



UTCC iSM

Yangon | Bangkok | Mandalay

"Dare to be Different"

Official Launch and Business Forum
Event of the Two Degree Program
with **UTCC & UON**, Australia

Laliga Business School Partners
with UTCC to Organize Sports
Management Courses

"Designing Your Life"
Training by Stanford University

Startup Business
Seminars for
Young Entrepreneurs



VOL. 8 AUGUST 2019 - FEBRUARY 2020

**Creating Leaders
for the Future!**



UTCC International School of Management Welcome's Class of 2023



**Warm welcome to freshmen Class of 2023 to UTCC iSM family.
Also big congratulations to all students who received the Dean's List Award.**

Dean's List Awards 2019



UTCC International School of Management organized the Dean's List Award ceremony and officially welcomed the class of 2023 to UTCC iSM. All the students who achieved highest GPA in the academic year of 2018 were awarded with cash reward of 10,000 THB each, Dean's List certificates and worthy gifts as the token of their academic merit.



I am deeply honored to received this recognition. It represents my whole year's effort and persistence. Thanks everyone including my family, lecturers and friends for the contributions and encouragements. I am confident that I will continue to be a good student who will strive for more achievements in my life.
(Lim Yiakleang)



As a student who was honored to be in Dean's list, my advice for all the freshman is : "Do what you should do to reach to your true potential in your study, seek for support when you are stuck and look for the new opportunities for your future".
(Amarin Udomphol)



"Yes i made it!" I feel so honored and proud at the same time, as I reached this milestone. But it's not only the feeling of honor and pride, it's the faith in myself that rose up bigger than ever before, where all the long nights and early mornings classes paid off. It's the faith when you achieve something you want by your own efforts.

(Nguyen Le Giang Bang)



Being in Dean's List, I feel very honored and grateful. Also, I feel more motivated to study harder so that I can be on Dean's List again next year with a higher GPA.
(Yoon De Par Oo)

UTCC iSM Distinguished Wolf Award

The Distinguished Wolf Award is a new official notation that will set the most engaged graduate among their peers. Students will earn this prestigious award by completing a set of requirements that combine academic experience with related, real-world applications in the following 4 possible tracks:

1. Entrepreneurship
2. iSM Activity Engagement
3. Leadership Skills
4. Global Engagement



Congratulations to the Winner of the Distinguished Wolf Award, Mr. Tian Gao (China) who won the reward cash prize of 100,000 THB. Also, big congratulations to all amazing finalists who are the real wolf pack of UTCC iSM.

The Most Distinguished Wolf 2019



How do you feel to become “The Most Distinguished Wolf 2019” ?

Becoming “The Most Distinguished Wolf” is the most honorable moment of my life. I so appreciate the trust of Dean Dr. Jakarin and all the faculties. Thanks for the support from our students all along the way. I especially thank my parents who encourage me to be brave enough to start my business and express myself. As we have four requirements for becoming The Distinguished Wolf, which are entrepreneurship, leadership, activity engagement and global engagement, I wish each of our iSM students will be pursuing these four values and each of you will become the next Wolf.

What is your plan after becoming UTCC iSM’s first “Most Distinguished Wolf 2019” ? How do you plan on using the reward money?

“Life is a stage to me. My next stage will be to achieve success in the business, I will keep pursuing and fighting for my business. Until one day I become the great businessman that I intend to be. Meanwhile, I will create a Wolf Council in which the reward money 100,000 THB will be used as the potential fund to support students who have brilliant business ideas to empower them to start their own business. I wish to create a business environment and atmosphere in UTCC iSM. I wish to see that in the next age the greatest businessman of ASEAN comes from our UTCC iSM!”

Official Launch and Business Forum Event of the Two Degree Program with UTCC and University of Newcastle, Australia



The official launch event of the Two Degree Program with UTCC and University of Newcastle, Australia was held at Westin Grande Sukhumvit together with a Business Forum discussion on the topic of Re-engineering the Business-University relationship: Developing talent in an age of global disruption on September 30, 2019.

We were honored by the presence of His Excellency Mr. Allan McKinnon, Australian Ambassador to Thailand, Presidents from UTCC and University of Newcastle, as well as other distinguished guests from the Thai Chamber of Commerce, the Australian Chamber of Commerce Thailand, Alumni and all our stakeholders for supporting the launch.

This event was a celebration of our students and the journey they are undertaking with the Two Degree Program along with Business Forum with the current private and public sector leaders discussing on the topic of "Re-engineering the Business-University relationship: Developing talent in an age of global disruption".

And congratulations to the Two Degree Program students for showcasing their professionalism, personality and aspirations to the Business and Leadership community in Bangkok!

Two Degree Program Launch and Business Forum

Re-engineering the Business-University Relationship:
Developing talent in an age of global disruption



UTCC-UON Two Degree Program Student Celebration Event



The Student Celebration Event at UTCC iSM was held on 30 September 2019 with the purpose of gathering the Two Degree Program students and celebrating their achievements together. Students prepared welcome speeches and an interesting video about UTCC – UON Two Degree Program. Moreover, students were very honored to have the opportunity to meet Professor Alex Zelinsky, Vice Chancellor and President of University of Newcastle, Australia and to receive trophy from him.



It was such an honor for me to be able to join the Business forum, I enjoyed everything. Especially the moment when I received the trophy, I felt so happy, it was such a precious moment in my University life. This trophy will always encourage me to study hard and never give up.

Panisara Jitniyom
(Freshmen, UTCC-UON Two Degree Program)



My experience showcasing the video which I created for the event was great and I'm thankful for the opportunity I was given. It was definitely a very fun and good experience for me to learn. I am very glad on how it came out.

Alex Kirk
(Freshmen, UTCC-UON Two Degree Program)



After joining the Business forum, I learned something which makes me appreciate my studies more. It's the fact that in the Two Degree program we are united as a big family and we have mentors that take care of us.

Arisa Matananoy
(Junior, UTCC-UON Two Degree Program)

(UEF) Vietnam visited LINE Village 20.10.2019



**15 Exchange
Students from
University of
Economics and
Finance(UEF)
Vietnam visited
LINE Village at
Siam Square,
Bangkok.**

Students learned about the
interactive marketing methods
and enjoyed being with LINE
characters in real life.

Company Visit to Bank of Thailand (BOT) Sept 20th, 2019



UTCC iSM undergraduate students visited to the Bank of Thailand, the central bank of the country. This trip aims to nurture and inspire students of the role of BOT and the importance of knowing economic situation and how it affects the country. Bank of Thailand facilitate the session by giving an overview of Bank's role in assisting financial and economic growth of Thailand. Our students also had a chance to interact with the bank's executives.

Company Visits of Organization and Management Course

Each year, UTCC iSM offers a number of field trips and company visits for the undergraduate students on various modules. These visits are designed to help students grasp a better understanding of the classes they study and see how theories can be applied in real work life.

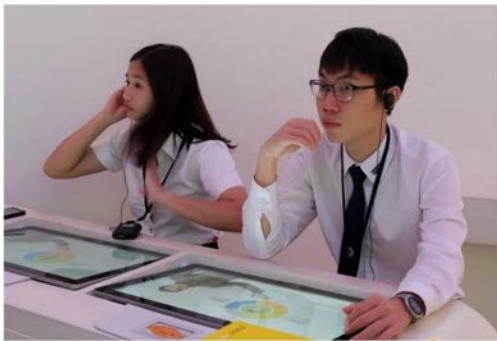


Company Visit to BG Container Glass Public Company limited Sept 20th, 2019



On Sept 20, 2019, UTCC iSM arranged company visit for undergraduate students of Organization and Management course to BG Container Glass Public Company Limited which is a major manufacturer of glass containers and it is also one of the most modern manufacturing units in Asia.

Company Visit to Stock Exchange Thailand (SET) Sept 20th, 2019



Company Visit to SET, the national stock exchange of Thailand, helped students appreciate the importance of the Stock Exchange to the Thai economy. Students were given a guided tour of the SET library and then explored the Investory Museum. It was a great day out for students and it improved their understanding of financial investments.



UTCC iSM Homecoming Event

UTCC iSM organized Homecoming 2020 event to welcome the students from their semester break back to the campus with freshness and liveliness. During the event, students from all years, faculty members and alumni of iSM joined together to perform wonderful activities and getting to know each other better. It was a truly homecoming night indeed.

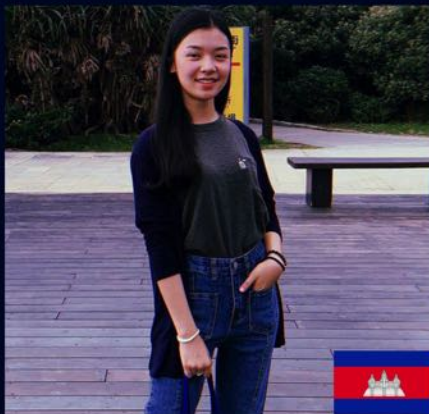


Short-Term Exchange Program at Ming Chuan University, Taiwan



UTCC iSM students from Bangkok, Yangon and Mandalay Campuses attended two weeks short-term certificate program in International Business at Ming Chuan University, Taiwan.

All the students had a great experience during their time in Taipei. Furthermore, they got to learn more about the business experiences taught by the lecturers in the university. Apart from studying they also enjoy their time in Taipei, getting to go somewhere they haven't been before and got more in touch with taiwanese cultures such as lantern floating, making pineapple mooncake and so forth.



Thanks to the Taiwan exchange program, I find myself different than before, the things I feared of, the things I thought I can't do but now I am doing it. It is the stage that I stepped out of my comfort zone, and I feel that I have more self-esteem now and really appreciate UTCC iSM for providing this opportunity for us.

Oun PanhaVotey (Freshmen) Cambodia



Taiwan trip was amazing. It introduced me to new culture and experiences. It was a worthwhile trip to Taiwan with awesome feelings and people around me. After the trip, I felt really happy just like accomplishing another success in my check-list.

Dingo Keidar (Sophomore) Myanmar



I felt happy when I know I got selected to be one of the candidate, It was such a great opportunity from all ajarns. My trip was awesome, I would say lots of walking but everything was amazing. Thanks to the trip, I've learned a lot in terms of lifestyles, new culture and courses that all professors gave to us.

Pichraksa Hiv (Sophomore) Cambodia

SUMMER LEADERSHIP COURSE



From 22 July - 2 Aug 2019, students at UTCC International School of Management (iSM) had the opportunity to join "Being a Leader and the Effective Exercise of Leadership" by Dr. Jakarin Srimoon. Besides learning about how to be an effective leader, this course also provided opportunities for students to discover more about themselves and changed their perspective about life as well.



**UTCC iSM students won
the first prize of UTCC
Carnival 2019 and
the Circular Economy
Pitching
Contest 2019.**



UTCC OPEN HOUSE 2019



Apart from regular campus visit throughout the year, UTCC organized Open House from 21-23 November 2019 which is the biggest and the most exciting campus visit of the year! This Open House gave prospective students and their families a good chance to get to know UTCC more throughout the 3 days.

During the Open House, UTCC iSM students, staffs and teachers provided the high school students information regarding the curriculum and programs we offer and as well as details of other exciting student activities conducted at UTCC iSM.



This year for the first time we organized UTCC Carnival where 11 of our faculties from UTCC showcased their message and creativity under the 3 social issues; Circular Economy, Anti-corruption and Equality. UTCC iSM won the first prize in the Circular Economy Pitching contest and also won the best CSR award which is the awarded to the team that is used the most eco-friendly and re-usable products in the parade.

Da Lat Trip for Freshmen Students

Group of 15 students of UTCC iSM including UTCC iSM King & Queen Ambassadors 2019 led by UTCC iSM staff Ms. Sonia Sieng You, visited Da Lat, Vietnam during November 2-5, 2019. Students experienced the culture and environment of Da Lat while building stronger friendship among each other.



Maylada Dolbundarnchoke
(Freshmen, Thailand)

It was my second time I went to Vietnam with UTCC iSM but this time I got more experience about Vietnamese culture and got to know all my friends more. I really enjoyed the cool weather, blooming flowers and incredible landscapes in there. Thanks UTCC iSM for giving me such a great memory in Vietnam!



Xue Congbai
(Sophomore, China)

In Da Lat, I felt very peaceful because people there were friendly and they always smiled to me. On the other hand, I really like the weather in Da Lat with fresh air, beautiful mountain view and colorful flowers. What a fantastic trip!



Chanthavisouk Phoumbouala
(Freshmen, Laos)

It was a good trip, I love the weather and environment. I got to know more things about Vietnam and learnt a lot about friendship. We took care of each other and enjoyed Da Lat together like a real family.

SPORTS DAY



"UTCC iSM Sports day"

It was amazing that our students showcased their sports talent but at the same time never lost sight of respecting the game rules and one another. This attitude lies at the core of our value, and the event itself is never about winning or losing but building camaraderie, confidence, social skills and familiarity with sports.



Students participated in many sports such as futsal, basketball, volleyball and cheerleading as well. UTCC iSM will always seek to ensure that students get the opportunity to showcase and build upon their talents and self-expression.

NEWSIDEA CONTEST



UTCC iSM students had the opportunity to join the Newsidea Contest organized by Channel 7HD which is about creating awareness about the current social and environmental problems in Thailand and in the world as well. UTCC iSM team created a video about the social issues that we are facing such as social media bullying and discrimination.

UTCC iSM Halloween!

31 October 2019



Welcome dinner for UTCC iSM Bangkok

@CAPE DARA PATTAYA 9 September 2019





Rasaval Kaityiosweerakul
(Freshman – Thailand)

"This trip is much more than I expected. I had a good time with my new friends and seniors."



Yan Lin Shein
(Freshmen – Myanmar)

"It's an unbelievable trip. Even it just lasted one day, we made lots of unforgettable memories. I love that at dinner time, we sang and danced together as a family. I am looking forward to having another trip like this one in the future."



Nguyen Bich Thuy
(Freshmen – Vietnam)

"After hard-working days at school, this trip helped me not only release all the stress but also have some memorable time with my friends. I enjoyed it so much, Family Outing Trip will always stay in my heart."

From Mexico to Thailand, Meet Jorge Luis Lopez UTCC iSM Global MBA Student



UTCC iSM Global MBA program consists of students coming from different countries around the world. And adding to the diversity of the students, this year we have one full time student from Mexico – Mr. Jorge Luis Lopez joining our Global MBA program.

What made you choose to study at UTCC?

I choose to study at UTCC because of its location, I wanted to study in Thailand for a long time and also I was looking for a university that can provide me with diverse perspectives on dealing with real-world business issues and challenges. And finally I was able to get the opportunity to come and study here and I am glad I choose to study at UTCC.

And how is your experience studying here?

I feel really great to be part of the diverse community here at UTCC iSM. The facilities the school provides for the students are very modern and also the teachers are top quality business professionals in the industry as well. Moreover, we have the opportunity to go for short term exchange programs to Germany, USA and many other countries as well.

Last, what does your future look like in here?

I would like to work in Thailand after I graduate to understand and find new business opportunities in Thailand and in ASEAN as well. And also I am looking forward to contribute to further strengthening relationship between Mexico and Thailand as well.

UTCC iSM welcomes freshmen from Class of 2023



Guillaume Trudelle – Freshmen (Canada)

What made you choose to study at UTCC iSM?
I chose UTCC iSM because I would like to study in a diverse environment that provides opportunities for students to enhance themselves and the admission staff were quite responsive and very supportive in providing information as well.

How did you know about UTCC iSM?

I heard about UTCC because my best friend studies here and she showed me around the facilities and the opportunities available for students at UTCC iSM and that is one of the reason I was interested to study here.

How does your future look like after graduating from UTCC iSM?

I hope to represent the interest of Canadian business in South East Asia region and I want to become a leading and successful entrepreneur in this region.



**Angela Grace Saputra
(Indonesia) Binus University,
Jakarta, Indonesia**

Doing an exchange semester at UTCC, Bangkok was the best decision I ever made. I love the diversity of international community here. Overall, I am proud to be a part of UTCC iSM family.



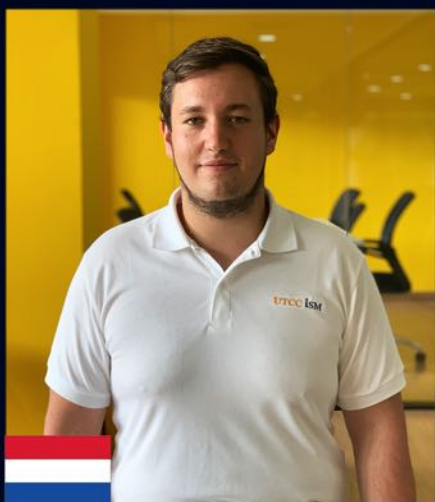
**Myrthe Willemijn van 't Hof
(The Netherlands)
Rotterdam Business School,
The Netherlands**

I felt very welcome at the UTCC! I really enjoyed to get to know the Asian students and working with them. I appreciate the effort the university puts into friendship building for the students.



**Janek Corbes (Germany)
Hanze University of Applied
Sciences Groningen,
The Netherlands**

Being an Exchange Student at UTCC was an inspirational opportunity with great people from all over the world.



**Joshua Dulle (Germany)
Hanze University of Applied
Sciences Groningen,
The Netherlands**

I'm grateful to have been part of the UTCC exchange program. It was an amazing international experience of studying in Bangkok, with a lot of international students.



**Aitor Agirrezabal Iturbe
(Basque Country, Spain)
Mondragon University, Spain**

It is a pleasure to be here at UTCC iSM and I have learned so much about the international business world. Also, I have been able to experience the Thai culture and way of living of Thai people which really amazes me.



**Floria Carla (France)
Rennes School of Business,
France**

I'm very glad I chose Thailand for my exchange and I think it is the best country to discover Asia for the first time. Being at UTCC iSM was a very nice experience and the school has really nice buildings and classrooms.



Amarin Udomphol,
Harbour.Space University,
Barcelona, Spain

"I had a chance to really work in a team of completely new cultures and become more international. One thing that I learned while being here is not to be afraid of failure, sometimes I might not be able to succeed but in the end at least I learned something because we are able to learn from our mistakes."



Tinnabhop Bandhunark,
Rennes Business School,
Rennes, France

"This exchange program gave me opportunity to widen my area of knowledge on how to apply corporate social responsibility and sustainable development into business and commerce. Also, I got to experience the peaceful town of Rennes in France. I would recommend these exotic experience opportunities to all the youths who seek for the once-in-a-lifetime memorable moments"



Theerapong Srisuphan,
Harbour.Space University,
Barcelona, Spain

"Harbour.Space University is considered as a University of the Future, It is a place that brings successful entrepreneurs and professionals to a space of teaching and delivering their experiences to students. And one class was taught by a former Editor from Bloomberg which is one of the most influential new companies in the world. It is such an amazing journey for me to study with great people at a wonderful university."



Mark Clement Gandeza,
University of Finance and
Economics, Prague, Czech
Republic

"It is such an amazing journey as I was studying and traveling at the same time. This exchange program enhanced my mindset including the way I interact with people and the way I think as well and most importantly, I am now able to explore the world with an open mind."



Key Mengkoug, UTCC iSM
Sophomore, University of
Applied Management Studies,
Mannheim (HdWM), Germany

"I got many opportunities to work with European students and was able to discuss about what we can work together and I was able to discover, explore and get inspired and learned a lot from the European culture as well."



Sam Ol Vitchea, UTCC iSM
Junior, University of Applied
Management Studies,
Mannheim (HdWM), Germany

"This is one of the most significant opportunities that I got from UTCC iSM. I was able to get to know more international friends especially from Europe and was also able to explore the beautiful cities of Germany and in Europe."

Independence Day Celebration Invitation from the Embassy of the Republic of Indonesia



On 20 August 2019, the University of the Thai Chamber of Commerce (UTCC) was honored to attend the reception of the Indonesian Independence day celebration at the Embassy of the Republic of Indonesia, Bangkok, Thailand. The event was held in the Chadra Ballroom, Siam Kempinski Hotel. Several distinguished invitees attended the event including diplomats of various countries.

In this reception event, UTCC was represented by 3 Indonesian students with 1 UTCC staff from the International School of Management (UTCC iSM). At the end of the event, our representative managed to take a photo with His Excellency Mr. Ahmad Rusdi, the current Ambassador of the Republic of Indonesia for the Kingdom of Thailand. As written in history, Indonesia proclaimed their independency from Netherlands and Japan colonialism on 17 August 1945. Mr. Ir. Soekarno was the man who read the proclamation text accompanied by Mr. Mohammad Hatta, who later became his Vice President and several Indonesian national figures.

After the independence, Indonesia was one of several nations who vocally promote the Non-Block Movement as a neutral political movement alongside with Yugoslavia (now Bosnia-Herzegovina, Croatia, Macedonia, Kosovo, Montenegro, Serbia, and Slovenia). Furthermore, Indonesia also one of the founding members of the Association of Southeast Asian Nations or widely known as ASEAN.

This event was a good opportunity for strengthening the relationship between the Embassy of the Republic of Indonesia and UTCC International School of Management.



Smile-to-pay: A big leap through new technology in terms of making payments in China

Nowadays, people get used to paying by scanning QR code or barcode. This system was first invented in Japan to keep track of ingredients. Through years, it has been using widely, especially in China in mobile payments. However, from now on, QR code and barcode could soon be the things in the past, and replaced by the facial recognition system in payments.

Alipay first showed its Dragonfly facial recognition system – an upgrade of



Smile-to-pay system last year (in December). Since then, they expanded it to over 300 provinces in China. Tencent, a company which created WeChat app with over 600 million customers, revealed its new facial payment machine called "Frog Pro" in August, when a growing number of start-ups are trying to embark on the thriving industry.

Shinsegae, a South Korean department store franchise, also rolled out Wechat Pay facial recognition payment on 29 October. Thanks to it, the facial recognition system was first used outside China. Boasting 99% accuracy, the system completes payments within ten seconds.

Normally, it's very dangerous to enter the password if someone's beside you. Using this system can be a not only a convenient way to pay for the stuffs but also a great way to enhance the privacy of the customers.

Co-living & Co-working Space or Common Room on 1st Floor, Building 21, UTCC ISM



UTCC ISM renovated the common room into a more sophisticated area in order to create a homely feeling for all ISM students. Moreover, it is also a space where they can either meet up with friends or work. The students from UTCC ISM can also relax in this area before or after class with a large amount of comfortable seating and quieter environment. Furthermore, ISM students can now have meetings and also discuss about upcoming business plans even after main lounge is closed.

“UTCC iSM Transformation”

**International School of Management aims
to Escalate the Students’ Entrepreneurship and Creativity**



House of Distinguished Leaders and Relentless Entrepreneurs on 2nd Floor, Building 21, UTCC iSM

UTCC iSM created a special working space for future leaders and young entrepreneurs to have business meetings on the 2nd floor of Building 21. On 18th October 2019, the room was officially named “House of Distinguished Leaders and Relentless Entrepreneurs”. It is also known as “House of Distinguished Wolves” among UTCC iSM students, lecturers and staff. It's a great inspirational space for those who would like to have either business brainstorming session. It is fully furnished with decorations that could help increase the level of productivity. In addition, a lot of great business ideas and opportunities await you in this house.

Why joining activities matters?



You may not realize how joining activities can play an important role in your life while you are a student. University life is a good time to get as many experiences as you can while having fun with it. The good news is there are so many students who discover themselves through the projects they do, the activities they join or even people they meet. You'll never know how little things you do today can impact your life in the future. Here is how joining activities during study life can benefit you.

Cultural Integration

Many students can easily get culture shock when they first move to another country and study in an international environment. Getting involved in activities can help you overcome this feeling easier. You'll get to know other students from different countries who may have the same interest. This can become the basis of getting a good friendship.



Social skills

As a social being, it is important for us to develop our interpersonal skills. It might be a bit difficult in the beginning to get along with new people but joining activities will get you along with others easier than you have ever thought.

This can also help you expand your network, which is beneficial in finding career opportunities after graduation. In the future, you could use one of those colleagues as a reference when you apply for a job in that field.

Building your Resume



Extracurricular activities can add more personality to your resume. It only shows how dedicated you are during study life but it also shows how effective you are in time management skills which are important in work life. This also gets more opportunities for you to be accepted in your ideal companies.

Earning career skills

There are some skills you can get while doing activities in order to use it in your future work life. These skills are as follows

1. Leadership skills
2. Teamwork
3. Time management
4. Communication skill
5. Environment flexibility

Do you find our iSM activities fun and beneficial for you? We want to hear about it!



Blockchain Analysis Workshop



UTCC iSM welcomed Ms. Nicole Nguyen, Former Head of APAC Asia Blockchain Review, as a Guest Speaker on the topic of Blockchain Analysis. Students got to know more details and future trends about the Blockchain Industry from this event.

“EUROCHAM Workshop”



It was a great pleasure for UTCC iSM to have Mr. Thomas Hesketh, Business Service Manager; European Chamber of Commerce in Cambodia to conduct the guest lecture on the topic of Business Opportunities in Cambodia highlighting on EU relations and businesses in Cambodia. Students were able to see the new business and investment opportunities and upcoming business trends in ASEAN region as well.

“Digital Marketing Workshop”



UTCC iSM was delighted to welcome Mr. Jan Rohweder from Germany who is the Managing Director of Marketing Bear Co. Ltd and is also an expert in online marketing to share his experience and conduct online marketing workshop that would provide new ways to our students to enhance their skills in terms of Marketing.

“EUROCHAM Partnership Discussion”



UTCC International School of Management visited EUROCHAM (European Chamber of Commerce) in Cambodia to discuss the possible partnership between the two to promote quality of education in terms of academic exchange programs and real quality of European Business sector in Asia.



From October 23 – 07 November 07, 2019, Dr. Jakarin Srimoon, Dean of UTCCiSM attended “One Belt, One Road Initiative ” Program (OBOR) with the objective to promote the economic prosperity of the countries along the Belt and road with the addition of strengthening exchanges and mutual learning between different civilizations and to promote world peace and development at Beijing Foreign Studies University (BFSU) in Beijing, The Republic of China.

UTCC iSM Startup Talk Session



UTCC iSM organized Startup Talk session with our guest speakers Mr. Jakapan Leeathiwat Co-founder of Tourkrub Company and Mr. Louis Opplert, La French Tech Project Manager on 15 November 2019. Students got insights on how to startup and manage a business and also the importance of networking as well. Students also had the opportunity of Q&A session and senior students were also offered internship opportunities.

Islington College from Nepal, visit to UTCC iSM



108 students from Islington College of Nepal visited UTCC iSM to attend the special “Design Thinking and E-Commerce” course which lasted 2 days. Both UTCC iSM students and Nepalese students had a great time getting to know each other, sharing and helping each other throughout the course. On the second and last day of the course they put together an exhibition using the concept of design thinking to suggest the future improvements at UTCC iSM to make it more global and international.

Osaka University of Economics Short Study and Cultural Program



For the 3rd year in a row, UTCC iSM hosted students from Osaka University of Economics, Japan for a short study and cultural program from 2-7 September 2019. The students were warmly welcomed and had such an unforgettable experience during their time in Thailand.

Summer Exchange Program with University of Economics and Finance, Vietnam



15 exchange students from University of Economics and Finance, Ho Chi Minh city, Vietnam joined short summer exchange program at UTCC iSM. Aside from the courses they were taking, UEF students along with the students from UTCC iSM visited Ayuthayya Province, ICHITAN Company and Line Village to get the practical learning experience from Thai Companies as well.



"UTCC iSM Team Visit's to Ministry of Education and Human Capital Development Fund in Timor Leste"



Dr.Jakarin Srimoon, Dean of UTCC International School of Management and the team joined the meeting with H.E.Longinhos dos Santos, Minister of Higher Education, Science and Culture of Timor Leste to collaborate for academic cooperation and human resource development in terms of Business Management, Logistics and Accountancy for young people of the country.



UTCC International School of Management team was warmly welcomed from high schools in Timor Leste. UTCC iSM is proud to seek to opportunities for all young leaders to be able to contribute back to the development of Timor Leste.

College de Paris Visit to UTCC iSM



On 12 November 2019, UTCC iSM welcomed Ms. Aline Destailats, Director – General Management, College de Paris, France, to discuss further collaborations through exchange programs and short courses. We look forward to welcoming more students from France at UTCC iSM. Bienvenue.

UTCC iSM Students attended the Global Leadership Program

Bangkok University hosted the “Global Leadership Program” for students all over Bangkok from 12-15 November 2019 and 13 students from UTCC iSM joined this program. The students had the opportunity to visit many companies and also had the chance to share stories in order



to confront with the fear of public speaking. At the end of the course, students presented their ideas about how technological innovation delivers societal and economic values in communities and they learned about cultural intelligence and leadership as well.

UTCC iSM Start-up Business Session



UTCC iSM welcomes young and successful entrepreneurs Mr. Simon Cheng (Managing Director, Priceless.com.hk) from Hong Kong and Mr. Khairul Rusydi (Co-founder and CEO-Reactor Co., Youth Action Plan Panelist of Ministry of Culture, Community and Youth) from Singapore sharing their business acumen and experience to our students at UTCC iSM Bangkok on November 22, 2019. The students also had the opportunity to participate in Q&A session to get more insights on how to create a successful start-up business.

Head of LaLiga Business School, José Moya spoke about the agreement with UTCC “We are once again thrilled to have the opportunity to spread the LaLiga expertise across Thailand and Asia. This agreement reasserts LaLiga’s commitment to professionalising the sporting sector and, in tune with our slogan, ‘It’s not football, it’s LaLiga’, this puts us at the forefront of all leagues, not just in sporting terms but in educational standards too”.

LaLiga Thailand Delegate, José María Gotor, who also spoke at the event said “This is a strategic alliance which reaffirms our commitment to the development of not only football but education in this country. We are highly committed to each of our projects across Asia and partnering with UTCC to offer sport management courses is a good step forward and in the right direction towards the growth and development of sports management in Thailand. We couldn’t have found a better partner to do this with than UTCC”

LaLiga Business School is an educational project of LaLiga, that aims to train talent in the sports industry sector. This agreement joins those that LaLiga has already implemented in other countries all over the world such as Mexico, Egypt or Colombia.



LaLiga partners with University of the Thai Chamber of Commerce to organize sports management courses



Bangkok: 22nd November 2019 -- The International School of Management at the University of the Thai Chamber of Commerce (ISM-UTTC) announced today that it has entered into a partnership with one of the biggest brands in sport, the Spanish Football giant LaLiga. Both organizations aim to fill in the shortage of sport professionals by jointly developing an education program in the region for students and professionals in the sports industry.

The partnership was announced at the Sports Authority of Thailand in a ceremony attended by Spanish Embassy diplomats, Thai football and sports authorities and media, where both parties signed a Memorandum of Understanding (MOU)

This sports marketing course introduces participants to marketing and sponsorship methods utilized by sports professionals and companies marketing their brands through sport. It also provides participants with an understanding of the role of sport media as a marketing communications tool. Topics include the synergistic relationship between sport and media, the different traditional and new media channels for sport marketing, integrated marketing communications.

The participants will gain insights about audiovisual improvements the reach, channels, contents and formats. The participants will also discover a unique model of the international expansion for LaLiga strategy of the social, business and territorial conquest. It will explore the global nature of sport and the role and importance of major sports and its impact on economic factors. Participants will gain a deeper understanding of organization, governance of international sport structures also it examines issues such as the increasing commercialization of sport. Through interactive case studies, participants will acquire practical knowledge about the use of sport marketing.

Christmas Mood @UTCCiSM



Ho, Ho, Ho, Christmas is a time of jolly and joy, UTCCiSM celebrated early Christmas in the Organization Management class where the students, coaches and the dean had to wear a Christmas Theme outfit consisting of the colour, Green(Reindeers) , Red and White (Santa Claus) to dwell into the Christmas spirit. Many students dressed up as per the theme and enjoyed their last day of class by sharing what they have learned during the class. The class gave a surprise visit to UTCC President office and sang a birthday song for her early birthday, together with showing our gratitude and acknowledgement for her hard work and contribution to our university. May the Christmas spirit brings happiness and prosperity to those around you. "It is Christmas in the heart that puts Christmas in the air"-W.T Ellis





“Designing Your Life” Training by Stanford University

It was a great opportunity for UTCC International School of Management to participate in “Designing Your Life” training by Bill Burnett, Stanford DSchool.



The course uses design thinking to address the “wicked problem” of designing your life and career. The course employs a design thinking approach to help students from any major to develop a constructive and effective approach to finding and designing their lives and vocations after completing education.





Sustainable Economic Growth in East Asia @Osaka University of Economics, Osaka, Japan September 26, 2019



Miroslav Kalniev, Associate Dean for Academic Affairs, UTCC School of Management, together with Chan Rannkiry, MBA student from UTCC iSM Bangkok campus attended a conference hosted by Osaka University of Economics in Japan and gave a presentation about "Sustainable Economic Growth in East Asia" under the topic "China Sustainable Economic Growth in Cambodia" as representatives of UTCC iSM on September 26, 2019 in order to get to know more about what is going on in Asia, and also to connect UTCC iSM and Osaka University of Economics.

Chan Rannkiry (Cambodia) MBA student, UTCC iSM

"It was a very good opportunity for me to learn more about what I am going to deliver in the topic, to meet new people and to discuss and share my own experience."



Centennial Anniversary of UMFCCI in Yangon, Myanmar



"UMFCCI Centennial International EXPO" was held from 20th to 22nd September 2019 in Fortune Plaza, Thaketa Township, Yangon, Myanmar. The expo was organized to offer opportunities for local and international exhibitors, investors and

businesses to interact with each other. Moreover, the participants got to explore and discover the enormous trade and investment potential opportunities in Myanmar. The expo's activities consist of product promotions, promotion conferences, one-to-one business marketing and seminars. In addition, logistics, information technology & engineering, electrical appliances, construction materials, lifestyles, foodstuff and auto-parts are also showcased at the expo.

"Myanmar & ASEAN Entrepreneurs: A Game Changer"



UTCC iSM & UMFCCL organized a seminar "Myanmar & ASEAN Entrepreneurs: A Game Changer", on 23 November 2019. The seminar was held at the Pan Pacific Hotel for UTCC iSM & UMFCCL Global MBA Batch 12 students and alumni. The Game Changer Seminar started off with our main guest speaker Dr. Aung Thura who is a CEO of "Thura Swiss", as well as the President of Myanmar Young Entrepreneurs Association. Next, it continued with another panel discussion of UTCC iSM & UMFCCL Global MBA alumni (Myanmar Young Entrepreneurs) Ms. Ei Myat San (Director, Shwe Kha Mauk Co. Ltd), Mr. Charles Sithu, (Managing Director, UPG Mining and Processing Co. Ltd), Ms. Khine Lwin Chue (Founder, Panda Diaries and Co-Founder, Mee Eain Co. Ltd), Mr. Aung Naing Oo, (Managing Director, Newton Solutions and Director, Engineering for Kids Myanmar) and Dr. Chit Ko Ko, (Co-Founder and Director, myancar.com). The discussion was about sharing experiences and obstacles they faced while starting new projects and how they overcome it as well.

In addition, there was also a panel discussion focusing on the ASEAN context with Mr. Steve Cheah (President of the Global Entrepreneurship Network, Thailand (GEN) (Malaysia)), Mr. Tom Hesketh (Investment Services, Manager at the European Chamber of Commerce in Cambodia, (UK)), Mr. Khairul Rusyudi (Co-founder and Chief Executive Officer Reactor, Ministry of Culture, Community and Youth, (Singapore)) and Mr. Simon Hon Man Cheng (Managing Director, priceless.com.hk, (Hong Kong)) were among the panelists where they discussed about the business opportunities and trends in ASEAN and provided insights on overcoming challenges in starting up new businesses in the ASEAN region.



“Startup Business for Young Entrepreneurs”



Startup Business for Young Entrepreneurs event was co-organized by UTCC iSM and MRCCI. The event was held at Pullman Hotel, Mandalay, Myanmar on 26th November 2019. The President, Vice President, Administration Team of MRCCI and UTCC iSM-MRCCI students and alumni mainly attended the event. The event's panel discussion was led by panelists from UTCC iSM-MRCCI Global MBA alumni, Dr. Tun Tun Aung (Managing Director, MMID Public Co. and Myotha Industrial Park City), Kyaw Zay Ya (CEO, U Kar Ka Co. Ltd), Dr. Kay Thari Kyaw (Director, Sein & Mya Mattress, I love it Women Fashion, Mandalay Emperor Co. Ltd and COO & Co-Founder, London Business Academy), May Paing Htet Latt (Director, CATKIN Myanmar) and Khin Myat Mon (Family Visit Program Officer, International Committee of the Red Cross - ICRC). The discussion was about the current business trends and how to overcome business challenges and risks as well.



CONGRATULATIONS Dr.Kaung Myat Thu, Dr.Chit Ko Ko & Aung Heain Soe WINNER of MYEA (Myanmar Young Entrepreneurs Association) Startup Award 2019

myancar.com is the first car rental platform in Myanmar which provide incredible deals with best rates guaranteed for car rental service for corporate, foreign and domestic travelers along with user friendly interface for website and application so that customers will have convenient experience traveling around Myanmar. myancar.com is founded by four founders. Dr. Phyo Wai Lin, Dr.Kaung Myat Thu, Dr.Chit Ko Ko & Aung Heain Soe who are all UTCC Global MBA Alumni and their vision is to be the best e-commerce car rental platform in Myanmar which is the most reliable and trustworthy for both customers and suppliers.

What were the biggest challenges and how they were handled?

The biggest challenges were that none of us are from tech background. We have zero experience in the IT field. So that was the most challenging thing in bringing this concept alive. We needed to write down the work flows in diagrams to develop this website. That's why it took over 1 year for our website to be established. But now we have in house tech support teams to upgrade and maintain this. The 2nd thing is introducing this concept to our suppliers and customers. As we are the first e-commerce car rental platform in Myanmar, both customers and suppliers are not familiar with this kind of services. Therefore, we need to take time to educate people about our product. However, we see in positive way as our country is growing and Myanmar people are very good at adapting new things. Sooner or later, our people will become familiar with our service.

What is it that most people do not notice about myancar.com?

Most people don't notice that myancar.com is a platform-based service where they can choose a variety of cars with the prices that fit for them. From here, we would like to invite all our colleagues from UTCC to try our service if you come to visit Myanmar.

How do you measure success now that you've won start up award?

We are blessed and thankful for winning this Start Up award. Winning a National Level Award has always been one of the main goals to achieve in our vision. Making this dream become real gives us more energy to move towards my goals. As for the organization, this gives us the drive to work harder to give our best service to our customers and partners in myancar.com platform. Yet, we would say this achievement as one of the building stones for a castle in our vision.

3 Co-founders of myancar.com from UTCCiSM & UMFCCI Global MBA



I am Dr. Kaung Myat Thu, 30 years old. I am a co-founder and Strategic Director of myancar.com and also taking charge of marketing as well. My background is a medical doctor and also a UTCC MBA graduate.

Q: What's your story?

A: My background is medical doctor. But I don't practice medicine and I got into business 1 year after I got my medical degree. After 4 years of working in the pharmaceutical company, I started to realize that I need to start my own business as my passion is the process and I love to own the process. Fortunately, I met my business partners and I got the chance to start up my own business process and it's been 3 years now.

Q: Who or what has made you the person you are today?

I would divide 2 parts who I am and what I am. My parents are the one who made me who I am today with their unconditional love and support. It was my first job, Roche Myanmar, Pharmaceuticals Company and my bosses from there taught me everything I know today. Until then, I might know some things, but I was still lacking of something in order to go further. Then I joined UTCC Global MBA which opened my eyes and enlighten me with lots of knowledge and network. I would say these are the ones which made me who and what I am today.

Q: Where do you see yourself in the next 5 years?

A: I would take full time role as Managing Director in myancar.com to support more for the company.

Q: What parts are you in charge of?

A: I am in charge of strategic and marketing in myancar.com.



My name is Aung Heain Soe. I am a Co-founder and business development director of myancar.com.

Q: What's your story?

A: I am a Mechanical Product Design Engineer. However, I am always interested in running a business or start-up. After a year of experience as an engineer, I connected with my partners and started myancar.com team.

Q: Who or what has made you the person you are today?

A: My parents, my teachers, mentors and friends have led me with an incredible amount of help, patience and guidance to whom I am today. I believe there is a lot of work and grinding that needs to be done in order to be the person I want to become.

Q: Where do you see yourself in the next 5 years?

A: I see myself leading the successful and sustainable business of myancar.com

Q: What parts are you in charge of?

A: I am currently handling the business development and corporate sales department now.



My name is Dr.Chit Ko Ko (BRYAN). I am a Co-founder and commercial director of myancar.com. I am a proud alumnus from batch-9 UTCC iSM Yangon.

Q: What's your story?

A: I am originally a medical doctor and changed my profession to business field soon after I graduated in 2016. Medical profession was also my favorite one but after my graduation, I started attending the business classes to gather experience and started looking for business opportunities. Since then I have been part of 5 businesses and currently I am focusing mainly on URBAN Furniture Group and myancar.com.

Q: Who or what has made you the person you are today?

A: My family has been the main supportive ones who have always believed in me everything I do. My mentors and teachers have led me as an example and coached me to get better. My partners and friends are also the ones who supported me along the way. Lastly, the mistakes I have done also play a big role to become who I am today. Yet, today I am just a stepping stone for the one I want to become.

Q: Where do you see yourself in the next 5 years?

A: I see myself becoming a more mature and more effective serial entrepreneur; leading the successful and sustainable ventures.

Q: What parts are you in charge of?

A: I am currently acting as a commercial director and developing and implementing commercial strategies according to company's goals and objectives aiming to accelerate growth.





Orientation Night for Doctor of Management and Global MBA Students, UTCC Bangkok

On 20-21 October 2019, the University of the Thai Chamber of Commerce, International School of Management (UTCC iSM) held an Orientation Night for the Doctor of Management and Global MBA student batch 2019. The occasion took place in the Hilton Hotel Pattaya.

The event started with an opening speech from Dr. Jakarin Srimoon, the Dean of UTCC iSM followed by the welcoming dinner. Associate Dean for Academic Affairs, Mr. Miroslav Kalniev and Associate Dean for Student Affairs, Mr. Jiao Yu were also present.

The event was a great opportunity for students to get to know and building greater connection among each other. The students enjoyed many activities while creating a stronger bond as a part of UTCC iSM global family.



Global MBA Graduation Party



Global MBA Graduation party was held on 15 February 2020 at The Westin Grande Sukhumvit, Bangkok. It could be said as the most expected day for MBA students to chill and have fun with their friends after all the effortful days. Everyone was so stunning with beautiful dresses and attractive suits. Throughout the night, everyone socialized with a happy smile on their faces while enjoying some drinks and snacks. They have tried so hard during studying time; this is the day that they can free themselves, flow with the music to sing, and dance together like a family. The party was terrific with cooked-to-perfection food, colorful light, eye-catching and glamorous decoration. Besides, all the amazing performances on that day everyone witnessed an emotional connect with the friends and faculty. To showcase the MBA students journey, UTCC iSM played a touching video showing the learning process and memorable moments of last two years of the MBA program. Faculty enjoyed seeing how much MBA students have developed and improved day by day. After all, everybody had a marvelous and unforgettable time at the party!

Short-term Exchange Program at HdWM: University of Economics for Management, Mannheim, Germany



HOCHSCHULE DER WIRTSCHAFT
FÜR MANAGEMENT
UNIVERSITY OF APPLIED
MANAGEMENT STUDIES



UTCC Global MBA and undergraduate students joined short-term exchange program from 2-22 December, 2019 at HdWM: University of Economics for Management located in the beautiful city of Mannheim, Germany.



UTCC iSM Global MBA (Bangkok Campus) enjoyed their overseas certificate course @ University of International Management Mannheim, Germany



31 students from UTCCiSM Global MBA (Bangkok Campus) joined the overseas certificate course at University of International Management Mannheim, Germany. It was an enriching experience for students to learn and share the knowledge with German counterpart. This was a meaningful opportunity for the MBA students of UTCC iSM to gain new skills, exchange culture and create long-lasting friendships.



Yize Xiong (Global MBA Bangkok Campus)

During the period of studying in the short exchange program in Germany, I learned a lot of new things from German professors and German entrepreneurs' sharing sessions.

Annie (Global MBA Bangkok Campus)

The exchange experience in Germany was unforgettable for me. The professors were very kind and knowledgeable. We studied and worked together on projects with German students which helped me with different thinkings and cultural exchange.



Feifeng Chen (Global MBA Bangkok Campus)

We had a great time in Germany in December 2019. In Germany, Professors from different countries let us feel the diversity of education, and German students are also very warm-hearted helping us in various activities.





Global

Entrepreneurship and Innovation conducted by Prof. Ashwin Mehta

UTCC International School of Management welcomed Professor Ashwin Mehta from University of Massachusetts, Lowell, USA. He conducted an information session on Global Entrepreneurship and Innovation, Exchange Workshops at UMASS. This is a strategic program within the Manning School of Business with a two-week session on Global Entrepreneurship and Innovation. Around 200 UTCC iSM students participated in this program over the years.



Globa MBA Batch 8 (UTCCiSM-MRCCI) on their field trip to interview foreign tourists to Mandalay



The Visit of UTCC's New President and his management team to Yangon and Mandalay campuses in Myanmar



UTCC's New President, Assistant Professor Dr. Thanavath Phonvichai led his management team to meet UMFCCI's President, U Zaw Min Win and his team to enhance collaboration and seek new opportunities to work together to contribute to the human capacity development of Myanmar.



UTCC's New President, Assistant Professor Dr. Thanavath Phonvichai led his management team to MRCCI's President, U Kyaw Min, his team and Alumni to enhance collaboration and seek new opportunities to work together to contribute to the human capacity development of Upper Myanmar.



UTCC iSM - UMFCCI family participating in Yoma Yangon International Marathon

UTCCiSM-UMFCCI family participated in 8th edition of the Yoma Yangon International Marathon 2020, the biggest running event in Myanmar took place on January 19th 2020 at Thuwunnabhumi Event Park, Yangon. The event was jointly organized by Yoma Strategic Holdings, FMI and YMC and had more than 11,000 participants including our UTCCiSM-UMFCCI family. The purpose of the event was to connect each other despite the nationalities and cultural differences through a mutual passion to complete the race by helping each other along the way and promoting healthy lifestyles in Myanmar. We could see our UTCCiSM-UMFCCI family's impressive athletic spirits there and sharing the joy with each other when they passed the finish line. It was such a great experience for our UTCCiSM-UMFCCI family.



"Dare to be Different"

➤ Find out more:



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