



มหาวิทยาลัยมหิดล
Mahidol University

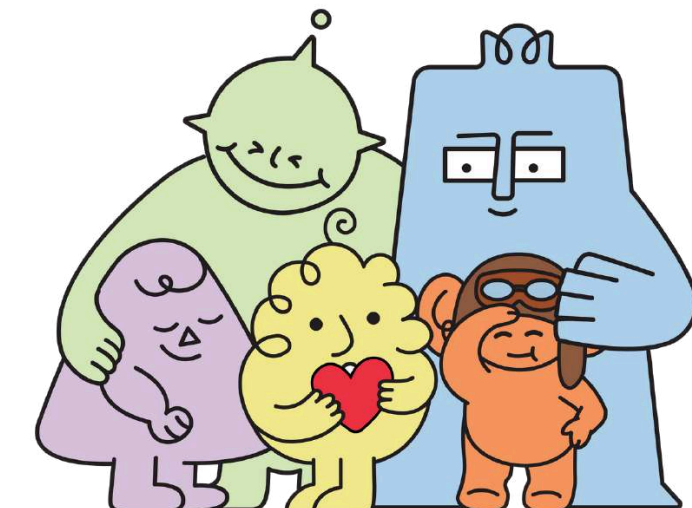


Mahidol University
International College

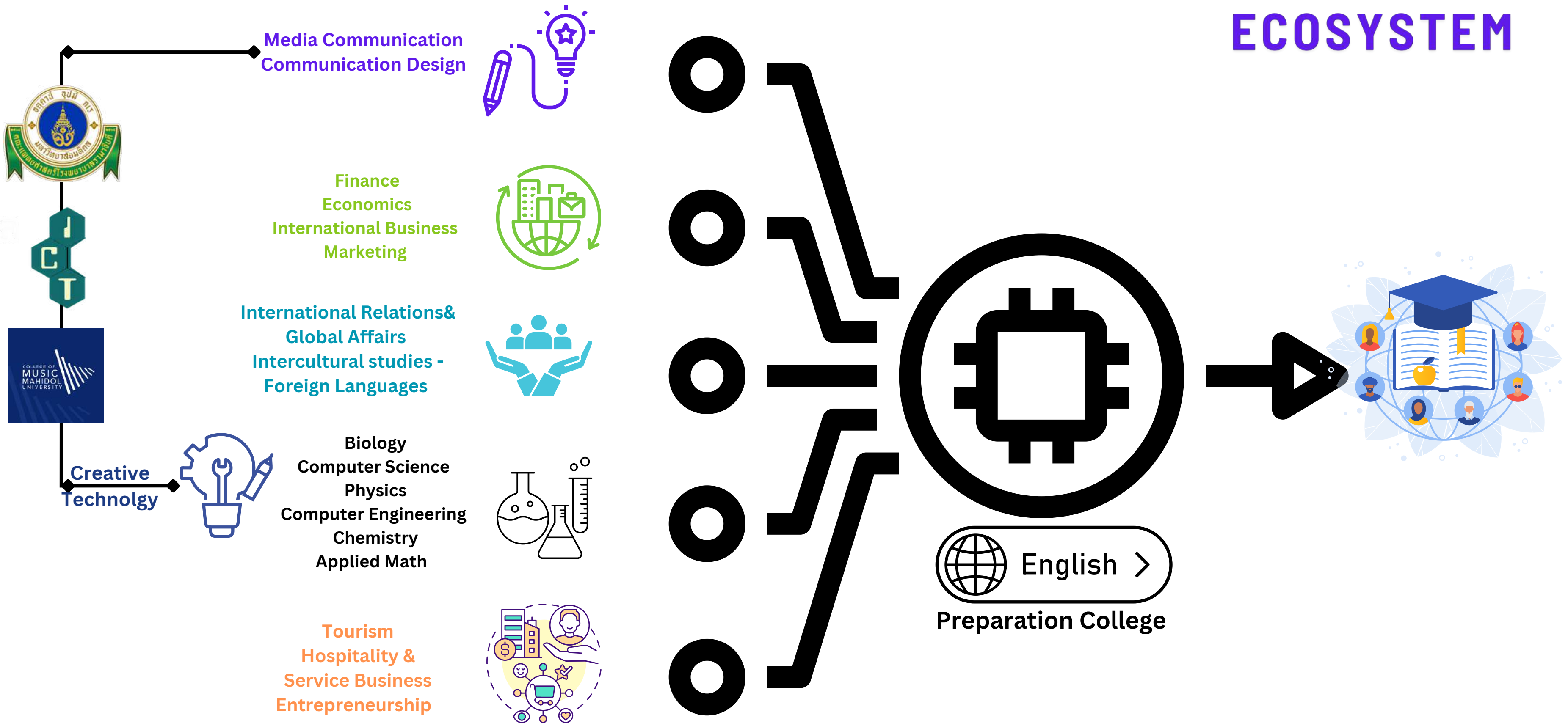
MU Synergy

A Road to Real World Impact

PA Visit by MU Preseident and Exeuctives 2024



ECOSYSTEM



A Road to Real World Impact



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Mahidol University



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International College



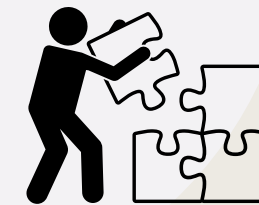
World Class
Research and
Innovations



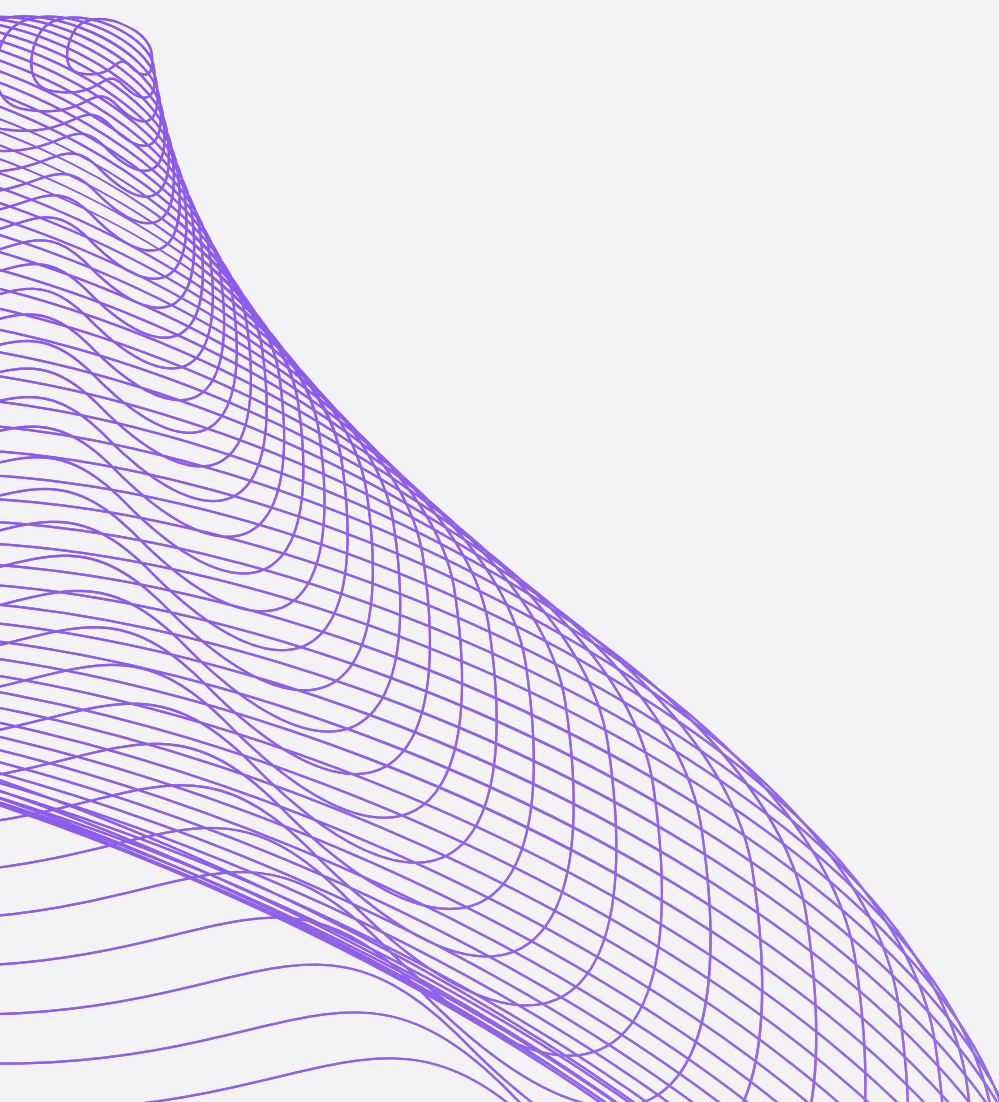
Innovative
Education and
Authentic Learning



Policy Advocacy
Capacity Buiding
towards SDGs



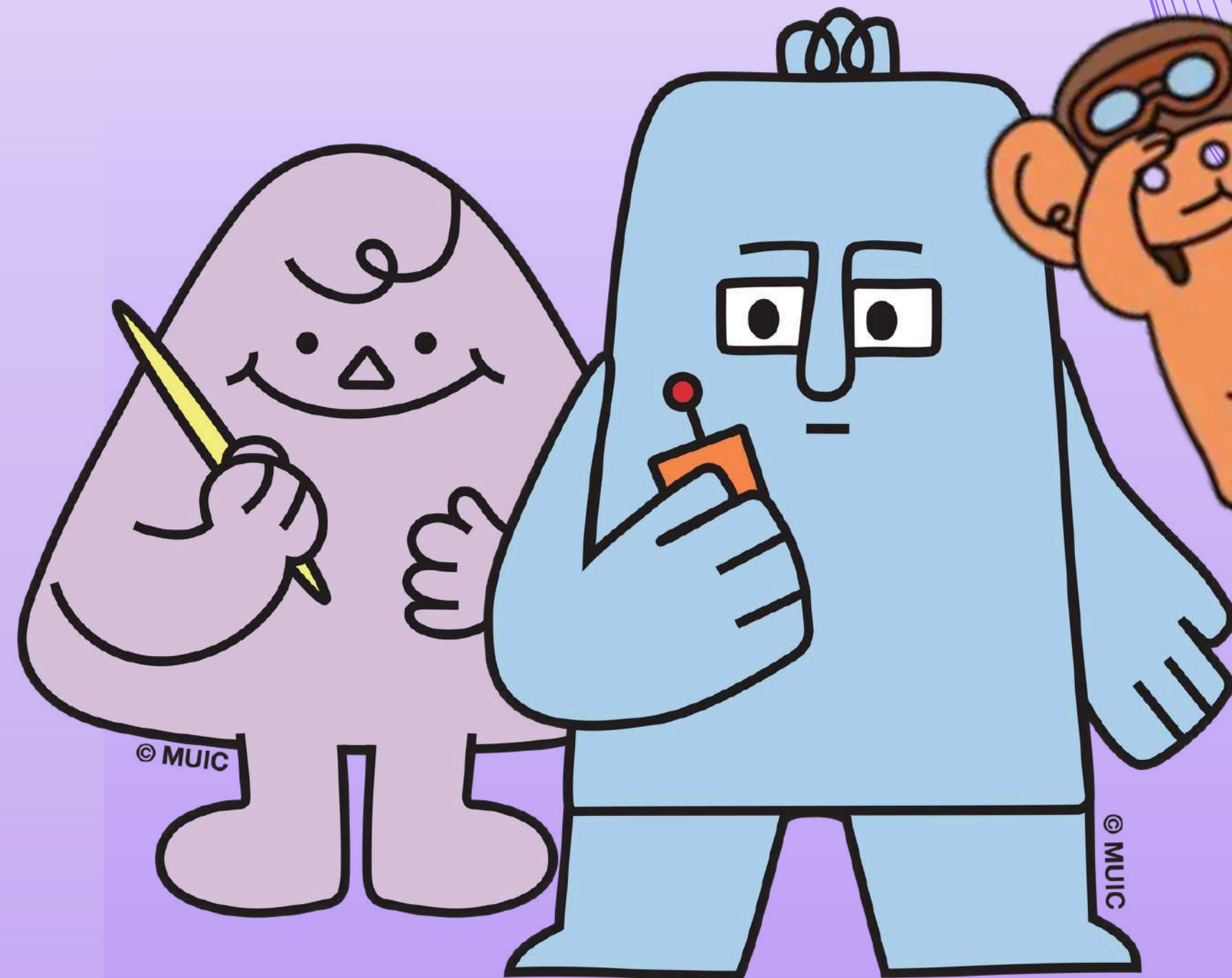
Management
Innovations
towards
sustainability





S1 : World Class Research and Innovation

1. Collaborative research initiative
“Accessible Wellness Tourism”
2. International and national
research partnership and projects





Accessible Wellness Tourism Action Research

**Establishing Thailand as a model
in sustainable wellness
destination
INCLUSIVE
ACCESSIBLE**

- Accessible Wellness Tourism Package targeting visitors with special needs
- Content marketing with branding strategy
- The “Szense Music Festival” (the first-ever concert in Asia for visitors with disability)



**Accessible Thailand Wellness
Tourism**

11 likes · 157 followers

Edit Manage

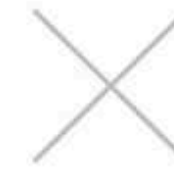
Advertise



Granted by Program Management Unit for Competitiveness (PMUC), Office of National Higher Education Science Research and Innovation Policy Council (uwb.) 8MB with 500,000 THB cofunding from partners



Mahidol University
International College



Trip: Health Check-up Programme and Tours

Trip code: ATWT-CT (Check-up & Talad Tours)

Immerse yourself in our exclusive programmes, offering affordable health-care solutions using the latest medical technology and a personalized approach. Siriraj H Solutions features up to 16 specialized clinic services, providing a one-stop solution for various health needs. Services include physical examinations, chest X-rays, complete blood count tests, urine analysis, fasting blood sugar (FBS) tests, liver function tests, lipid profiles, kidney function tests, and electrocardiograms (EKG).

and traders for centuries, contributing to its unique character and atmosphere. The area is known for its narrow alleys traditional shophouses, and vibrant street art. Visitors can explore numerous temples, shrines, and heritage buildings that reflect the Chinese influence in the area. In recent years, Talad Noi has become known for its street art, with murals and graffiti adorning many of its walls. This adds a modern, artistic vibe to the historic neighborhood, attracting both locals and tourists. It's a compelling destination for anyone visiting Bangkok.

Morning

- Registration
- Blood draw, urine and stool collection
- Light breakfast/snack
- X-ray/EKG (electrocardiogram) / Gynecological exam (for women) / Prostate exam (for men)
- Waiting to see the doctor

Heathy lunch is provided

Afternoon

- Walking tour to the Talad-Noi Market: One of the oldest areas in Bangkok, with a rich cultural and historical heritage. It has been a hub for Chinese immigrants

Price: 18,500 Baht per person

Inclusive of:

- Medical care package
- Sightseeing as described above
- Accompanying English- or Mandarin-speaking guide
- Private transport
- Lunch

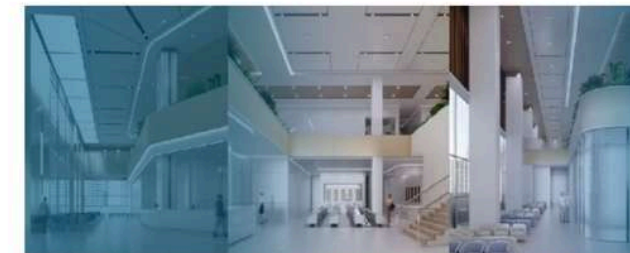
Exclusive of:

- Drinks other than water
- Personal expenses
- Gratuities



我们很高兴能成为连接全球人们与经济实惠、高质量健康服务的桥梁，让您您可以毫不犹豫地按自己的方式生活，并积极支持我们的当地社区。

如媒体所见:



SIRIRAJ SOLUTIONS

Siriraj H Solution 成立为预防和综合生活平衡健康中心，由泰国排名第一、深受泰国人民信赖的玛希敦大学诗里拉皇家医院医学院运营。该医学院以其卓越的医疗标准、设备和服务而著称，提供价格合理的服务。Siriraj H Solution 拥有多达16个专科诊所，一站式满足各种健康需求。

这是我们提供服务的诊所:

体检中心 Checkup Center	专科诊所 Specialist Clinic	放射摄影中心 Imaging Center	Thanyarak 乳腺中心 Breast Center
采血诊所 Blood Collection Clinic	综合内科诊所 General Medicine	接种中心 Vaccination Center	男性健康诊所 Men's Health
妇女健康诊所 Women's Health	儿童与青少年诊所 Kids and Teens	慢性疾病预防促进诊所 NCDs Health	运动表现中心 Sport Performance
康复诊所 Rehabilitation Clinic	激光与美容诊所 Laser & Aesthetic	健康心理诊所 Healthy Mind	暹罗传统医学应用泰国传统医学 Thai Traditional Medicine

由值得信赖的旅游运营商赋能:

Nutty's Adventures 并不是一家普通的旅游运营商，我们专注于社区旅游 (CBT)，提供各种负责的旅行、绿色生态冒险和特殊兴趣的旅行，结合高质量的骑行游、山地徒步旅行、河流探险等，遍布泰国及周边国家。

通过 Nutty 的 CBT 旅行，游客有机会通过当地社区导游带领的有趣的“亲身”体验活动，了解社区和环境。这些活动包括丛林徒步旅行、传统捕鱼、手工织布和使用天然染料、烹饪课程等。



项目目标

- 促进包容性，使泰国成为一个全球公认的无障碍健康旅游中心，欢迎各年龄段和各种能力的人。
- 融合传统与现代医学：通过提供针对个人需求的综合健康服务，展示泰国传统医学和现代医疗实践的优势。
- 提升游客体验，提供结合治疗、放松和文化沉浸的全面而丰富的健康旅游体验。
- 维持经济增长，通过增加国际旅游，推动以健康和保健为重点的可持续发展。
- 建立合作网络：与医疗机构、旅游公司和国际健康社区建立强有力的合作伙伴关系，以提高服务质量和覆盖范围。
- 教育与赋权：提供教育计划和研讨会，让游客了解预防性保健和泰国健康实践，鼓励养成持久的健康习惯。

详情请咨询:
Email: info@atwt.in.th
Phone: +6691-964-4591
Website: https://atwt.in.th





MUIC ICE Event

Strengthening Collaboration in Research and Academic Services



joint research presentations

Chiba University

University of Konstanz

SwissThai Chamber of Commerce

University of Bristol

Xi'an Jiaotong-Liverpool University

United Nations Economic and
Social Commission for Asia and
the Pacific (UNSCAP)



Bosch Company

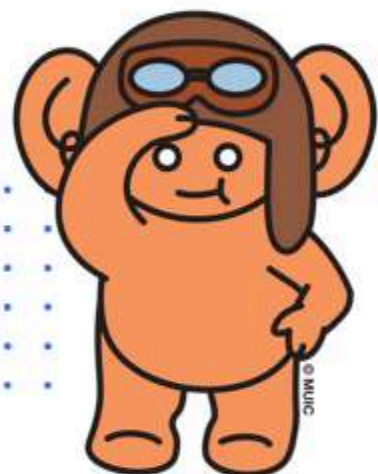
Future: collaborative curriculum
design



Collaboration agreement for
research, academic services, and
faculty exchange



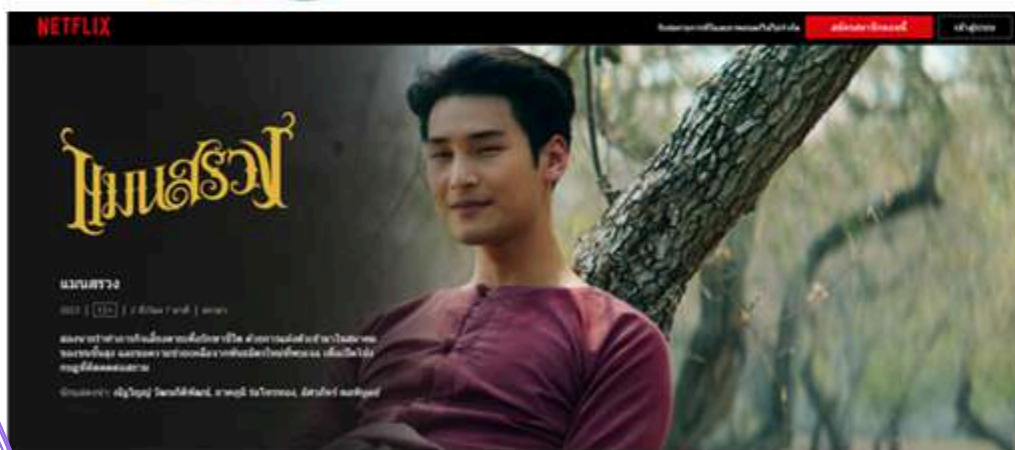
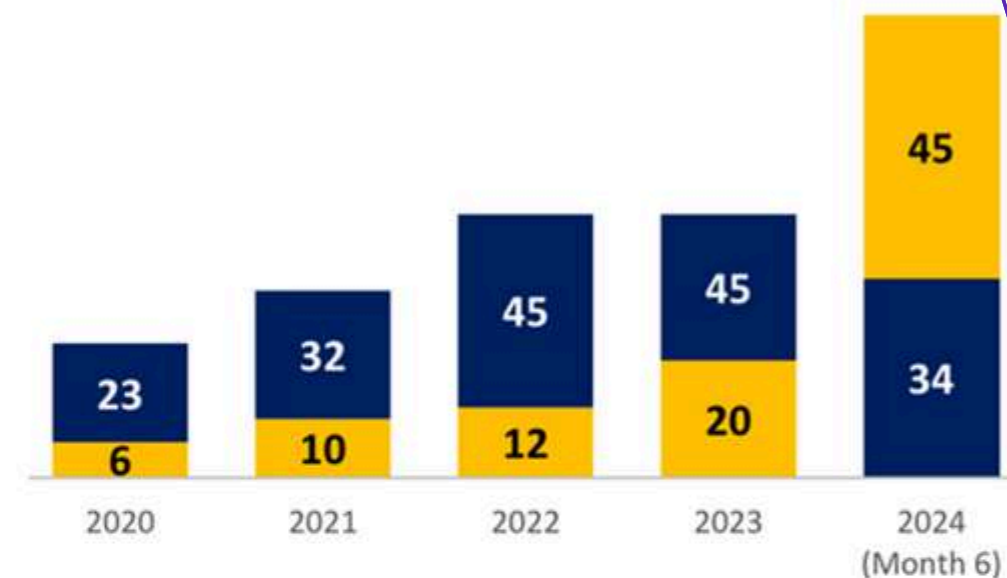
Impactful Research and Academic Products



Books



Number of International Publications in Q1

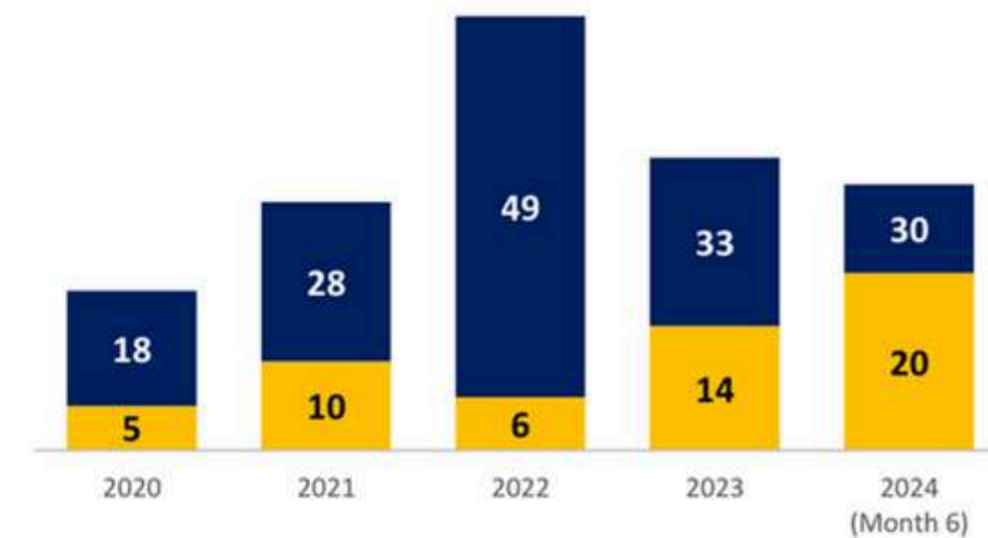


A Series of Sculptural Maquettes:
Creative Collaboration with Google Gemini

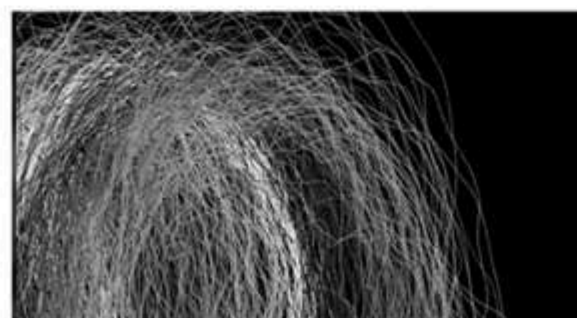


Etymology Inspired Series of AR Word Origins Posters

Number of publication with international collaboration (foreign researchers)



Creative Works



Auditory Impressions: Experimenting Thai Culture through Sonic Animations



Spatial Delineations: Crafting A Horror 'No-place' To Explore Progressive Female Representation



This Print Used to Be Prints

■ Target ■ Result



ST 2: Innovative Education and Authentic learning

- Curriculum Revision 68: MUIC Multiple Learning Pathway
- Authentic learning through case studies and real world experiences
- An ecosystem of learning using the design thinking framework
- International Accreditations
- Embracing AI for education
- Promoting international mobility





Multiple Learning Pathways

Enriching Lives, Expanding Potentials, Shaping Futures



Education for Sustainability

MU literacy:

- Service-learning courses for all students.
 - Community-based project
 - SDG-focused
 - MAHIDOL characteristics
 - **Planetary Health**



Experiential/Authentic Learning

Professional experience (at least 8 credits):

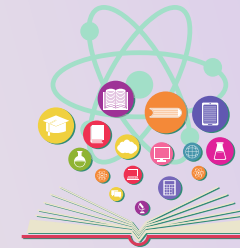
- Internship

OR

Research experience (at least 4 credits):

- Senior project
- Independent study
- Thesis

**Students are required to complete either an internship/co-operative education or a research-based project to fulfill the graduation requirements.*



Multidisciplinary & Life Long Learning

I-Design Electives:

- Minors
- Certificates
- Exchange program
- Major courses
- Master degree courses
- Any courses offered by partner institutions



Expanded Learning

Learning through extra-curricular activities/events organized by Student Affairs (SA) or programs

- Student clubs activities
- Program initiated events/seminars

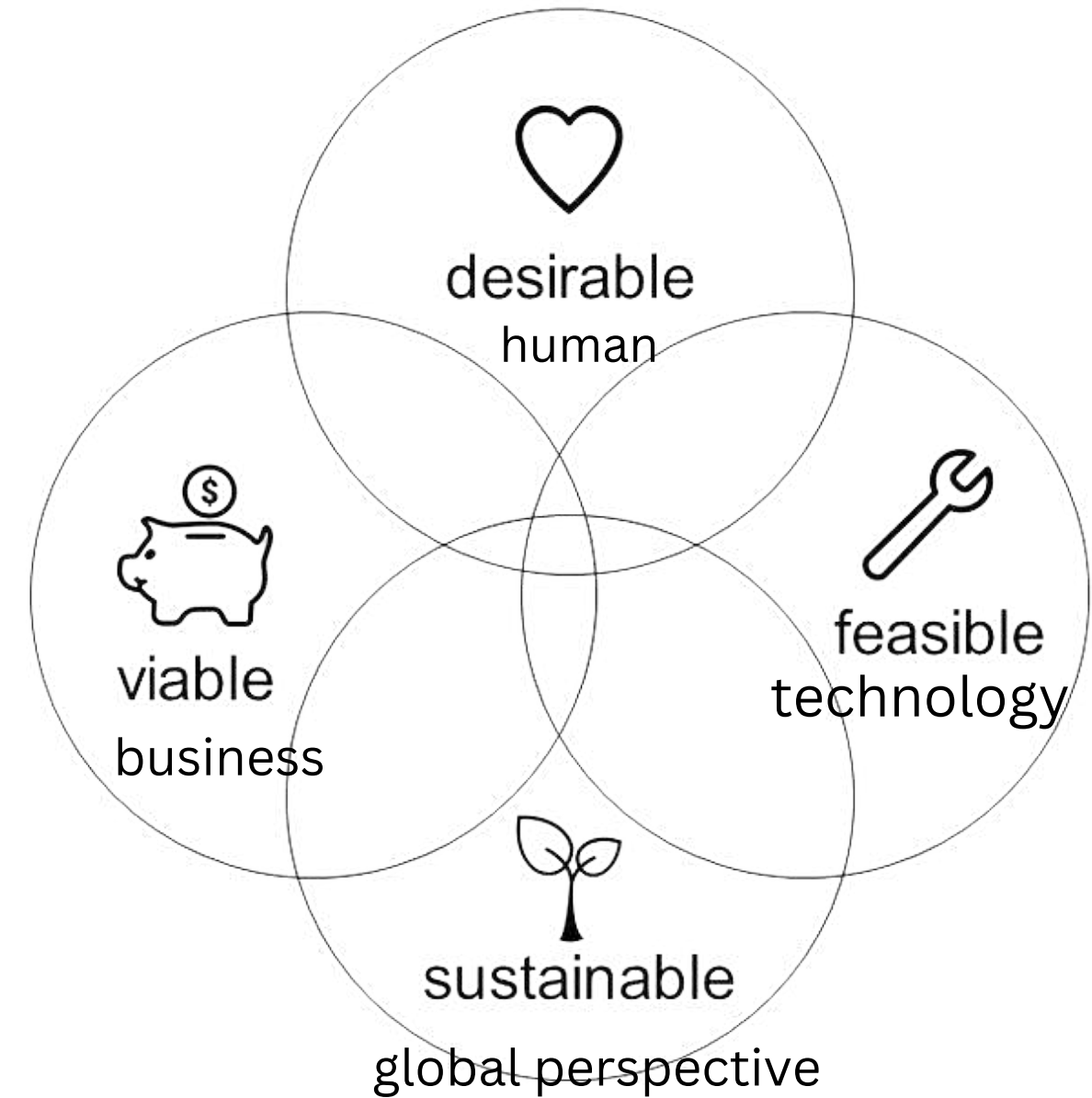


Food innovations with impact

Local Bliss, Wellness Bite
by Innovative Design Cooking Club
Theme of this year is “Future Well-being”



An education ecosystem for all students which promotes authentic learning through the Design Thinking process



Dental Services for the Elderly :
The MUIC Designing Health Innovation
Challenge 2024



HSBC Thailand Business Case
Competition 2024



MUIC International Accreditation Showcase

The showcase featured MUIC's accreditations from esteemed organizations, including AACSB, AUN-QA, TedQUAL, NEAS, and ACS.



Business Administration Division has received the AACSB accreditation for the second time in March 2024

Program Media communication has been awarded with AUN-QA accreditation in February 2024



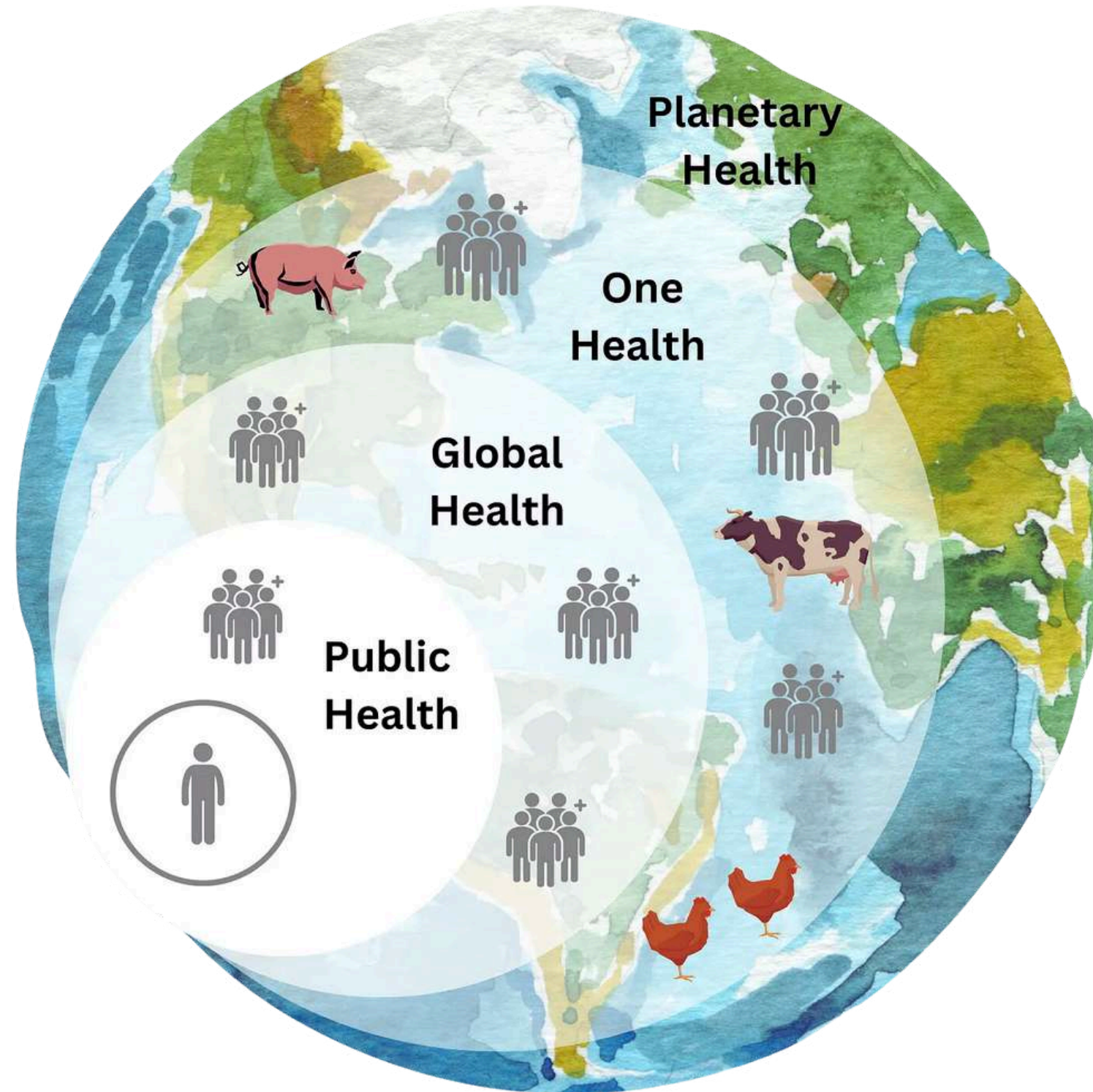
Total programs with international accreditations 11 /18





Plans & Projects 2025

Making Planetary Health an agenda for educators and students



PMAC
PRINCE MAHIDOL
AWARD CONFERENCE 2025

Harnessing Technologies
in an Age of AI to Build
A Healthier World



**Cohosting PMAC Side Meeting Workshop for
Educators and Students: Integrating Planetary
Health into College-level Education**



**Planetary Health in service
learning GE courses for
MUIC 68xx curriculum**



Plans & Projects 2025

Empowering the Future for teachers and learners: AI-Enhanced Education Experience for All

Goal 1:

Empower with AI – Automated Advisor System

Introduce "*COPTER*," the AI-powered advisor supporting students in **Academic Guidance**, **Outbound Exchange Planning**, and **Soft-Skill Enhancement**.

Goal 2:

Leverage AI for Teaching and Learning

Offer **tailored workshops**, promote **knowledge sharing**, and provide **flexible training** options to support faculty's diverse AI expertise, with **specialized training** for all divisions.

Goal 3:

Fair & Future-Ready Student Assessments

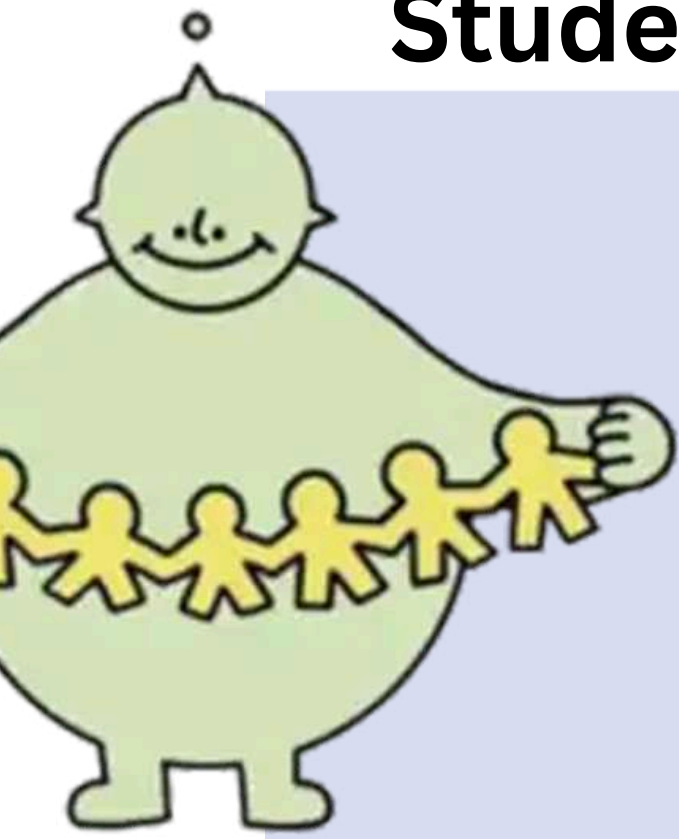
Redefine **assessment standards** by clarifying AI usage, updating rubrics, and promoting AI ethics through training and clear guidelines. **Apply to all syllabi in T3 of 2025.**



Plans & Projects 2025



Student mobility and Partnership 2024



Student Mobility

Inbound Students

Exchange 177 / Visiting 243

Outbound Students

180

Short Term Inbound Students

398

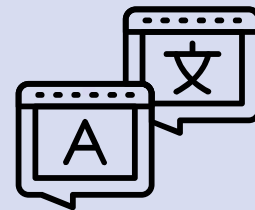


New Initiatives

New Funding 2024-25

Summer Study Abroad

B-Swiss, Switzerland / Excelia, France / Dalian, China
Nanyang Technological University / NUS Singapore
Fukuoka Women's University, Japan



Research Abroad

Osaka University Biotech Frontier Labs

Outbound Short Study Trip

Chiba University / Japan

Global Health Challenge

Partnerships

MUIC MOUs

123



New MoU's in 2024

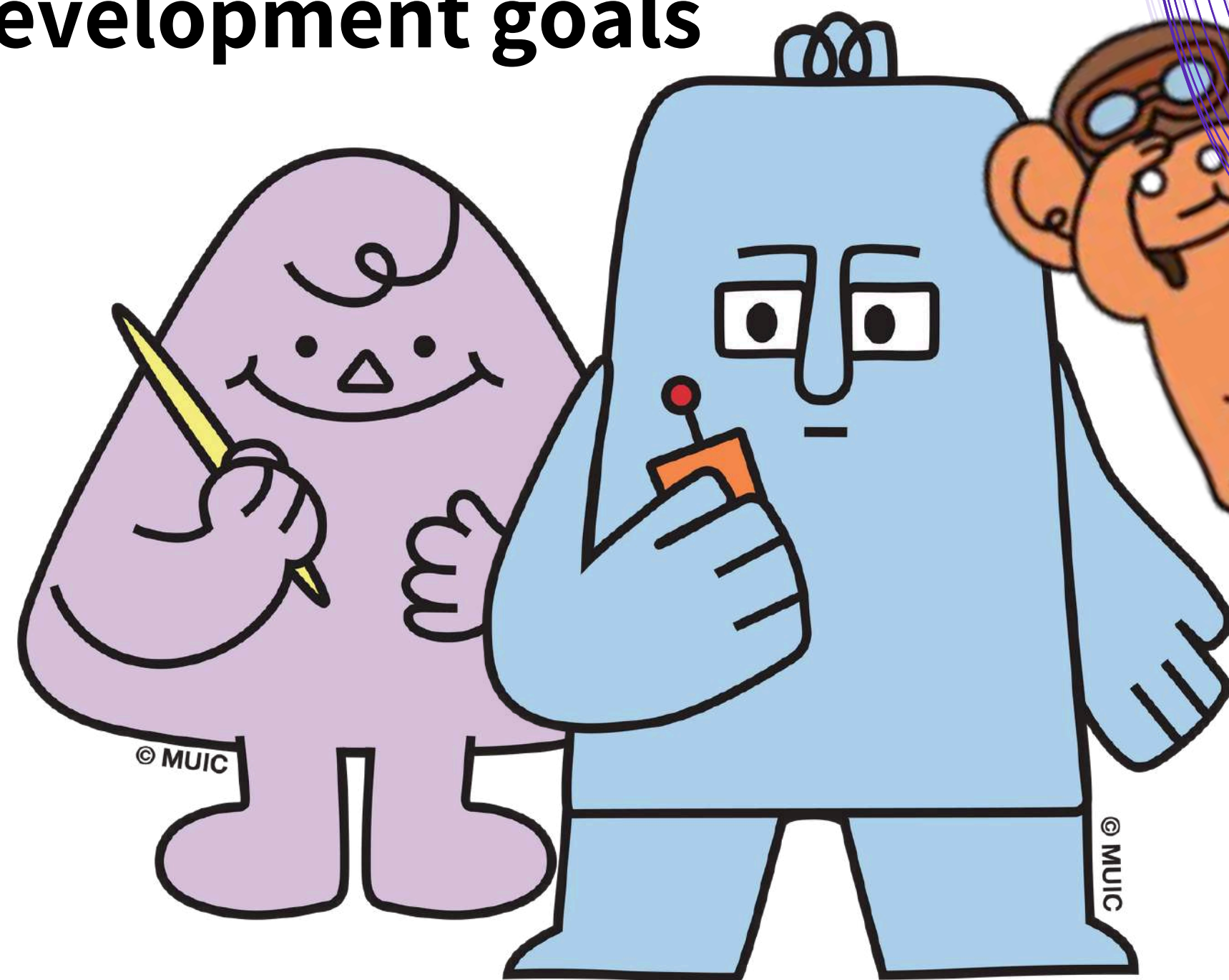
Dongguk University, South Korea
Osaka University Center of Language and Culture, Japan
University de Barcelona, Spain
University of Cattolica, Italy (Food Science) 3+1+1
University of the Arts (UAL) London, UK (Study Abroad)



ST 3: Policy advocacy

Leaders in professional/Academic services and Excellence in capacity building for sustainable development goals

Advocating for accessible wellness for all





SZENSE Music Festival Nov 23, 2024

Concert Performances



- Sensory Concert
- Inclusive Performances

Wellness Activities



- Music Therapy Sessions
- Sound Meditation
- Instrument Petting Zoo
- Inhaler Making

Culinary Experiences



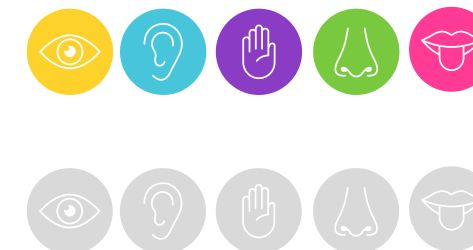
- Music - Mocktail Making
- Tea & Music Workshop
- Global Food Village

Community Engagement



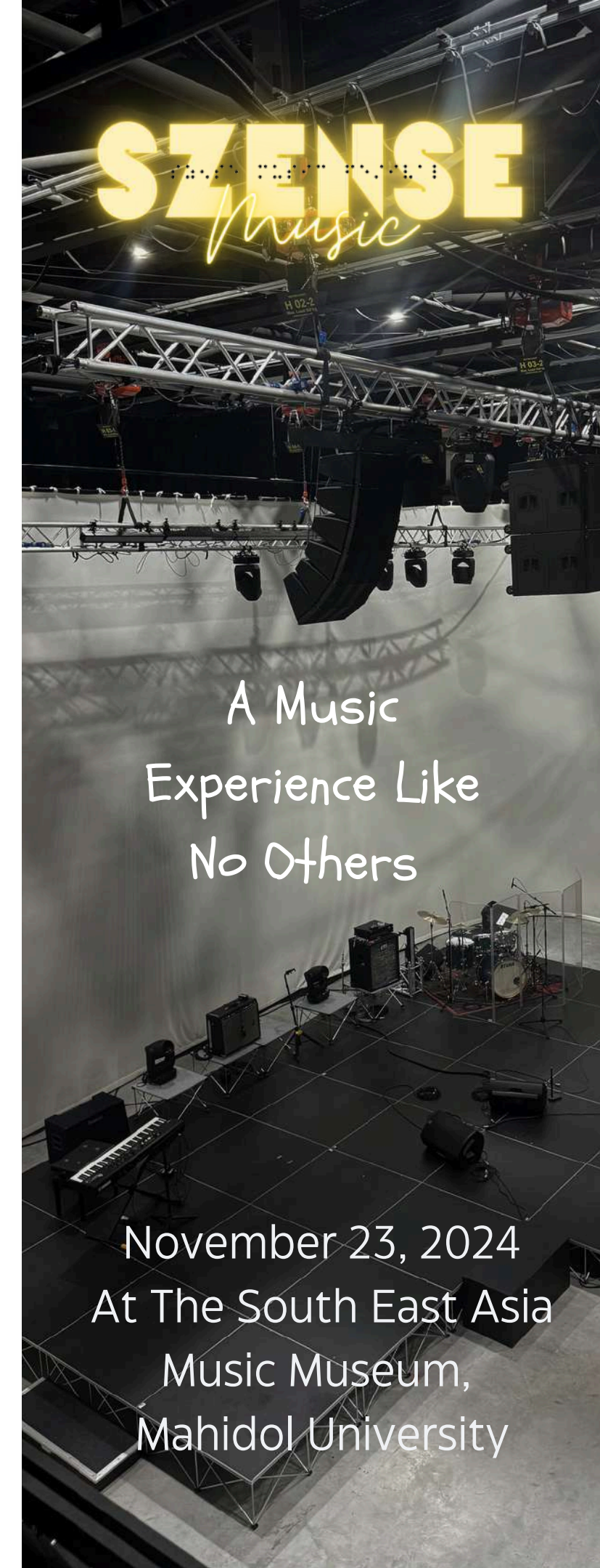
- Art Installations
- Inclusive Dance Workshop
- Booth - Showcase and Activity

Sensorial Spaces



Accessibility Features

- Sensory-Friendly Spaces
- Wheelchair Accessibility
- Braille Programs



A Music Experience Like No Others

November 23, 2024
At The South East Asia Music Museum,
Mahidol University





Plans & Projects 2025

MUIC as the Center for Thailand Green Plan 40MB project grant from the Department of Tourism

By the year 2026, the new EU Green Claims Directives dictate companies within the EU MUST comply to this framework when dealing with businesses outside of the EU.

MUIC has been tasked with drafting the framework which complies with Global Sustainable Tourism Criteria for Thailand's hotels, destinations, and tour operators



Commence Nov 2024



ST 4: Management Innovation for Sustainability

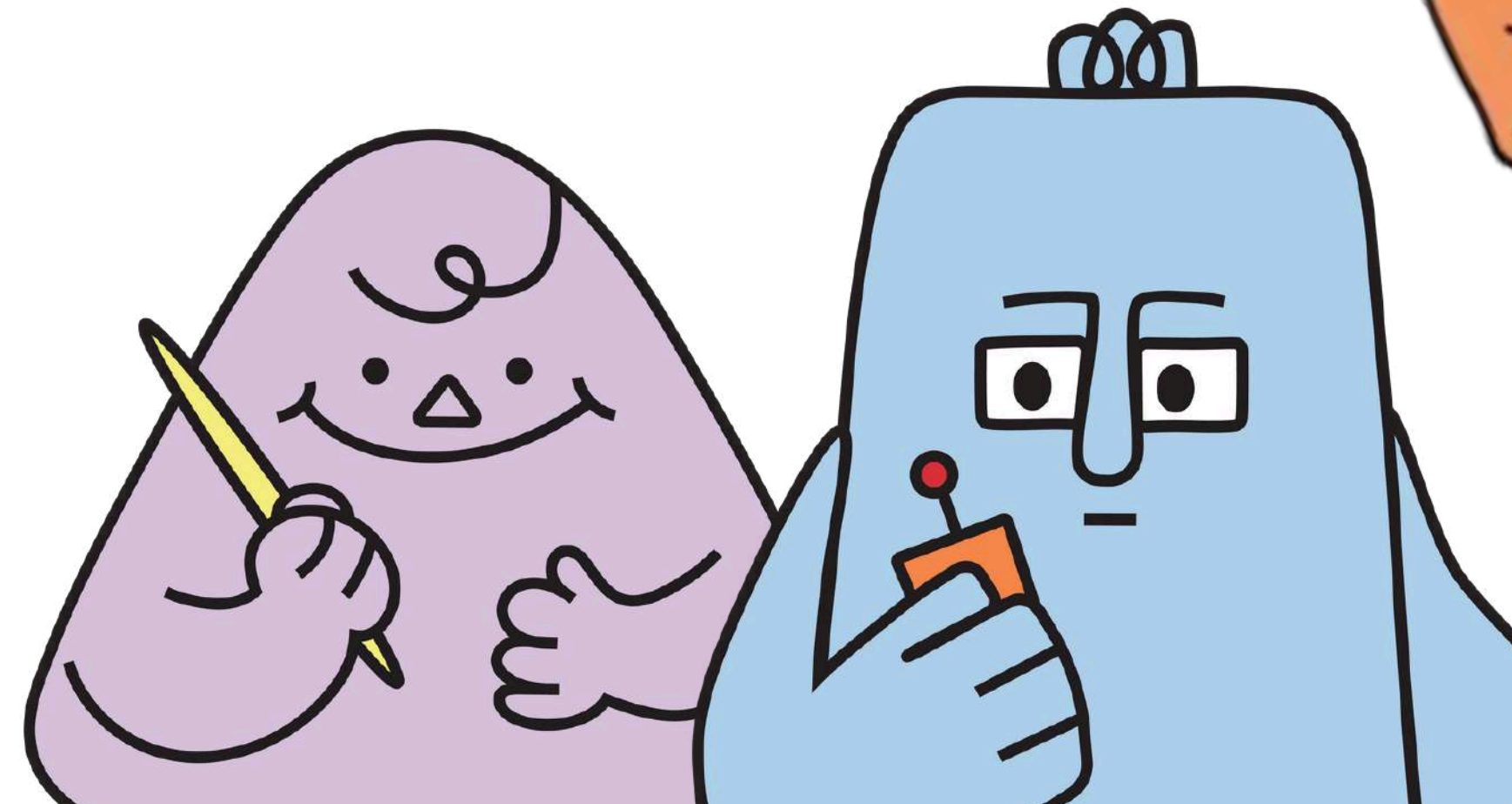
Environment

Strategic Branding and Marketing

Human Resources

Finance

Wellbeing





SDG-Driven internal projects

Waste management

*Improve waste sorting stations
Engage local communities by providing
drop-off center for “orphan waste” (N15)*



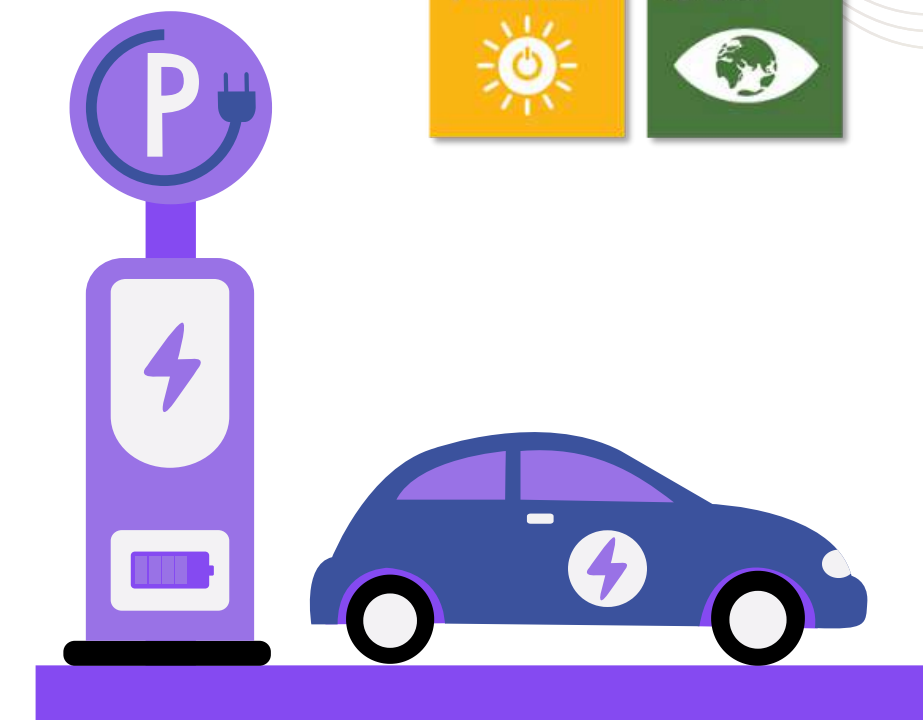
Safe and healthy workplace

*Ergonomic chair
Air purifier & UV-C*



Clean energy

*Install EV charging
station*



Strategic Marketing:

Data-Driven Recruitment and Outreach

Listening to customer voices

MUIC Ambassador from selected schools

High School Counselor Networking

Educational Fairs (Domestic and CLMV)

High School Case Competitions

Experiential High School Camp

Credit Bank for High School Students

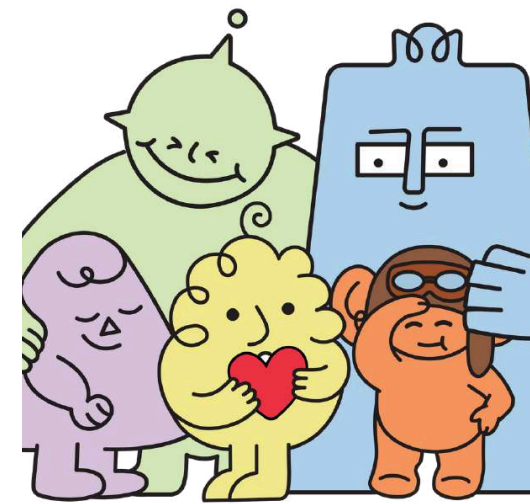
One-Stop-Service e-Admission

Onsite Entrance Exam in China & Myanmar

Interactive Website & Digital Marketing



Strategic Branding:



MUIC Friends

Co-created by current students in Communication Design Program



MUIC 360



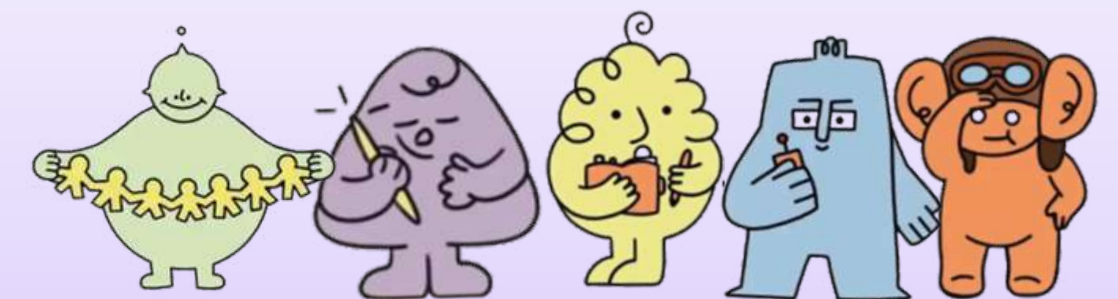
MUIC VDO Series

BEST EMPLOYER

among Thai Universities

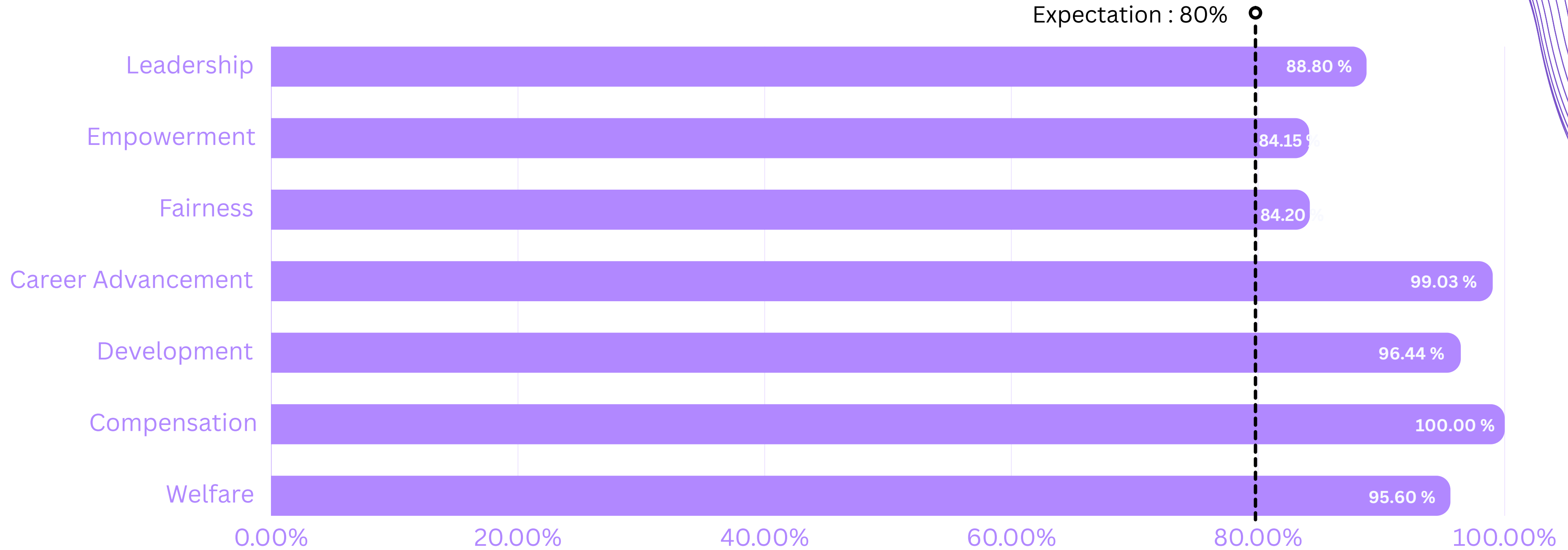


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2024 PERFORMANCE



Plans & Projects 2025



ISO 14001:2015

Environmental Management System



Fully
Ongoing ISO 45001:2018

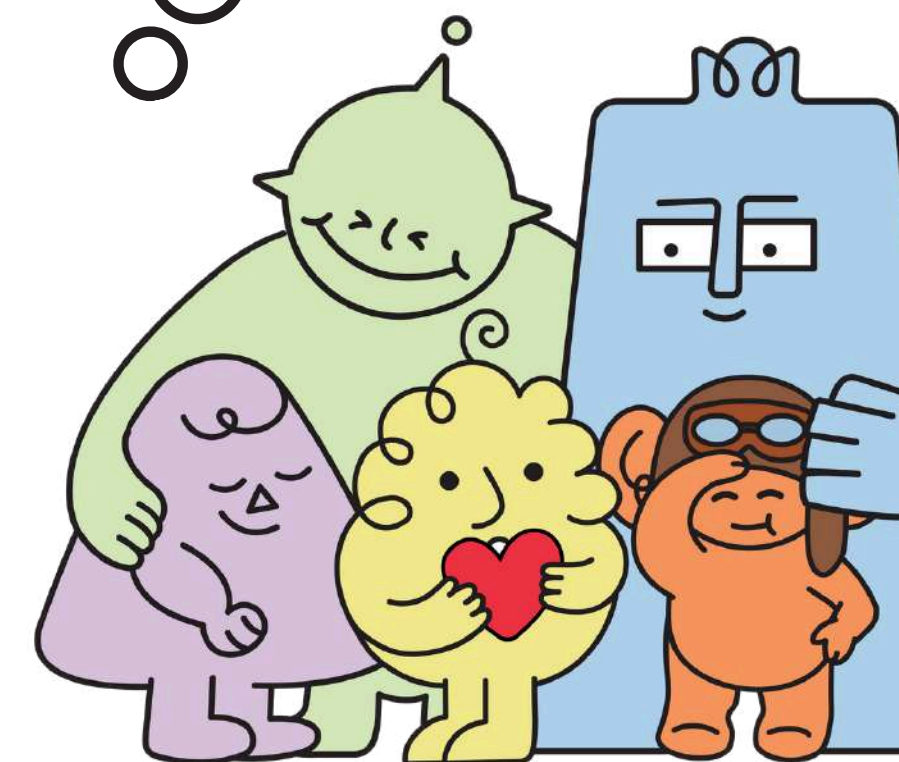
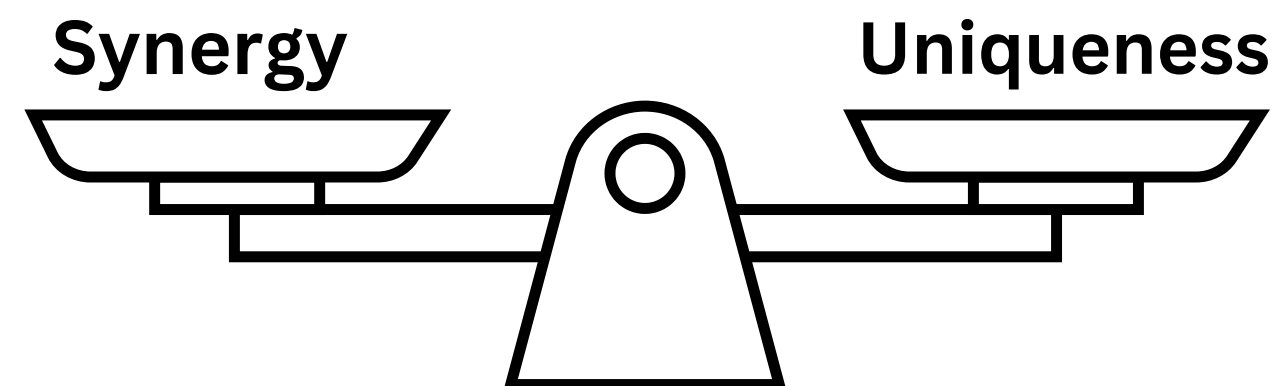
Occupational Health and Safety Management System

Expected to be accomplished in January 2025



Challenges and Obstacles

- Our core competency is our ability to deliver education experiences that
 - can move with the times and rise to the occasion (ex. AI)
 - are impactful (ex. SDGs and Planetary Health)
 - allow graduates to compete on the world stage (ex. pathway programs)
- Rising international competition in Thailand and abroad means that MUIC needs to constantly change while maintaining our identity as a liberal arts college.
- Our uniqueness is our strength. It is also our challenge.





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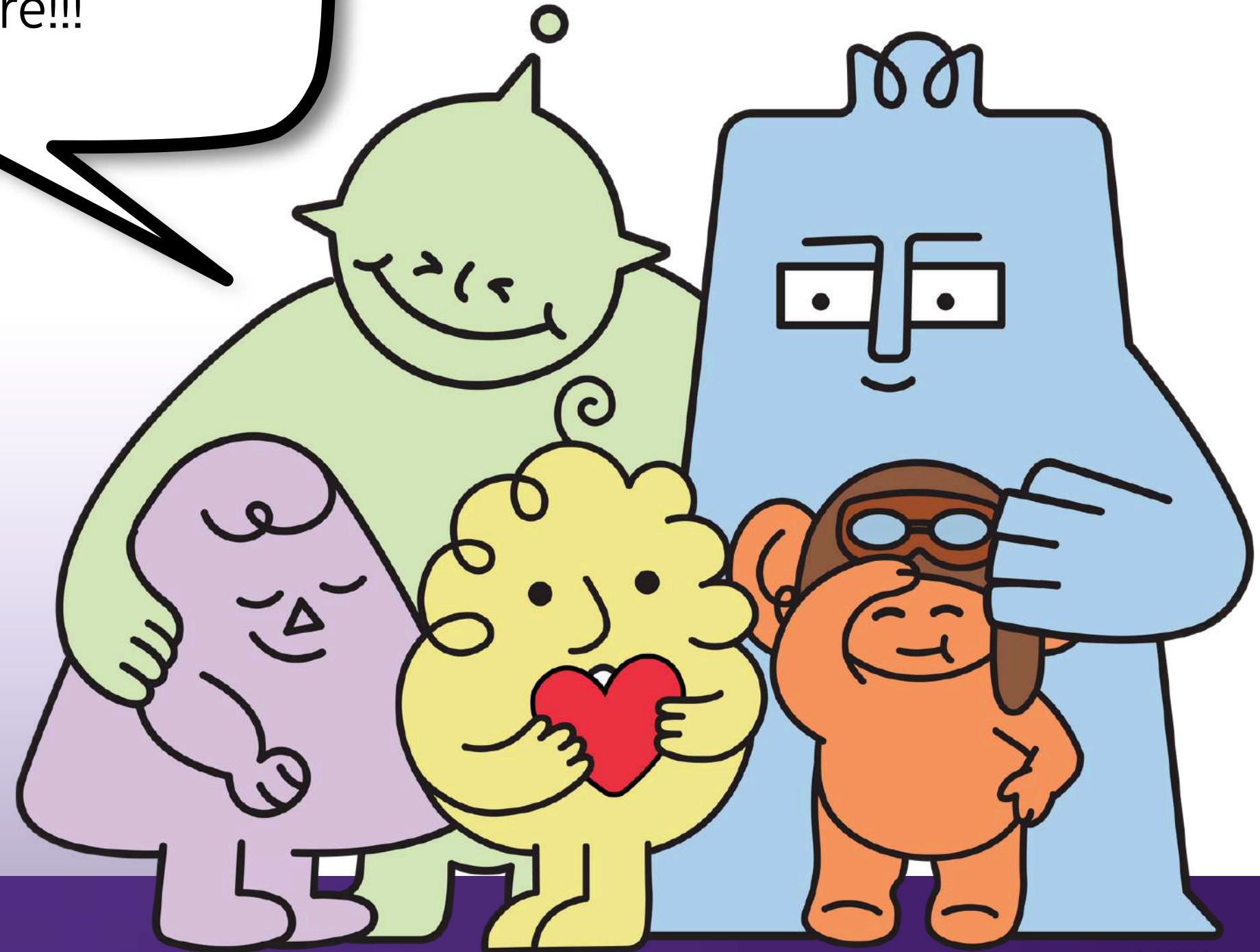


Year after year, one of the top reasons high school students choose MUIC is because of Mahidol University's reputation



Mahidol University
International College

Thank you for visiting us.
We love having you
here!!!



© MUIC

ENRICHING LIVES | **EXPANDING** POTENTIALS | **SHAPING** FUTURES