AU students. The event took place at John Paul II Sports Center, Assumption University Suvarnabhumi Campus.

Organized by the Student Organization of Assumption University
Faculty of Business and Economics and Student Club organized the LAST ORIENTATION and Business Ethics Seminar 1/2013 for fourth year students in Semester 1/2013. Rev. Bro. Dr. Amnuay Yoonprayong, Vice Rector for Moral Development Education presided over the seminar. Dr. Vindhai Cocracul, Vice Rector for Student Affairs, administrators, faculty and staff were among attendants. The event was on August 30, 2013 at the Grand Ballroom, Millennium Hilton Hotel Bangkok.

Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus of Assumption University presided over the Capping Ceremony Class of 2015, on September 9, 2013. Attendents in the ceremony were Rev. Bro. Dr. Prathip Martin Komolmas, President Emeritus, Rev. Bro. Dr. Amnuay Yoonprayong, Vice Rector for Moral Development Education, Dr. Sompit Porsutyaruk, Vice Rector for Academic Affairs, Asst. Prof. Dr. Nanthaphan Chinlumprasert, Dean of Faculty of Nursing Science, faculty members, Nursing Science students and parents. The event was held at Auditorium, 2nd Floor, De Montfort Hall, Assumption University Hua Mak Campus and organized by Faculty of Nursing Science, Assumption University.
Assumption University achieved the “Trusted Brand Gold Award 2013”

Assumption University achieved the “Trusted Brand Gold Award 2013” for the third time in a row as a reputable and most trusted private university from surveys conducted by Reader’s Digest Magazine on June 26, 2013. Reader’s Digest Asia organized its 15th Annual Trusted Brand Survey Award 2013 through Ipsos, a French based research company. The survey was carried out in 8 Asian markets: Thailand, Hong Kong, Singapore, Malaysia, Taiwan, India, China and the Philippines.

The Ipsos conducted research via phone and mail, used a fair and verifiable method and completely voted for by 1,000 consumers in each country, in all, 8,000 respondents were polled.

Assumption University of Thailand, or Au, is a non-profit institution administered by the Brothers of St. Gabriel, a worldwide Catholic religious order devoted to education and philanthropic activities, founded in France in 1705 by St. Louis Marie De Montfort. Assumption University is the first institution to offer over 100 International courses from Bachelor degrees to Ph.Ds. Students from more than 90 nations around the world attend Au because with its comparatively low costs in tuition, the University’s sustains its academic excellence, drawing value from its English language medium of instruction, its outstanding study and IT facilities, and more than all, the faculty composition at Au is almost 50% non-Thai. Its international instructors bring with them a wealth of multi-cultural experience and education from more than 40 different countries. A good many degree programs offered have been recognized and accredited by world-class Universities. Assumption University has equipped over 80,000 graduates with knowledge and virtue to serve the community and create positive impacts to the world. The university currently has a diverse student population of over 20,000 students from 90 countries.
AU BBA Team Wins Disney Thailand Award

Eight students from Assumption University’s Martin de Tours School of Management and Economics (MSM&E) recently participated in Disney Thailand’s marketing competition for its recent animated movie “Monster University” during July-August 2013.

By combining their brains and diligent efforts, AU’s team “Monsteology” put together a comprehensive integrated marketing communications (IMC) plan which achieved a strong public response from a key target market composed of university students. The team’s ingenuity and hard work successfully created enormous publicity, awareness, and positive image for the said movie. Thus, despite Disney Thailand unexpectedly changing its IMC competition’s rules in the middle of the game by suddenly reallocating 80% of the score to ticket sales (leaving only 20% to the other IMC aspects for which the team had already put much effort into), Monsteology earned the title of 3rd runner up and won the “Best Online” Award as well as “Costume Award-My Mike My Sully”.

Team Monsteology was advised by AU’s Department of Marketing lecturer A. Pornchanoke Tipgomut and is composed of the following MSM&E students with the following majors:

- Aumarat T. (Marketing)
- Jita W. (Finance)
- Niti T. (Marketing)
- Sananporn P. (Marketing)
- Pataraporn L. (Marketing)
- Paweenee K. (IBM)
- Pawita K. (Accounting)
- Tharinee M. (Finance)

AU Wins NACC 2012 Award

Rev. Bro. Dr. AmnuayYoonprayong, Vice Rector for Moral Development Education and Mr. Sompol Na-Songkhla, Acting Vice Rector for Administrative Affairs represented Assumption University in receiving a complimentary award at the 3rd Honorable NACC Integrity Awards 2012 from Mr. Panthep Klanarongran, President of the National Anti-Corruption Council (NACC) on 14th August 2013 at the Office of the National Anti-Corruption Council (NACC) in Nonthaburi.
BBA Student Wins
National Outstanding Youth Award
On November 4, 2013

Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus of Assumption University with Ajarn Bancha Skuldee, Assistant Deputy Vice Rector for Student Affairs and Faculty for Student Affairs posed for photograph while congratulating Mr. Thanapong Ngarmrungruang, Assumption University student in Business and Economics, who was awarded by the National Council on Social Welfare of Thailand (NCSWT) with the National Outstanding Youth Award 2013.

Exchange Program

Assumption University of Thailand welcomed fifteen exchange students for semester 1/2013, (June - October 2013) from countries such as Japan, Germany, the Netherlands and France to the Undergraduate programs in Business Administration and the Faculty of Arts’ Business Japanese. The Office of International Affairs facilitated the arrival of the students to Assumption University in partnership with the Office of the University Registrar, the International Student Center and the respective faculties. An Academic Orientation was organized for the inbound exchange students on June 6, 2013 by the Office of International Affairs while the International Student Center organized a weekend familiarization tour for the students to Pattaya City. While studying at Assumption University, the exchange students participated in activities, both academic and co-curricular, organized by their respective faculties.
Photograph Montage

The 80th Birthday Celebration

Rev. Brother Dr. Prathip Martin Komolmas
the Rector Emeritus of Assumption University