



360°

# MUIC

Mahidol University International College

JAN-MAR 2026

Vol.8 No.1

ISSN: 2672-9512

2026  
Advancing  
into the Future

2017  
A New Landmark  
for Learning



Ai

EMPOWERING  
THE SUSTAINABLE  
SOCIETY



# TABLE OF CONTENTS

40 Years of Educating Global Citizens

Then 14 and Now

04

The Road Ahead: 28  
The Future of MUIC

## EDITORIAL MOMENTOUS MILESTONE

Forty years ago, Mahidol University International College (MUIC) started out as the International Students Degree Program (ISDP), offering an international curriculum with English as the medium of instruction. The inaugural class was composed of 45 students housed in two rented classrooms under the tutelage of two full-time faculty members. MUIC was not an overnight success. Hard work and dedication, along with a strong faith and commitment to its goals, enabled its pioneering executives, faculty, and staff to overcome challenges, respond to the demands of changing times, and make MUIC what it is today—a leading provider of world-class, diverse, and future-ready higher education. To the members of the MUIC community past and present, and to its alumni and current students: congratulations on this momentous milestone!



**WHAT DO YOU THINK?**  
Let us know your thoughts about MUIC 360° Magazine by scanning the code.



06

Empowering Thailand's Future



Chapter One: The Spark

12

20 Chapter Three: Recognition and Growth



Campus Comes Alive 18

30

The First 40 Years Were Just the Beginning

26 Innovation and Technology



05 MUIC Today: A Sustainable International College



MUIC Across the Years 10



Chapter Four: Innovation and Transformation 24



16 Chapter Two: Building the Foundation



22 Truly International

## MESSAGE FROM THE DEAN

### EMPOWERING THE SUSTAINABLE SOCIETY

Forty years ago, MUIC began with a bold belief—that education could open doors to the world. Today, that belief has grown into something even more meaningful: the power to shape a better future.

At MUIC, we do not simply prepare students for careers. We inspire them to think beyond themselves, to embrace diversity, and to act with purpose. In a world of constant change, sustainability is about preserving what we have, while also reimagining what is possible.

Every classroom, every collaboration, and every experience at MUIC is designed to empower our students to become thoughtful leaders—individuals who understand that true success is measured not only by achievement, but by impact.

As we celebrate this milestone, we look ahead with confidence and conviction. The future will belong to those who are both capable and accountable, capable of applying existing knowledge while also having the skills to learn new ones. And the accountability to lead with integrity, knowing that their actions can lead to a lasting and positive change for society.

And at MUIC, that future is here and the journey for each student begins today.

**PROF. CHULATHIDA CHOMCHAI, MD**  
Dean, MUIC

**MU CORE VALUE**

**MAHIDOL**

**MASTERY**

With MUIC proving itself to be a leader in Thailand's higher learning sector, it is only apt that **Mastery** is this issue's Mahidol Core Value.

40<sup>th</sup> MUIC Anniversary

**Adviser**  
Prof. Chulathida Chomchai, MD  
Dean of Mahidol University International College

**Publisher**  
Assoc. Prof. Dr. Chanchai Phonthanukitithaworn  
Associate Dean for Corporate Communication and Information Technology

**Manager**  
Mr. Nutthaboon Pornrattanacharoen  
**Editor**  
Mr. George Amurao

**Art Directors**  
Mr. Pratchaya Leelapratichayanont  
Mr. Sakon Lumpongphan  
**Circulation Officer**  
Ms. Katvaree Phatanakaew

**Photographers**  
Mr. Pratchaya Leelapratichayanont  
Mr. Sakon Lumpongphan  
Mr. Kiatpitack Puttirungsikul

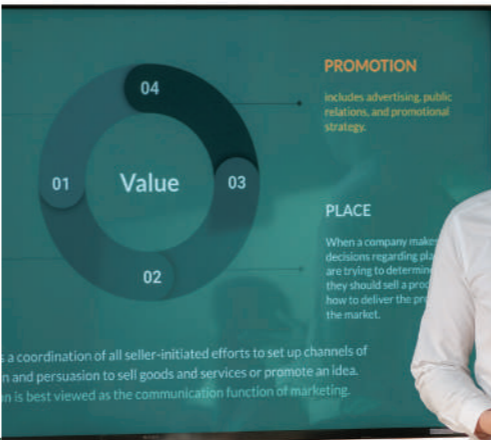
**MUIC 360° Editorial and Production Office**  
Room 1110, MUIC Building 1, 999 Phutthamonthon Sai 4 Road, Salaya, Nakhon Pathom Thailand 73170  
Telephone: +66 (0) 700 5000 Ext. 1613  
Fax: +66 (0) 2441 0629 Email: iccc@mahidol.ac.th  
www.muic.mahidol.ac.th

# 40 YEARS OF EDUCATING GLOBAL CITIZENS FOR A SUSTAINABLE FUTURE

Education shapes societies. Responsibility sustains them.

For 40 years, MUIC has empowered students to think globally, innovate ethically, and create impact that transcends generations. Sustainability is not a trend—it is a mindset woven into how we teach, learn, and lead.

Because the future does not belong to the prepared. It belongs to the responsible.



## MUIC TODAY: A SUSTAINABLE INTERNATIONAL COLLEGE



3,971 Students

14,587 Alumni

33 Nationalities

17 Majors

140 Partner Universities Abroad

**Accreditations:**  
AACSB, AUN-QA, UN Tourism-TedQual, CFA, ACS, CAS, NEAS

**AI-powered** learning environment (i.e. Copter—AI student assistant)

# EMPOWERING

“  
At a time when English-taught degree was rare in Thailand, ISDP and MUIC graduates entered the workforce with near-native proficiency, making us the immediate candidate for multinational corporation or international organizations.  
”

**MS. SIRINTRA “JEAB” JITTRAWONG**  
Business Administration (majoring in Marketing), Class of 1998  
CEO, Microfiber Industries Ltd.



“  
I wasn't an academic star when I was a student. However, MUIC made me more human, teaching me that true influence comes not from a perfect transcript, but from knowing how to lead, how to treat people correctly, and how to win the battles that truly matter.”  
**MR. VORAVUDH “VUDH” VARIKARN**  
International Business and Marketing, Class of 2000  
Managing Director, Carsome (One2Car, Autospinn, Carsome)

“  
MUIC prepared me for the hard work of the professional world and helped me identify my true passions through both academic and extracurricular trials. I learned to think about the ‘possibility’ of things and focused on the impact I could leave behind, rather than just personal gain.  
”

**MR. THANAKRIT “PAT” KANJANASIRIPAKDHI**  
International Business Management, Class of 2002  
Lead, Business Intelligence  
Smollan Thailand Co., Ltd.



## EMPOWERING THAILAND'S FUTURE

“  
One of the biggest edges I had as an MUIC graduate when I started my career was adaptability. MUIC trained us to be comfortable in diverse, international spaces—to think critically, communicate confidently, and move between roles and cultures with ease. That flexibility stayed with me long after graduation.  
”

**DR. SUNITI “HONEY” KUKREJA-BARUA**  
Business Administration, Class of 2000  
Clinical Psychologist & Author



“  
MUIC gave me the foundation of continuous learning and not giving up when faced with challenges. Life is not linear and has many branches.  
”

**MR. SUPANWONGSE “DEAN” WEERAWORAWIT**  
Biology / Bio-Medical Science, Class of 2004  
CEO, Coface Services (Thailand)

“  
MUIC provided me not only with an education but also a broader outlook on life. MUIC is filled with academic growth, rich experiences, and great friendships. Graduation isn't the finish line, but the start of a lifelong pursuit of knowledge. Enjoy the journey and always stay open to learning.  
”

**MR. AEKVARUNYOO “FIN” AMRAPALA**  
Business Administration, Class of 2004  
Assistant Secretary to the Governor of Bangkok and BMA Spokesperson



# FUTURE



“  
*MUIC helped me realize my potentials. Once you understand your potentials, you can fulfill your life goals.*  
 ”

**MS. CHIRAKAN “JIB” PORNSOPIT**  
 Social Science (International Studies Concentration), Class of 2006  
 Chief of Khon Kaen Passport Office  
 Department of Consular Affairs,  
 Ministry of Foreign Affairs of Thailand



“  
*MUIC provided me with the international lens to see beyond borders and the business foundation to act on big ideas. That combination is exactly what it takes to build a company from scratch — and it's what drives everything we do at SLEEK EV.*  
 ”

**MR. KANTINAN “BEN” TUNVEENUKON**  
 Finance, Class of 2018  
 CEO and Co-founder, SLEEK EV



“  
*MUIC instilled in me a mindset of possibility where different ideas and ambitions constantly intersect. It shaped me to think globally, take initiative, and build things with people from diverse perspectives.*  
 ”

**MR. RAVISUT “BABE” UDOMRUNGRUENG**  
 Business Economics, Class of 2018  
 Managing Director at Royal Lacewood Co., Ltd.  
 Strategy Director at Bonfire Gathering Co., Ltd.

“  
*MUIC taught me to step outside my comfort zone and embrace challenges, which later became essential skills in my entrepreneurial journey. MUIC has given me so much—education, a way of thinking, valuable experiences, and long-lasting friendships.*  
 ”

**MR. ATTHAKRIT “K” CHIMPLAPIBUL**  
 International Business, Class of 2014  
 CEO and Co-founder of Bitkub



“  
*In MUIC, I balanced being a full-time undergraduate student while also competing as a full-time athlete. That experience showed me that it's absolutely possible to pursue both academics and athletics at a high level. I graduated with first-class honors while also serving as a national team member for three consecutive years. I believe that with strong determination, commitment, and discipline, anything is possible.*  
 ”

**MS. PAKJIRA “AEY” THONGPAKDI**  
 Tourism and Hospitality Management, Class of 2014  
 Member, Thailand National Equestrian Team  
 Trainer of Young Equestrians  
 Horse Trainer



“  
*MUIC gave me a well-rounded understanding of the fundamentals of creative work—such as anatomy drawing, storytelling, and editing. These basics allow me to see the structure of what I'm creating as a complete process. I was also taught to think with a director's perspective, which has been incredibly important for the career path I'm pursuing now.*  
 ”

**MR. NATAKORN “TUM” ULIT**  
 Animation Production, Class of 2017  
 Comic Artist, Illustrator at Ulit House



# MUIC ACROSS THE YEARS

**1986**

Founding of ISDP



**1996**

Upgrade of ISDP into MUIC



**1998**

Inauguration of MUIC Building



**2000**

Academic Expansion



**2014**

Start of Program Accreditations



**2017**

Inauguration of Aditayathorn Building



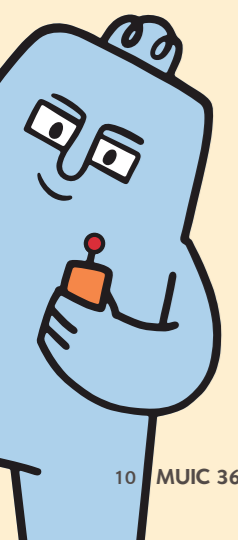
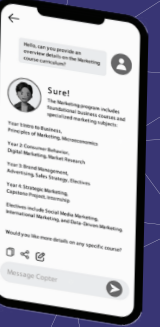
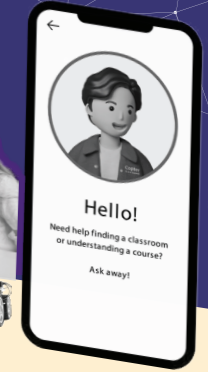
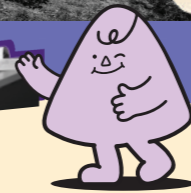
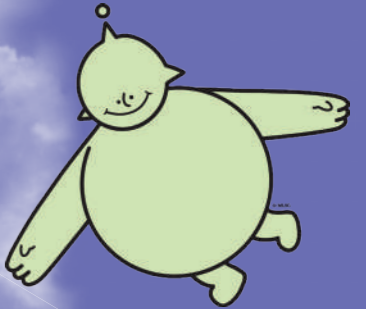
**2020**

Pandemic Pivot



**2025**

AI Integration



# ISDP

CHAPTER ONE:

# THE SPARK

(1986-1996)

**A Dream Takes Root** It began as a gamble in 1986: 45 students, two professors, and an audacious vision. In the midst of Thailand's economic surge, forward-thinking leaders at Mahidol University envisioned an international program to prepare students for a rapidly changing world. After a year of passionate debate, conscientious planning, and efficient organizing the International Students Degree Program (ISDP) was born. Its home was modest: two rented classrooms, a few offices, and a small library in the Faculty of Social Science building.



**Steady Growth, Bold Dreams**

The program's success quickly became evident. By 1990, enrollment reached 300, and by 1992 it had climbed to 486, prompting the addition of Business Administration and Food Science and Technology majors. That same year, ISDP inaugurated its first dedicated building—a three-story structure (now Building 2) that symbolized its permanence and ambition.

By the mid-1990s, the program had reached a milestone of 1,000 students and 15 majors. It had outgrown its "program" status. In 1996, a decade after its founding, the Mahidol University Council officially elevated ISDP to Mahidol University International College (MUIC), granting it full faculty status. The gamble had paid off.

**Forty-Five Pioneers and a Leap of Faith**

Despite offering an ambitious 13 majors, ISDP's inaugural class consisted of just 45 students who enrolled in six core programs: Biology, Chemistry, Applied Mathematics, Physics, Computer Science, and Travel Industry Management. A single full-time faculty member, soon joined by another and supported by guest lecturers, led the instruction. It was an intimate and exhilarating environment where these first students were not just enrollees—they were pioneers. By 1989, 18 of them comprised ISDP's first graduating class.



# 10<sup>th</sup>

THEN

2 rented classrooms

NOW

117 classrooms



THEN

13 majors

NOW

17 majors  
7 concentrations  
23 minors



# THEN AND NOW

THEN

45 students

NOW

3,971 students

THEN

2 full-time faculty members

NOW

154 full-time faculty members



THEN

Renting in a building in MU Salaya campus

NOW

MUIC now has its own 4 buildings in MU Salaya campus

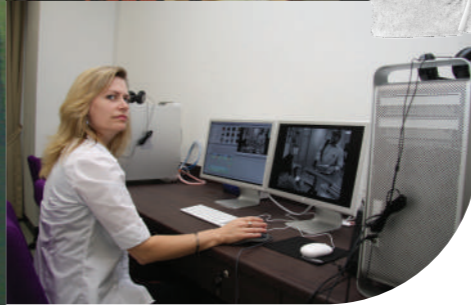
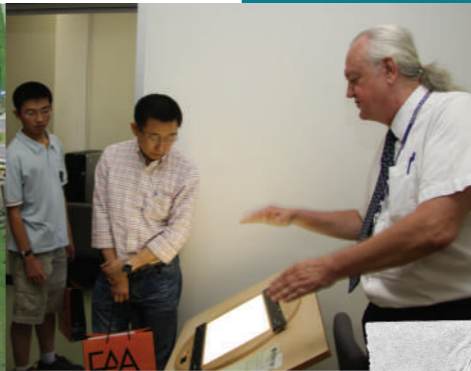


# 1997

CHAPTER TWO:

# BUILDING THE FOUNDATION

(1997-2007)



**A Campus Comes Alive** As the new millennium dawned, MUIC was riding a wave of momentum. By 1998, with enrollment swelling to nearly 1,600, the college inaugurated a stunning six-story building (now MUIC Building 1) that became its new heart. This was more than just an academic facility; it was designed for education through immersion. The sixth floor housed the Salaya Pavilion Hotel and Training Center,

a fully functional hotel where hospitality students gained hands-on experience. The Herb Garden Restaurant and Cup-pa Coffee House (opened in 2001) provided further real-world learning venues.

The campus continued to expand. In 2005, the Food Science and Technology program received a dedicated home complete with a processing laboratory, and by 2006, the eight-story Building 3 provided more classroom space and expanded hotel facilities.

**Academic Explosion** MUIC's physical expansion was matched by an academic renaissance.

The college launched its Social Science program in 1998, followed by Southeast Asian Studies in 1999. A watershed moment came in 2000 when the Business Administration program elevated five concentrations into full majors: Finance, Information Systems, International Business, Management, and Marketing.

By 2002, MUIC had reorganized into a divisional structure, paving the way for new majors in

Environmental Science (2003) and Nursing Science (2004). In a bold creative leap, MUIC partnered with the Kantana Group in 2005 to launch a program in Entertainment Media, which, along with Communication Design, formed the new Fine and Applied Arts Division by 2008.

**Expanding the Mission** MUIC's ambitions now extended beyond undergraduate education. In 1998, it established the Pre-College Program to prepare high school students for university-level work. A decade later, the Graduate Center opened in Bangkok's business district, offering MBA and MM programs. Simultaneously, the college launched its Study Abroad Program in 1998, weaving an international network that would become a defining strength and requiring expanded housing for a growing number of inbound exchange students.

# 20<sup>th</sup>



CHAPTER THREE:

**RECOGNITION AND GROWTH**  
(2008–2018)



**Awards, Accolades, and a Test of Character** By its 20<sup>th</sup> anniversary, MUIC had earned a national reputation for excellence. In 2010, the college received the Creative Academy Award, followed by the Prime Minister’s Export Award and the Thailand Trust Mark in 2011. This was recognition not just of academic quality, but of MUIC’s role as a bridge between Thailand and the world.

But 2011 brought an unexpected test. Catastrophic floods submerged central Thailand, suspending classes. In this crisis, the MUIC community showed its

character. Inbound exchange students, faculty, and staff were relocated to Mahidol University’s Kanchanaburi campus. The college rallied, emerging more united than ever.

**Going Global** As the floodwaters receded, MUIC doubled down on its international mission. Recruitment roadshows launched in 2014 across Southeast Asia, and six programs earned ASEAN University Network Quality Assurance (AUN-QA) certification, a stamp of regional excellence.



Enrollment surged to 3,500 by 2015, fueling two new majors: Intercultural Studies and Languages, and Media and Communication. The student exchange program flourished, with outbound students jumping from 64 in 2011 to 114 in 2014. By that year, MUIC had agreements with 109 partner universities worldwide, one of which—Chiba University of Japan—opened an overseas office at MUIC in 2017.

**A Crown Jewel: The Aditayathorn Building** Capping this decade of growth was the 2017 inauguration of MUIC’s architectural masterpiece: the Aditayathorn Building, named in honor of alumna Princess Aditayadorn Kitikhun. Sleek, modern, and sustainable, the new building symbolized everything MUIC had become—and everything it aspired to be.

30<sup>th</sup>

# TRULY INTERNATIONAL

Walking through the halls of Mahidol University International College (MUIC), one immediately feels the buzz of a global melting pot. By 2025, the college has solidified its status as a premier hub for internationalism in Southeast Asia, boasting partnerships with 140 universities worldwide. This expansive network allows students from every corner of the globe to swap stories and study for a term or two, creating a truly diverse community. With a world-class curriculum taught entirely in English—complemented by concentrations, courses and minors in several foreign languages—MUIC holds top-tier accreditations that open doors globally. For the students here, it isn't just about the textbooks; it's about gaining a deeper academic perspective and a richer cultural experience that lasts a lifetime.



**CULTURAL EXPERIENCE**

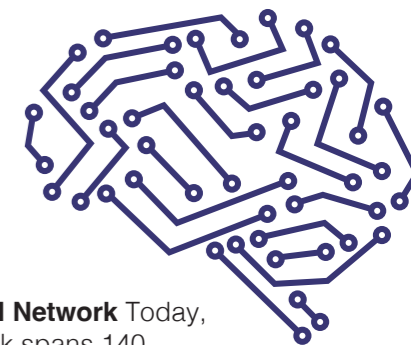
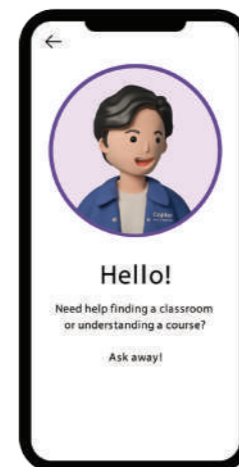
# 2019

## CHAPTER FOUR: INNOVATION & TRANS- FORMATION (2019—PRESENT)



### A Commitment to Excellence

The past few years have seen MUIC's programs earn a dizzying array of international recognitions. The Finance major joined the CFA Institute University Affiliation Program (2019); Computer Science and Communication Design earned AUN-QA accreditation (2022) with the Media and Communication program getting recognized two years later; and the Business Administration Division renewed its prestigious AACSB accreditation (2024). Numerous other programs received certifications from bodies like the American Chemistry Society, Casualty Actuarial Society, NEAS, and UN Tourism.TedQual, cementing MUIC's status on the world stage.

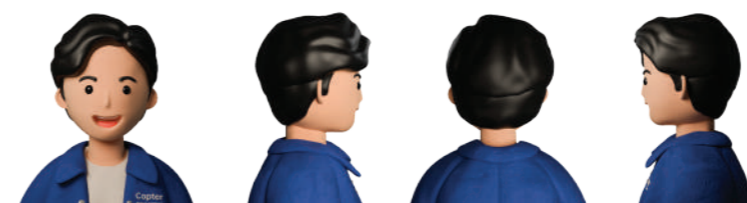
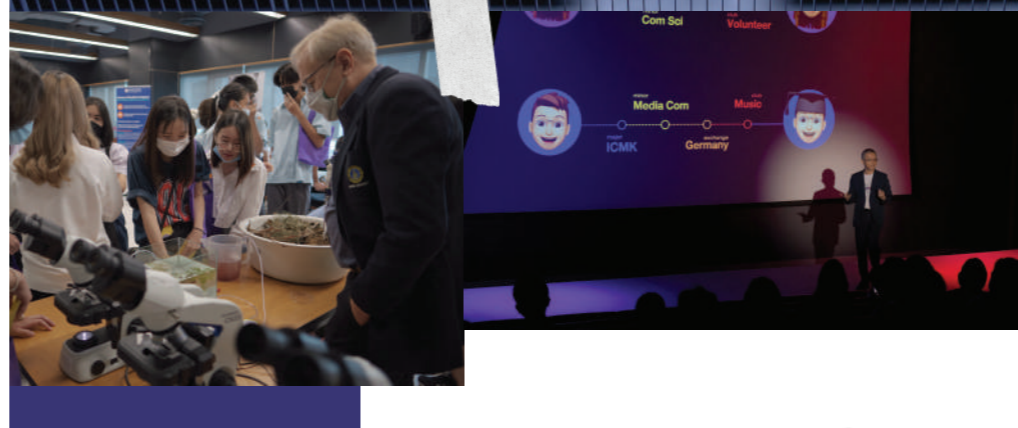


**A Truly Global Network** Today, MUIC's network spans 140 partner universities worldwide, with approximately 500 inbound and outbound exchange students annually—a number the college plans to push to 600. This global web also offers students access to dual degree programs, graduate school pathways, and medical school opportunities. As it enters its fifth decade, the college is also embracing the next frontier—artificial intelligence—with a dedicated committee exploring its ethical and effective integration into education. Nevertheless, MUIC has taken the crucial first steps of using AI in student services by introducing Copter, an AI-powered student personal assistant that offers fast and convenient service.



**The Pandemic Pivot** In early 2020, the Covid-19 pandemic brought unprecedented disruption. By March, MUIC shifted to remote learning—a transition that could have crippled a less agile institution. But MUIC adapted with remarkable speed. Faculty were equipped with digital tools for seamless online instruction, while the administration provided scholarships to students facing hardship. After a period of hybrid classes, the campus returned to full in-person learning by mid-2022, having demonstrated its profound resilience.

**Innovation in the Eye of the Storm** Even as the pandemic raged, MUIC refused to stand still. In 2020, the college introduced the I-Design Policy, a groundbreaking flexible curriculum allowing students to customize their education by selecting at least 20 credits from any major, division, or partner institution. That same year, MUIC launched the Creative Technology major, a visionary interdisciplinary program blending arts, science, engineering, and music.



# 40<sup>th</sup>

# INNOVATION AND TECHNOLOGY

For 40 years, Mahidol University International College (MUIC) has relentlessly integrated technology to elevate the student experience. This commitment transforms every aspect of learning, from courses that fuse traditional wisdom with cutting-edge discoveries to personalized student support from 'Copter,' MUIC's AI student assistant. By constantly innovating, MUIC moves education beyond the physical classroom and into the dynamic, borderless world of 21st-Century learning. This approach doesn't just teach students—it prepares them for the future.

# INNOVATION



- Restaurant Consultant – Advise restaurants on menu design, customer experience, or cultural fusion.
- Tourism & Hospitality Coordinator – Work in hotels or travel agencies, using Chinese and culinary knowledge to enhance experiences.
- Behavioral Marketing Assistant – Assist

Ask Copter

Copter may display inaccurate info, so double-check its responses. [View privacy & terms](#)

# TECHNOLOGY

**IN YOUR VIEW, WHAT CHALLENGES WOULD MUIC FACE IN THE NEAR FUTURE?**

The higher education landscape is undergoing rapid transformations. One of the most significant challenges we face is the accelerating pace of technological change, particularly in artificial intelligence, which is reshaping how knowledge is created, delivered, and applied.

At the same time, we are seeing increasing global competition—not only from universities, but also from alternative education providers offering flexible, skills-based learning. This challenges us to continuously ensure that our programs remain relevant, innovative, and aligned with the needs of the future workforce.

Another important challenge is preparing our students to navigate complex global issues, including sustainability, social inequality, and cultural diversity. These are not problems that can be solved within a single discipline, and they require a new way of thinking—one that is interdisciplinary, ethical, and incorporates global awareness of each individual.

Ultimately, the challenge is not just about keeping up with change, but about leading these changes in a way that is responsible and inclusive.

# THE ROAD AHEAD: THE FUTURE OF MUIC

Q&A WITH PROF. CHULATHIDA CHOMCHAI, MD, MUIC DEAN

**WHAT ARE THE STRENGTHS OF MUIC WHICH WOULD MITIGATE THE EFFECTS OF THESE CHALLENGES?**

MUIC's greatest strength lies in its identity as an international liberal arts institution. Our interdisciplinary approach equips students not only with specialized knowledge, but also with critical thinking, adaptability, and a strong sense of responsibility—qualities that are essential in a rapidly changing world.

Our diverse and global community is another key strength. With students and faculty from many nationalities and backgrounds, MUIC fosters an environment where different perspectives are valued. This diversity enhances creativity, collaboration, and cultural understanding, all of which are fundamental to building a sustainable society.

In addition, MUIC has demonstrated resilience and agility in times of uncertainty. Whether during the pandemic or other global challenges, we have been able to adapt quickly while maintaining the quality of our teaching and learning. This ability to evolve will continue to be critical moving forward.

Finally, we are committed to integrating innovation with responsibility. As we embrace new technologies, including artificial intelligence, we do so with a clear focus on ethics and long-term impact. Our goal is to prepare students for the future, that has never changed. But more importantly, MUIC is determined to empower them to shape it—responsibly and sustainably.



**THE FIRST  
40 YEARS  
WERE  
JUST THE  
BEGINNING...**

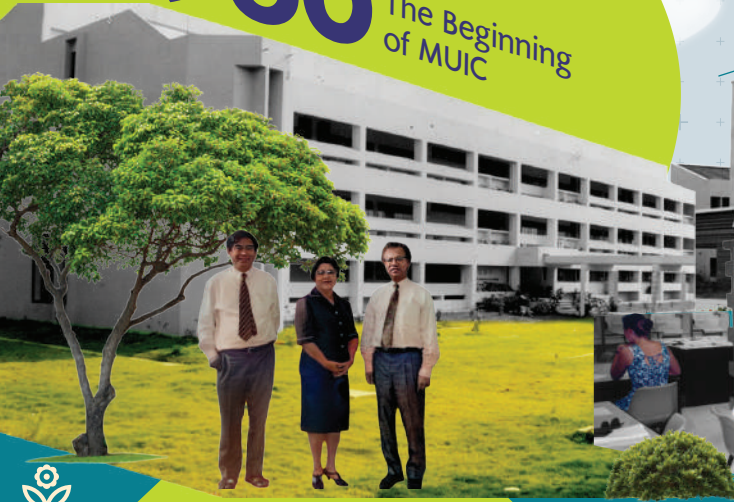
For 40 years, MUIC's foundation has been academic excellence, global engagement, and resilience. Now, we accelerate forward. We are committed to an education that drives innovation, responsibility, and sustainability, equipping graduates to make their mark on a complex world.

Empowering a Sustainable Society isn't just our theme—it's our blueprint for the future.



# MUIC 40<sup>th</sup> Anniversary

1986 The Beginning  
of MUIC



1998 Becoming  
a College

