

GOOD UNIVERSITY REPORT



GOOD UNIVERSITY REPORT 2024

BANGKOK UNIVERSITY

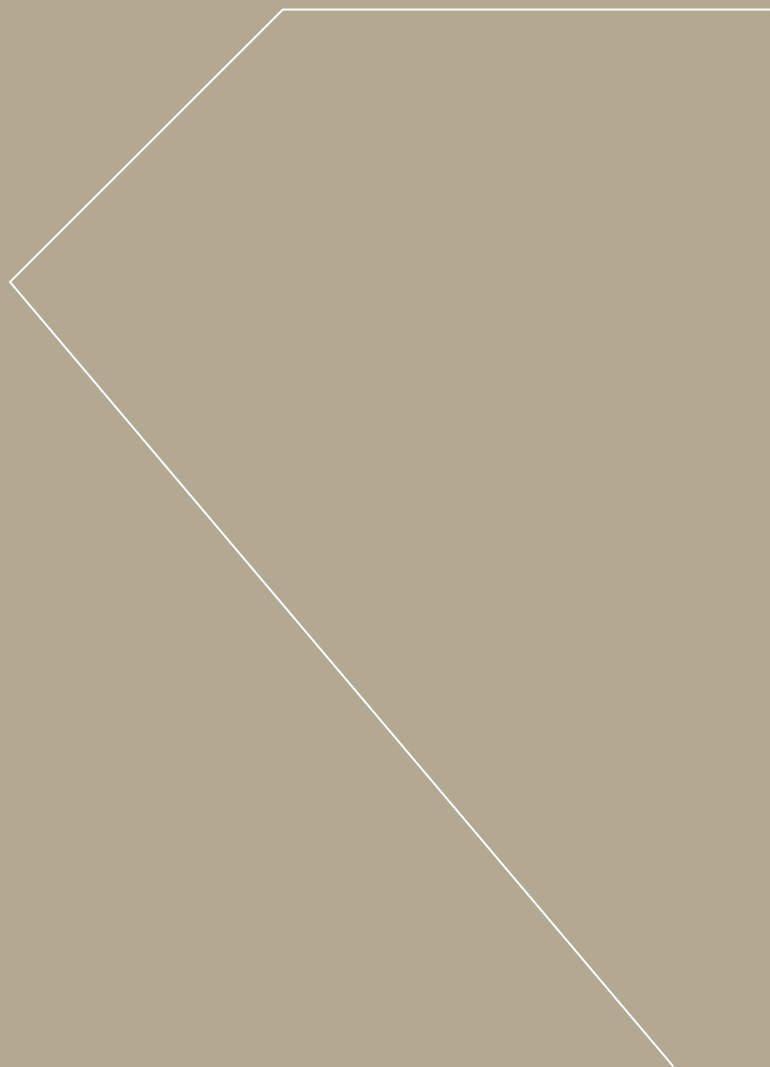


**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

SUSTAINABLE
DEVELOPMENT
GOALS

CO-CREATE THE FUTURE | TOGETHER, THE BIGGEST PROBLEMS FEEL SMALL

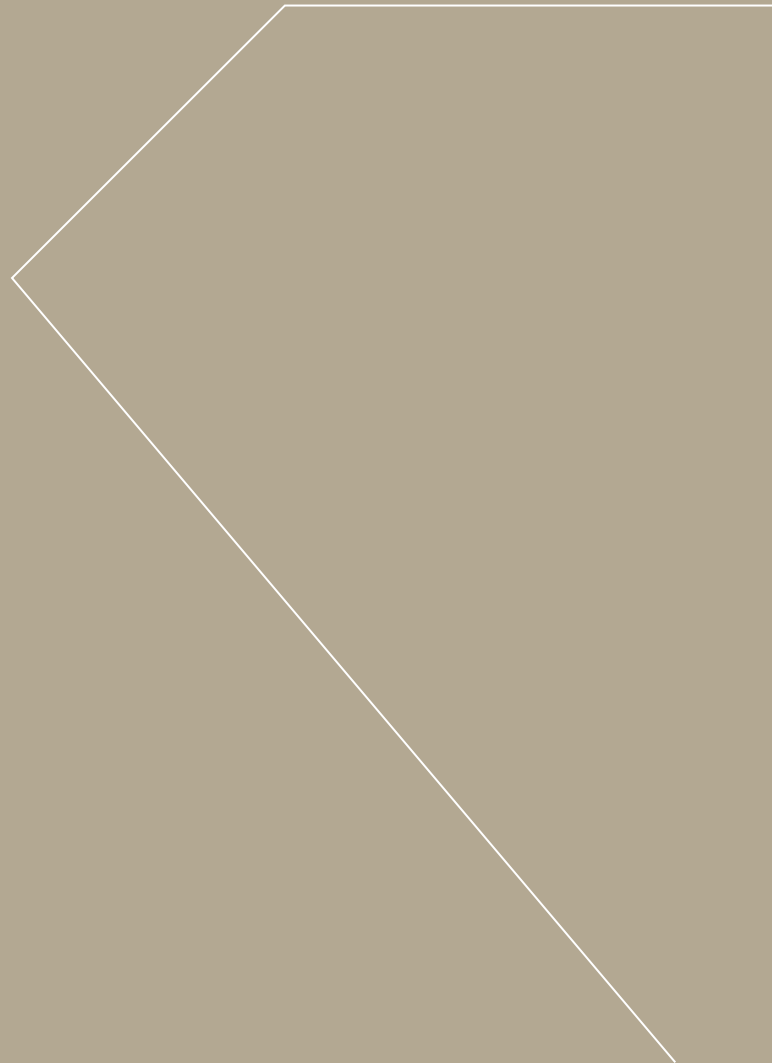
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1. ABOUT US



“ THE MODERN EDUCATION MUST FOCUS ON FUTURISTIC ”

“ Think creatively
Think as an entrepreneur
Integrate technology
The future is limitless ”

Bangkok University is a catalyst for social progress, dedicated to producing graduates who lead with quality and creativity. Driven by our identity as a ‘Practical University,’ the university focuses on transforming academic knowledge into hands-on professional expertise. By fostering entrepreneurial mindsets and

essential soft skills, we ensure that the students are not only prepared for the workforce but also ready to drive change in a world defined by constant transformation.

HISTORY

LOCATION AND CAMPUS SIZE

Main Campus Address: 9/1 Moo 5 Phahonyothin Road, Klong Nueng, Klong Luang, Pathumthani 12120

Campus Area: 441 Rai, 1 Ngan, and 67 Square Wah (approximately 706,268 square meters or 174.5 acres).

Total Building Usage Area: 147,898 sq.m.

1965

THAI
POLYTECHNIC
SCHOOL

1962

THAI POLYTECHNIC SCHOOL

Founded by Dr. Surat Osathanugrah (former chairman of the O.A.N. Photo Association and former vice president of the Thai Photographic Society), Dr. Pongtip Osathanugrah, and Dr. Charoen Kantawong

1984

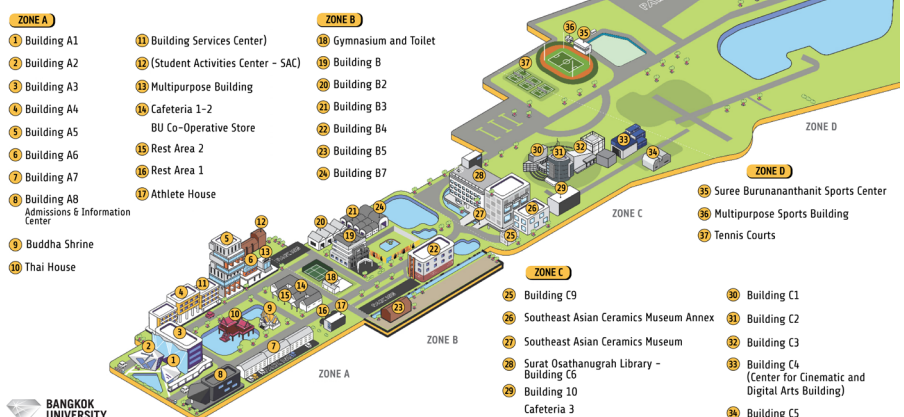
BANGKOK UNIVERSITY

With the approval of the Ministry of University Affairs, the institution was renamed ‘Bangkok University,’ establishing its legacy as Thailand’s first and largest private higher education institution.

The university’s expansive infrastructure is strategically divided into Zones A–D, comprising 47 buildings with a total functional area of 147,898 square meters. This extensive footprint includes 18 academic and laboratory

buildings, 4 dining halls, and 25 supporting facilities, housing a total of 145 lecture rooms and 233 specialized laboratories. To foster an innovative, creative ecosystem, the campus is further enriched by premier facilities, including the Student Activity Center (SAC), the Southeast Asian Ceramics Museum, the Surat Osathanugrah Library, the Center for Cinematic and Digital Arts, the Bangkok University Press, and a comprehensive athletic stadium.

BANGKOK UNIVERSITY



UNIVERSITY SYMBOLS



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

IDENTITY



CREATIVITY +
ENTREPRENEURIAL
SPIRIT + TECHNOLOGY +
INTERNATIONALIZATION



MOTTO



Knowledge with Virtue

3 CLUSTERS: 12 SCHOOLS / BU INTERNATIONAL / BU CHINESE INTERNATIONAL / GRADUATE SCHOOL

CREATIVE CLUSTER (4)



SCHOOL OF
COMMUNICATION ARTS
BANGKOK UNIVERSITY



SCHOOL OF
**DIGITAL MEDIA
AND CINEMATIC ARTS**
BANGKOK UNIVERSITY



SCHOOL OF
FINE AND APPLIED ARTS
BANGKOK UNIVERSITY



SCHOOL OF
ARCHITECTURE
BANGKOK UNIVERSITY



**BANGKOK
UNIVERSITY**
INTERNATIONAL PROGRAMS

BUSINESS CLUSTER (6)



BUSEM
SCHOOL OF
ENTREPRENEURSHIP AND MANAGEMENT
BANGKOK UNIVERSITY



SCHOOL OF
**BUSINESS
ADMINISTRATION**
BANGKOK UNIVERSITY



SCHOOL OF
**ECONOMICS
AND INVESTMENT**
BANGKOK UNIVERSITY



SCHOOL OF
ACCOUNTING
BANGKOK UNIVERSITY



SCHOOL OF
**HUMANITIES
AND TOURISM MANAGEMENT**
BANGKOK UNIVERSITY



SCHOOL OF
LAW
BANGKOK UNIVERSITY



BUCHI
BANGKOK UNIVERSITY
CHINESE INTERNATIONAL
曼谷大学国际学院

INNOVATIVE CLUSTER (2)



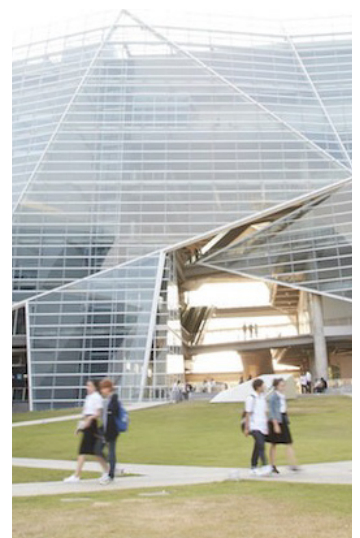
SCHOOL OF
ENGINEERING
BANGKOK UNIVERSITY



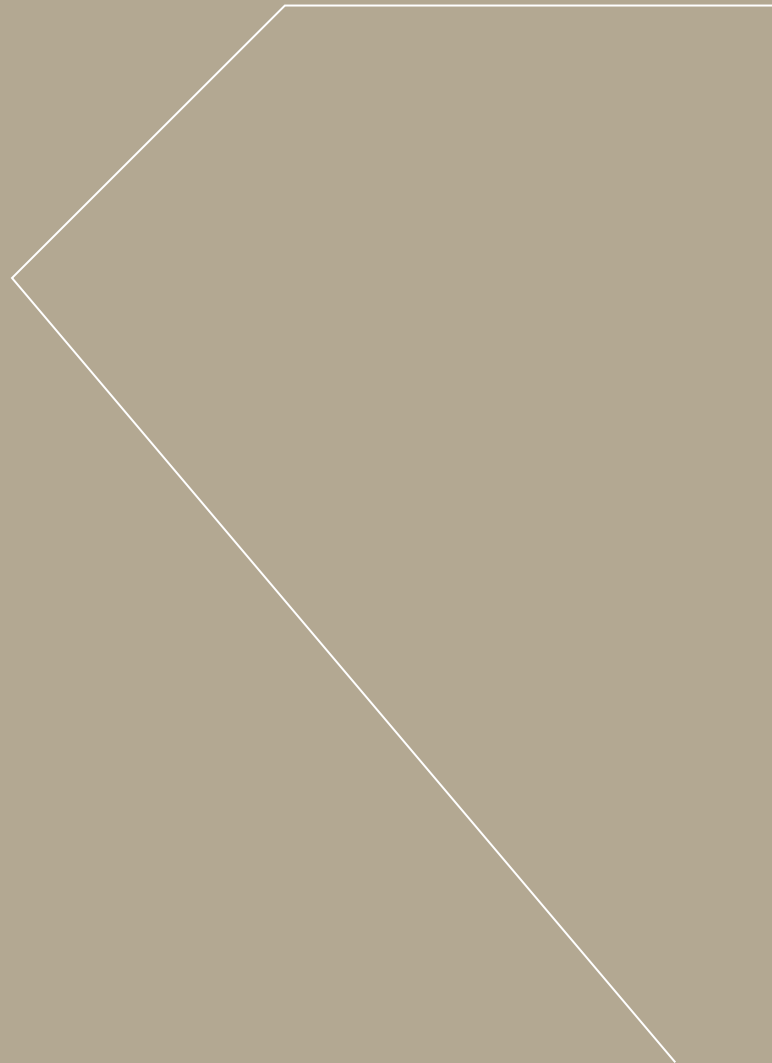
SCHOOL OF
**INFORMATION TECHNOLOGY
AND INNOVATION**
BANGKOK UNIVERSITY



**BANGKOK
UNIVERSITY**
GRADUATE SCHOOL



2. UNIVERSITY STRATEGY AND ADMINISTRATION



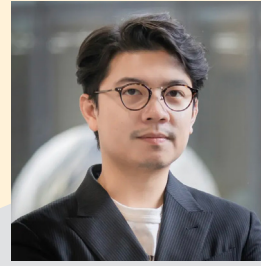
BU BOARD OF TRUSTEES



Prof. Dr. Kittipong Kittayarak
Chairman



Dr. Mathana Santiwat
Vice Chairman



Ajarn Purat Osathanugrah
Board Member
(The President of the University)



Prof. Dr. Monai Krairiksh
Board Member



Asst. Prof. Sansern Milindasuta
Board Member



Mr. Sara Lamsam
Board Member



Mr. Thor Santisiri
Board Member



Dr. Viwat Krisdhasima
Board Member



Mr. Dhanakorn Kasetsuwan
Board Member



Dr. Kris Panijpan
Board Member



Ms. Ailada Ounchareonpornphat
Board Member



Dr. Siriwan Ratanakarn
Board Member
(Faculty Representative)



Prof. Dr. Eakachat Joneurairatana
Board Member
(Representative of MHESI)



Prof. Dr. Ruth Banomyong
Board Member
(Representative of MHESI)



Dr. Aurasa Pavavimol
Board Member
(Representative of MHESI)



Assoc. Prof. Dr. Natthaphob Nimpitiwan
Secretary

BU EXECUTIVES



Ajarn Purat Osathanugrah
The President of the University



Dr. Supong Limtanakool
Executive Vice President
for External Affairs



Asst.Prof. Sansern Milindasuta
Executive Vice President
for Academic Affairs



Asst.Prof. Dr. Aunya Singsangob
Vice President for Academic Affairs



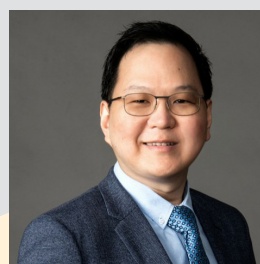
Dr. Sountaree Rattapasakorn
Vice President for Administrative
and Educational Services



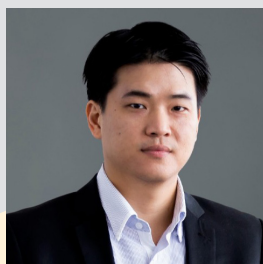
Asst.Prof. Dr. Lugkana Worasinchai
Vice President
for Business Development



Ajarn Siriporn Kanokchaisakul
Vice President for Student Affairs



Asst.Prof. Dr. Somyot Wattanakamolchai
Vice President and Pro
Vice-Chancellor for International
Education and Partnerships



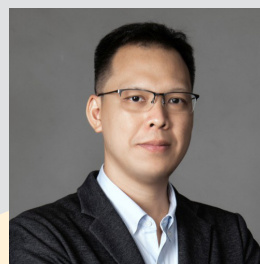
Assoc.Prof. Dr. Natthaphob Nimpitiwan
Vice President for Research
and Educational Innovation
Development



Dr. Sutha Jiaranaikulvanich
Assistant to the President
for Risk Management
and Corporate Governance



Asst.Prof. Chanunshee Pangkhanont
Assistant to the President
for Administrative
and Educational Services



Assoc.Prof. Dr. Supachet Chansarn
Assistant to the President
for Academic Affairs (1)



Dr. Thirapon Wongsaaardsakul
Assistant to the President
for Academic Affairs (2)



Dr. Jiraporn Kerdchoochuen
Assistant to the President
for Academic Affairs (3)

DEANS



Dr. Wutnipong Warakraisawad
Dean, School of Entrepreneurship
and Management



Dr. Peerachai Kerdsint
Dean, School of Digital Media and
Cinematic Arts



Dr. Parada Kaewparadai
Dean, School of Law



Asst.Prof. Dr. Arishai Akraudom
Dean, School of Communication Arts



Dr. Krairoek Pinkaeo
Dean, School of Business
Administration



Dr. Karuntarat Boonyawat
Dean, School of Accounting



Ajarn Jermisuda Manakul
Dean, School of Humanities and
Tourism Management



Dr. Phattanapon Rhienmora
Dean, School of Information
Technology and Innovation



Asst.Prof. Dr. Wisarn Patchoo
Dean, School of Engineering



Dr. Pattarawat Subyen
Dean, School of Fine and
Applied Arts



Asst.Prof. Dr. Karnjana Songwathana
Dean, School of Economics and
Investment



Ajarn Pichai Wongwaisayawan
Dean, School of Architecture



**Asst. Prof. Dr. Duangthida
Nunthapirat**
Assistant to the President and
Acting Dean, Bangkok University
International Programs



Dr. Nithivadee Chanyaswad
Dean, Bangkok University Chinese
International



Asst.Prof. Dr. Sasiprapa Chaiprasit
Dean, Graduate School

GOOD GOVERNANCE

1. EFFECTIVENESS

The school administrators have successfully achieved the goals outlined in the operational and strategic plans. Furthermore, performance evaluations were conducted, with the resulting insights utilized to enhance and refine management strategies for the upcoming year.

2. EFFICIENCY

The administration is committed to the optimal allocation of financial resources, human capital, and time to effectively meet the needs and expectations of students, faculty members, and employers.

3. RESPONSIVENESS

The school administrators actively promote excellence in teaching and learning, institutional management, academic services, and research. These initiatives are tailored to meet the specific needs of students, faculty members, and employers, ensuring high-quality delivery within established timeframes.

4. ACCOUNTABILITY

The school administrators demonstrate a high level of accountability in fulfilling their duties and achieving predetermined goals, consistently aligning their performance with the expectations of staff, students, and graduate employers.

5. TRANSPARENCY

The school administrators actively engage with stakeholders through diverse communication channels, including internal faculty meetings, electronic mail for academic staff, and social media platforms—such as the school and Bangkok University Facebook pages—for students and the general public. Furthermore, the criteria for academic performance evaluations are collaboratively determined through a shared consultative process.

6. PARTICIPATION

The school administrators encourage faculty members to develop annual operational plans, budget proposals, and departmental development guidelines through formal school meetings. Moreover, the annual performance evaluation process follows a two-way assessment model, involving both faculty administrators and representatives elected by the faculty members.

7. DECENTRALIZATION

The school administrators delegate decision-making authority to Associate Deans for the oversight of faculty and students. Furthermore, specialized tasks and responsibilities are assigned to academic staff through various specialized committees, established during official faculty meetings to ensure operational appropriateness.

8. RULE OF LAW

The school administrators ensure that all personnel are granted their rights and benefits in strict accordance with university regulations and policies.

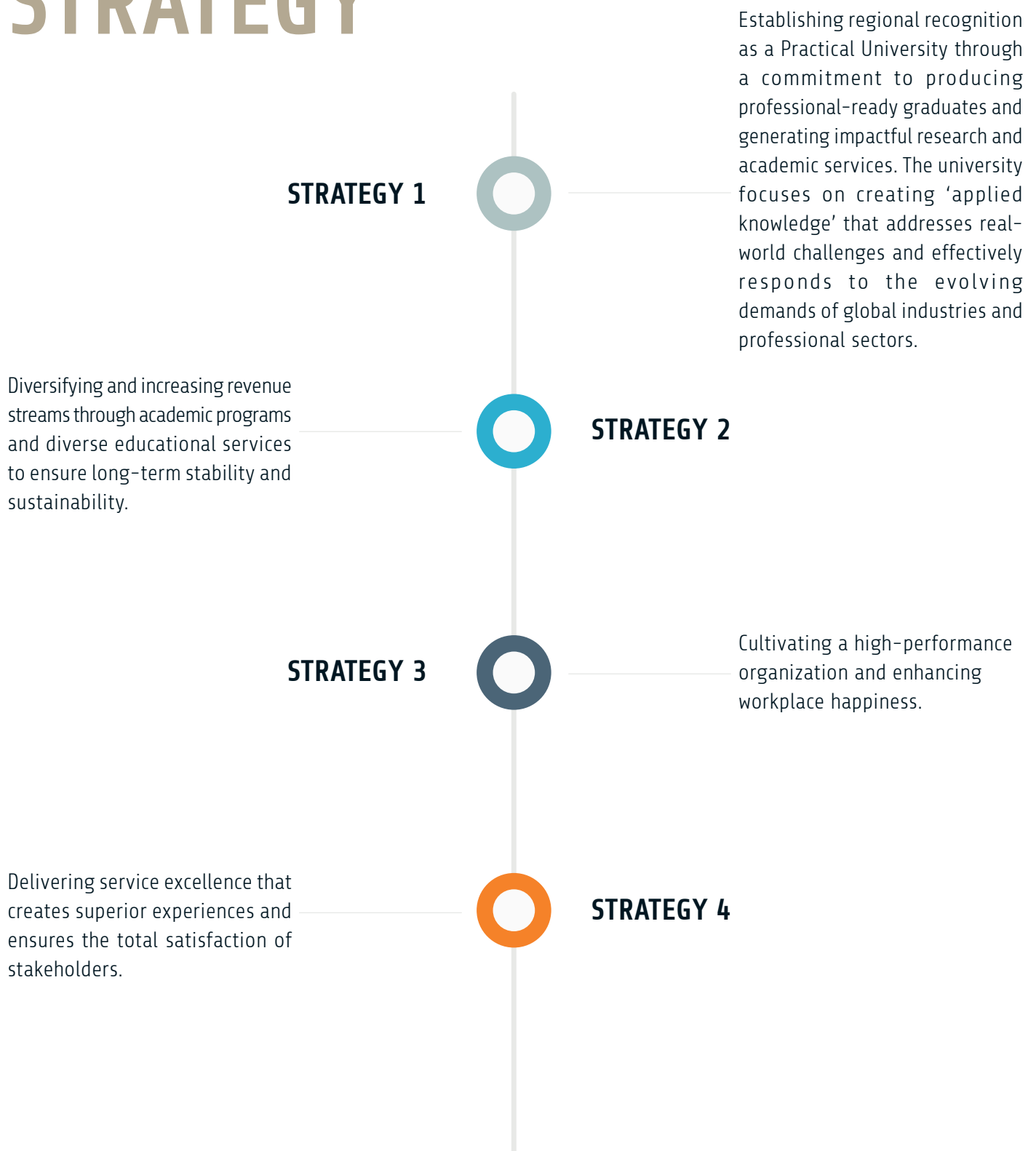
9. EQUITY

All personnel are treated with dignity and provided with equitable access to services, supported by a strict policy of non-discrimination regardless of gender, age, socioeconomic status, or educational background.

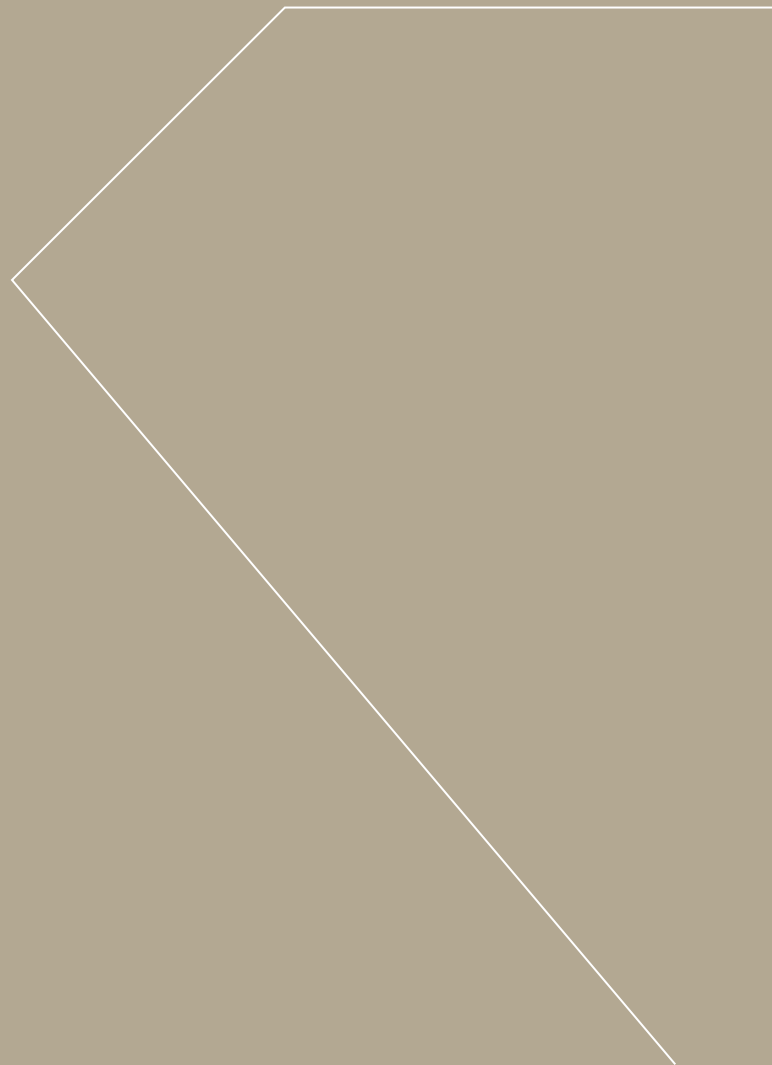
10. CONSENSUS ORIENTED

The school fosters collective agreement by providing open platforms for all personnel to express their views and contribute to decision-making during school meetings.

STRATEGY



3. VISION, MISSION, DETERMINATION, CORE COMPETENCY, ORGANISATIONAL CULTURE, VALUES AND BU 5 DNAS



VISION

BANGKOK UNIVERSITY is a creative, high-quality, and international institution, driven by its mission as a '**PRACTICAL UNIVERSITY**' to cultivate professional graduates with recognized regional excellence.

MISSION

1. **DRIVING** Bangkok University toward global leadership as a creative and sustainable institution committed to educational excellence.
2. **PRODUCING** graduates with creativity, an entrepreneurial spirit, and a global mindset, equipped with lifelong learning skills to keep pace with the digital era and the future world.
3. **CATALYZING** knowledge and innovation through high-impact research to drive economic benefits and business development for the nation and the region, with Bangkok University's core identities.
4. **DELIVERING** expertise-driven academic services to create meaningful impact for local communities and the nation, leveraging Bangkok University's core identities.

DETERMINATION

Bangkok University is dedicated to developing high-quality graduates who embody integrity, moral excellence, and creative leadership. The university cultivates a professional entrepreneurial spirit, blending academic excellence with practical skills and a deep sense of social responsibility. As an international hub for research, we actively build strategic partnerships with institutions and organizations worldwide to enhance the quality of our teaching and deliver impactful academic services to society.

CORE COMPETENCY



1. Excellence in cultivating creativity and an entrepreneurial mindset.
2. Expertise in Systemic Ecosystem Development.



ORGANIZATIONAL CULTURE



Modernity, entrepreneurial mindset, continuous pursuit of new opportunities and innovative working methods, embracing diversity, and resilience.



VALUES

EMBED A **'CREATIVE'** CULT INCLUDE

C

= CREATIVITY

R

= RESPONSIBILITY

E

= EXCELLENCE

A

= AGILITY

T

= TRUST

I

= INTERNATIONALIZATION

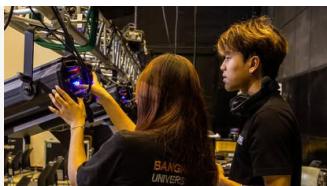
V

= VISION

E

= ENTREPRENEURIAL SPIRIT

1.



CURIOSITY

An enthusiasm for information-seeking, keen observation, and the skillful pursuit of inquiry to uncover facts or create new experiences.

2.

CREATIVITY

The ability to connect ideas to create innovation, as well as the proficiency in problem-solving across diverse situations.



3.



STREET SMART

The ability to extract key lessons from personal and shared experiences to navigate challenges and resolve issues effectively across diverse real-world contexts.

4.

COLLABORATION

The ability to seek collaboration and fulfill designated roles to ensure the collective success of group missions.



5.



PASSION

Self-awareness and the ability to set clear life goals, coupled with an unwavering commitment to achievement.

4. ADMINISTRATIVE PATHWAYS TO EXCELLENCE



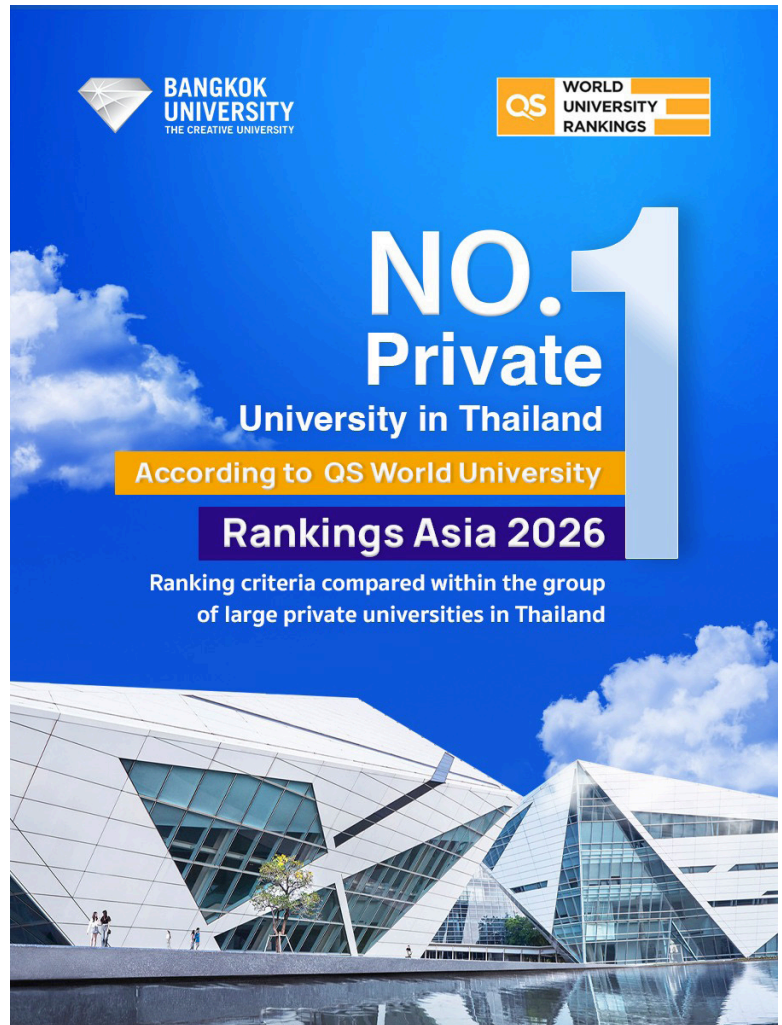
QS WORLD UNIVERSITY RANKINGS (QS RANKING)

Bangkok University is ranked as the No. 1 private university in Thailand according to the QS World University Rankings: Asia 2026, when compared among large-scale private universities. QS employs a holistic assessment approach, evaluating universities across multiple dimensions rather than a single metric, using 11 indicators:

- Inbound Exchange Student Ratio
- International Student Ratio
- Academic Reputation
- Employer Reputation
- International Faculty Ratio
- Outbound Exchange Student Ratio
- International Research Network
- Citations per Paper
- Staff with a PhD
- Faculty-Student Ratio
- Papers per Faculty

We believe that true quality stems from excellence in all aspects.

(Information from Academic Year 2023–2024)



SUSTAINABLE DEVELOPMENT GOALS (SDGS)

Bangkok University is dedicated to being an integral part of the global effort to achieve the United Nations' 17 Sustainable Development Goals (SDGs). This commitment is driven through comprehensive policies in education, research and innovation, academic services, and on-campus activities. The university aims to foster sustainability among students, faculty, and staff, while extending these impactful results to surrounding communities.



“ ONE OF THE MOST IMPORTANT DNA TRAITS THAT WE WILL PASS ON TO THE NEXT GENERATIONS IS SUSTAINABILITY. ”



“ CHANGE WILL OCCUR WHEN WE PRIORITIZE EVERY DIMENSION OF BOTH STUDENT EDUCATION AND LIFESTYLE. TOGETHER, WE MUST MOVE TOWARD A SUSTAINABLE FUTURE ”

Ajarn Purat Osathanugrah
The President of Bangkok University

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

BU SUSTAINABILITY STRATEGY

POLICY AND MANAGEMENT

- Establishing a solar energy infrastructure
- Transitioning from serviced engine vehicles to serviced electric vehicles (EVs)
- Achieving LEED certification (Leadership in Energy and Environment) for BU Diamond buildings
- Sustainable potable water management system
- Sustainable Waste Management

RESEARCH AND INNOVATION

- Integrating research and innovation into the core themes of the UN Sustainable Development Goals

LEARNING AND TEACHING

- Promoting understanding of the 17 Sustainable Development Goals (SDGs) through General Education (GE) courses
- Focusing on in-depth SDG topics aligned with the nature of the curriculum
- Implementing short-term projects or programs that foster learning connected to SDG-related issues
- Linking with the ecosystem of SDG-related activities that share common goals

COMMUNITY ENGAGEMENT

- Providing academic services on SDG-related topics aligned with the expertise of the curriculum
- Conducting student activities that engage with the community based on SDG principles

BU SUSTAINABILITY POLICY

Bangkok University has implemented policies that promote sustainable development by integrating multiple dimensions in alignment with its mission, aiming to create positive changes for society and the environment in a systematic and enduring way. These efforts are directed toward achieving the United Nations Sustainable Development Goals (SDGs) as follows:

1.

To enhance teaching and learning by integrating various approaches with the United Nations Sustainable Development Goals (SDGs).

2.

To support research that emphasizes innovation and to promote interdisciplinary studies that contribute to sustainable development.

3.

To develop essential infrastructure and implement eco-friendly operational systems that reduce energy consumption and waste, while promoting resource circulation.

4.

To build cooperative networks with diverse partners to advance sustainable development through participation with communities and society.

5.

To develop the proficiency of staff and students by equipping them with knowledge and skills in sustainable development, empowering them to become leaders who drive positive changes in society and the environment.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

SDGS ACTIVITIES

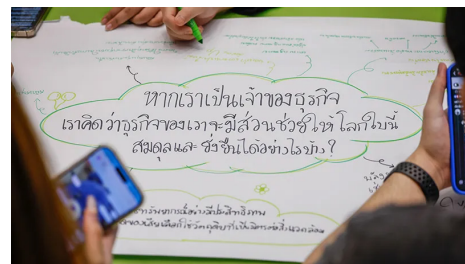
THE POWER OF SPORTSWEAR FASHION AND THE MOVE TOWARDS SUSTAINABLE COLLABORATION AT SUSTAINABILITY EXPO 2024



Join in learning, exchanging, and creating sustainable change through the SX TALK STAGE discussion forum held on September 30, 2024, at ASEAN's largest sustainability expo. Under the theme "The Power of Becoming a World Star Through Sports Fashion," this project is a collaboration between School of Fine and Applied Arts and Event Production and MICE Management Department of School of Communication Arts at Bangkok University.

SX TALK STAGE serves as a platform to showcase the sports uniform design skills of Fine and Applied Arts students for Nakhon Pathom United Football Club and Police Tero Football Club. Students learned the complete work process, from design to production management and coordination with football clubs. This event not only demonstrated the power of fashion in sports but also created sustainable collaboration for the future of young football player and designers.

2030 SDGS GAME: OPENING A WORLD OF LEARNING FOR SUSTAINABLE DEVELOPMENT



Library and Learning Space, in collaboration with the School of Entrepreneurship and Management (BUSEM), presents a special activity, "2030 SDGs Game", a world-class board game that will help students understand the Sustainable Development Goals (SDGs) through a fun and effective learning format. 2030 SDGs Game is internationally recognized as an effective learning tool for understanding global development agendas, guided by Certified Facilitators from the Mae Fah Luang Foundation under Royal Patronage, an organization with expertise and experience in sustainable development in Thailand.

BE THE SUSTAINABLE YOUTH TO EMPOWER NEW GENERATION IN CREATING A SUSTAINABLE WORLD



Bangkok University International (BUI) demonstrates its commitment to creating environmentally-conscious new leaders by organizing the Business Pitching: SDGs Innovation Showcase under the concept “Be The Sustainable Youth: SDGs Startup Pitch Series”, a creative platform for innovations towards a sustainable world. This competition focuses on developing business presentation skills alongside raising awareness about sustainable development according to the United Nations’ 17 SDGs (Sustainable Development Goals). Students were invited to form groups of 2-4 people to present innovative product and service concepts addressing sustainable development across all 17 dimensions.

This competition not only showcased the potential of international college students but also reflected the institution’s commitment to developing new business leaders ready to drive society towards sustainable development in the future.

BANGKOK UNIVERSITY DRIVES SOCIAL CHANGE THROUGH ART WITH THE ‘FADE-REMEMBER’ EXHIBITION: ECHOES FROM TWO WORLDS



The School of Architecture, Bangkok University, and the Built Environment Innovation Research Center, in collaboration with MMAD, Seacon Square Shopping Center, Srinakarin, and with the support of the Thailand Institute of Justice, present the exhibition “Fade-Remember” – One person wants to remember, one person wants to forget. This contemporary art exhibition explored themes of freedom, memory, and human dignity through the lives of prisoners and the people outside the prison, reflecting inequality, stigmatization, and control systems in society through spatial design works by students from the Faculty of Architecture, Bangkok University. The exhibition ran at the MAN MAN Zone, Seacon Square Shopping Center, Srinakarin.

The presentation demonstrated collaborative design and exhibition development, using design knowledge to create new conversations between art and social issues. This reflected the advancement of SDG 4: Quality Education through hands-on learning processes that connect to real-world situations and build a deep understanding of structural social problems. Simultaneously, the exhibition served as an important platform for revealing and questioning inequality in the justice system, encouraging viewers to recognize the existence of people pushed away from equality and basic rights, aligning with SDG 10: Reduced Inequalities within and among countries. It also promoted concepts of respecting dignity, justice, and fair treatment of offenders, which was at the heart of SDG 16: Peace, Justice and Strong Institutions.

SDGS TALK OPENS STUDENTS' PERSPECTIVES TO GLOBAL SUSTAINABILITY



Sustainability is not a distant concept, but something everyone can start with small things around them. This is the key message that Bangkok University wanted to convey through the GE SDGs Talk #Ep.1 activity, which was organized for the first time in the GE011 and GE101 Thinking Skills for Lifelong Learning courses. This activity received overwhelming interest

Students who participated in the activity gained more than just knowledge – they saw the big picture of global sustainability and understood that each person can start creating change from small things around them, whether it was changing daily behaviors, choosing environmentally friendly products, or participating in activities that respond to SDGs goals. GE SDGs Talk #Ep.1 marks an important beginning in cultivating sustainability consciousness among students, to enhance them as “new generation” individuals who have knowledge, understanding, and are ready to help this world in concrete ways. This aligns with Bangkok University’s vision of producing graduates with knowledge coupled with virtue and the ability to be good global citizens.

LIBRARY ACTIVITY WEEK: WE CAN CHANGE THE WORLD



The Office of Library and Learning Spaces organized the Library Activity Week: We Can Change the World event to help students learn about sustainable environmental conservation starting with themselves.

The event features 4 activity zones for us to enjoy:

- Game Zone: - “Waste War” waste sorting board game - “Recycle Roundup” online waste sorting game
- Eco Workshop Zone: Recycling waste into new items: DIY eco-friendly cloth bags donated to Thammasat University Hospital - DIY coffee cups
- Share & Show Zone: - BU Share Point: Exchange items with each other through the Pun Kan project - Share Ideas: Our ways to sustainably protect the environment - “The Reborn Bag” exhibition: Creations by Fine Arts students, transforming advertising canvas into fashion bags
- Shop Zone: Eco-friendly products, handmade items, and second-hand fashion goods

INTERNATIONAL PARTNERS

“ EXPANDING GLOBAL PARTNERSHIPS TO CULTIVATE FUTURE-READY CITIZENS ”

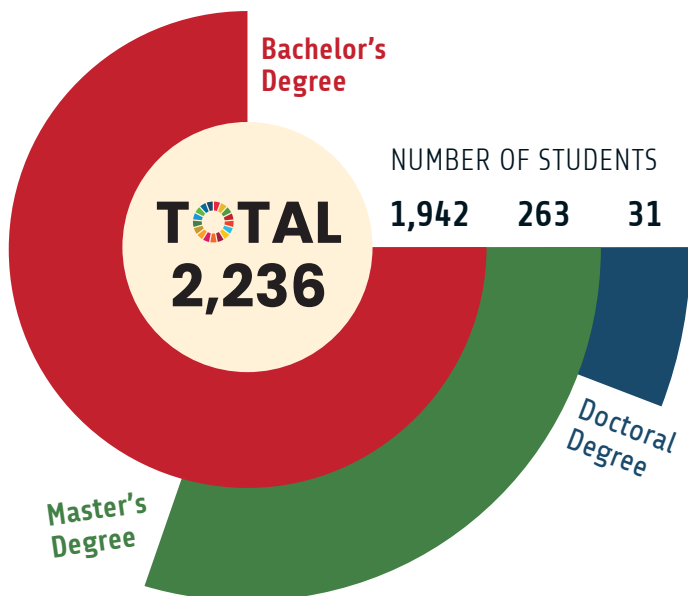
The University is committed to fostering and expanding robust collaborative networks with leading international institutions and organizations. The primary focus is on enhancing linguistic proficiency and providing global exposure for both students and personnel, equipping them with the essential skills and confidence to excel in a highly competitive global arena.

INTERNATIONAL PARTNER UNIVERSITIES



INTERNATIONAL STUDENTS

In the 2024 academic year, Bangkok University has continued to strengthen its global presence with a diverse community of international students from over 57 nations. The university's commitment to providing a globalized learning environment has been reflected in the steady increase in international enrollments, particularly in our international programs and creative arts faculties.



INTERNATIONAL STUDENT ENROLLMENT

Europe (15)

1. Belgium
2. Denmark
3. France
4. Georgia
5. Germany
6. Greece
7. Hungary
8. Ireland
9. Italy
10. Netherlands
11. Norway
12. Poland
13. Spain
14. Sweden
15. Ukraine

Asia (27)

1. Bangladesh
2. Bhutan
3. Brunei Darussalam
4. Cambodia
5. China
6. India
7. Indonesia
8. Iran
9. Israel
10. Japan
11. Laos
12. Lebanon
13. Malaysia
14. Maldives
15. Mongolia
16. Myanmar
17. Nepal
18. Pakistan
19. Philippines
20. Russia
21. Singapore
22. South Korea
23. Taiwan
24. Thailand
25. Timor-Leste
26. Uzbekistan
27. Vietnam

Australia and Oceania (1)

1. Australia

Africa (10)

1. British Indian Ocean Territory
2. Cameroon
3. Congo
4. Kenya
5. Madagascar
6. Mauritius
7. Morocco
8. Nigeria
9. South Africa
10. Zimbabwe

SOUTH AMERICA

1. Ecuador

NORTH AMERICA

1. Canada
2. Mexico
3. United States of America

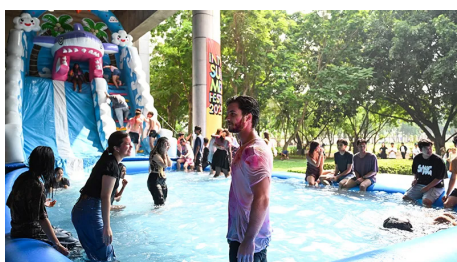
GLOBAL COMPETENCY LEARNING OUTCOME

Between August 2024 and July 2025, a total of 1,409 target students participated in the Global Competency Learning Outcomes (GLOs) cultivation programs. Notably, 1,346 participants, representing 95.53%, attained scores of 4.00 or above in all international skill assessment areas. (This data is based on activity participation records from the International Services and Welfare Department and the International Competency Development Department.)

Global Mindedness	4.51
Valuing Human Dignity and Cultural Diversity	4.62
Cultural Knowledge	4.48
Cultural Awareness	4.43
Global Issue	4.46
Geography	4.58
Adaptability and Conflict Management	4.37
Cross-Cultural Communication	4.48

ACTIVITIES

BU INTERNATIONAL SUMMER FESTIVAL 2025



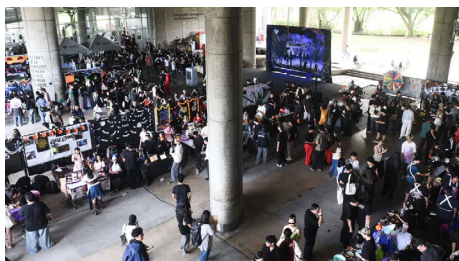
EMBRACING CULTURAL DIVERSITY AT THE INTERNATIONAL LUNAR NEW YEAR 2025



BU X KCC ORGANIZE "THE PHENOMENON OF K-CULTURE"



BU HALLOWEEN NIGHT 2025: AN IMMERSIVE CULTURAL LEARNING EXPERIENCE



“ JOINT DEGREE PROGRAM COLLABORATES TO PRODUCE NEW GENERATION OF AI ENGINEERS WITH ENTREPRENEURIAL SPIRIT ”

Bangkok University signed a Memorandum of Understanding (MoU) with King Mongkut's Institute of Technology Ladkrabang. This joint degree program serves as a role model for interdisciplinary professional education, combining the strengths of both universities to impart knowledge in artificial intelligence engineering and entrepreneurship. These key skills will help create AI expert leaders with an entrepreneurial mindset and skills, who will become driving forces in Thailand's economy, keeping pace with competition and global business demands.



“ This strong collaboration aims to provide students with hands-on practical experience and emphasize professionalism for real-world readiness. Upon graduation, students will be able to define their career paths and gain new knowledge through cross-disciplinary integration. ”

Ajarn Purat Osathanugrah, President of Bangkok University



“ KMITL is committed to developing the country through science and technology, creating research, and introducing innovations to global society, with the vision of becoming 'The World Master of Innovation' to demonstrate our capabilities in applied research and practical innovations. ”

Associate Professor Komsan Maleesee, President of King Mongkut's Institute of Technology Ladkrabang



BU INNOVATIVE TEACHING AWARD

The **BU Innovative Teaching Award 2024**, organized by the Learning Development Office, aimed to elevate the quality of higher education pedagogy and honor 'Teaching Icons'. These icons have been recognized for their ability to design 21st-century learning experiences that yielded tangible outcomes. The project has promoted the integration of specialized knowledge, advanced technology, and assessment methods aligned with Learning Outcomes. The program followed a structured process –from applications and capacity-building workshops to the final submission and live presentations at the Final Showcase, held under the theme: **"Teaching the Complex with Simplicity."**



The project was highly successful, with 10 outstanding teaching icons honored with the BU Innovative Teaching Award. The awardees are as follows:

NO.	AWARDEE NAMES	SCHOOLS / DEPARTMENTS
1	Asst. Prof.Dr.Patariya Ngammuk	Bangkok University International
2	Ajarn Charun Lunsuechep	School of Communication Arts
3	Dr.Wisarut Danapong	School of Architecture
4	Asst. Prof.Nantawich Laowishaya	School of Communication Arts
5	Ajarn Wittawat Kadthan	School of Economics and Investment
6	Asst. Prof.Dr.Weerapong Ponglek	School of Communication Arts
7	Dr.Russell Rodrigo	Bangkok University International
8	Dr.Justin Kaewnopparat	School of Humanities and Tourism Management
9	Ajarn Tam Tanjaya	School of Business Administration
10	Ajarn Patcharaporn Deewong	School of Communication Arts

These 10 teaching icons have been recognized as the university's Role Model Instructors. In recognition of their achievements, they received honorary plaques and a prestigious study visit to Shanghai Jiao Tong University and Shanghai University in China. This international immersion aimed to broaden their pedagogical perspectives and foster global-standard instructional excellence.

CENTER OF SPECIALTY INNOVATION – CoSI

SHARED VALUES

Innovation: We embrace creative thinking and cutting-edge technology to solve complex problems.

Collaboration: We believe in interdisciplinary teamwork and fostering partnerships with academia and industry.

Integrity: We uphold the highest ethical standards in all aspects of our research and operations.

Inclusivity: We support a diverse and respectful environment where all voices are heard.

Impact: We strive to create research and technologies that make a meaningful difference in the world.

OUR JOURNEY

2012 Lab founded as BUMIT at Bangkok University

2016 Expanded focus to VR, drone simulation, and immersive media

2020 Transitioned to CoSI – Center of Specialty Innovation

2024 Launched AI-powered precision agriculture systems and simulation tools

PERFORMANCE & ACHIEVEMENT HIGHLIGHTS

MOUs & STRATEGIC PARTNERSHIPS



Bangkok University has entered into a significant collaboration with Synphaet Hospital, signing an academic cooperation memorandum of understanding for medical and nursing innovation. This partnership combines the strengths of the education sector with the healthcare service sector, particularly leveraging Bangkok University's specialized innovation centers. These excel in technology development and creative concepts, which will serve as a crucial foundation for developing future healthcare systems. For the future, both parties have collaboration plans for developing interesting projects.

RESEARCH

Center of Specialty Innovation (CoSI), Bangkok University presented research projects in collaboration with The Army Research and Development Office at the Chulachomklao Royal Military Academy Academic Exhibition 2024. The showcase featured a real-time artillery fire control system with UAV targeting capability, a research project funded by Science, Research, and Innovation Promotion Fund.



Additionally, Assoc.Prof. Dr.Natthaphob Nimpitiwan had the privilege to present Center of Specialty Innovation research project to Her Royal Highness – an aircraft recognition training device using Virtual Reality technology for Royal Thai Army missions, which was also funded by Science, Research, and Innovation Promotion Fund.



AWARDS AND RECOGNITIONS

1. SCHOOL OF SURVIVAL: A GLOBAL BENCHMARK FOR CREATIVE SOCIAL RESPONSIBILITY



The 'School of Survival' project—a collaborative masterpiece between the Bangkok University Specialization Innovation Center and Dentsu One (Bangkok)—has emerged as a beacon of creativity and social impact. In 2024, the project achieved a historic sweep at the ADPEOPLE AWARDS SYMPOSIUM 2024, securing 8 prestigious awards, including a Gold in Digital & Social (Corporate Purpose & Social Responsibility/Corporate Image). Silver in Creative Strategy (Corporate Purpose & Social Responsibility/Corporate Image) Experience & Activation (Use of Gaming), Direct (Use of Gaming), Design (Digital Design). And Bronze in Experience & Activation (Digital Experience) Direct (Corporate Purpose & Social Responsibility/Corporate Image) Good (Health & Well-being).

Furthermore, its innovative approach was recognized on the world stage at ADFEST ENTERTAINMENT LOTUS COLLiDE ADFEST 2025, winning a Bronze in the EN12 Breakthrough in Gaming category. These accolades underscore Bangkok University's leadership in blending cutting-edge technology with creative strategies to solve real-world challenges, fostering a safer and more resilient society through the power of play and digital experience.

2. EXCELLENCE IN DEFENSE INNOVATION: 2024 OUTSTANDING RESEARCH AWARD



Center of Specialty Innovation has been honored at RTA INNOVATION DAY 2025. The 'Army Air Defense System (AADS)' project, under the leadership of Asst. Prof. Dr. Kingkarn Sookhanaphibarn. This achievement underscores our commitment to driving national security through innovation and high-level technological development.

EXHIBITIONS AND PROJECT EVALUATIONS

The Center has consistently demonstrated its technological prowess through numerous high-profile exhibitions, reflecting our commitment to innovative development and the creative application of technology for public contribution. Key highlights include:

1. DRONE SIMULATOR VR AT NSTFAIR 2024: Showcased within the Ministry of Defence zone in collaboration with the Defence Technology Institute (DTI). This project stems from our MOU on academic cooperation and research, focusing on defense technology innovation and the advancement of Unmanned Aerial Systems (UAS).



2. METAVERSE AND GAMING FOR SCHOOL EMERGENCY DRILLS: Presented at Thailand Research Expo 2024 by Asst. Prof. Dr. Kingkarn Sookhanaphibarn. This thematic session highlighted the practical application of immersive technologies in enhancing school safety protocols.



3. INTELLIGENT DRONE CONTROL VIA HUMAN LANGUAGE: Featured at Thailand Drone Expo 2024 under the theme "Drone It Right." Developed in partnership with DTI, this project explores intuitive communication interfaces between humans and autonomous systems.



4. THE CoSI PILOT & INTELLIGENT DRONE CONTROL SYSTEMS: Showcased at Dronetech Asia 2024, featuring the CoSI Pilot—a high-efficiency drone flight training system—alongside our innovative language-based drone control technology designed for future-ready operations.



5. “CPR AR” INNOVATION AT SIRIRAJ INNOVATION FAIR 2025: An exhibit featuring Augmented Reality (AR) technology designed to enhance life-saving CPR training. This project exemplifies the integration of healthcare and immersive technology to improve training outcomes.



WORKSHOP TRAINING AND COMPETITION



Bangkok University, in collaboration with the Kanagawa Institute of Technology (KIT), hosted the “1st GRCC Racer GP Autonomous AI Car Race.” This flagship event aimed to foster advanced learning and skill development in Artificial Intelligence (AI) and autonomous systems among university students. The competition featured 6 teams from 4 prestigious institutions, including King Mongkut’s Institute of Technology, Ladkrabang (KMUTL), Thai-Nichi Institute of Technology (TNI), Kanagawa Institute of Technology (KIT), and Bangkok University.

LIFELONG LEARNING CENTER

Bangkok University transcends traditional boundaries to offer a lifelong learning ecosystem. Through creative and professional curricula, the university caters to every generation and digital lifestyle—fostering an environment that is engaging, expert-led, and networking-oriented. The mission is to cultivate a multidimensional learning culture that supports personal and professional growth throughout every stage of life, centered on 4 strategic pillars:

1. ONLINE COURSE (3-20 HOURS):
Flexible & Self-Paced Mastery.

2.

SHORT COURSE (4-6 DAYS):
Intensive Hands-on & Practical Applications.

4.

ACADEMIC SERVICE:
Bridging Education and Industry through Public & Private Partnerships.

3. EXECUTIVE COURSE (6-10 WEEKS):
Strategic Leadership & Advanced Insights.

LIFELONG LEARNING (LLL) CENTER: ACADEMIC YEAR 2024 COURSE HIGHLIGHTS

REAL ESTATE MARKETING FOR GEN-Z An intensive workshop on leveraging Digital Marketing to penetrate the real estate market. The event was honored by the presence of Ajarn Purat Osathanugrah, President of Bangkok University, who welcomed guest speakers Mr. Veerapun Jukpisary, Managing Director of Jukpisarn Estate PCL, and Ms. Rung Wongsmith, Managing Director of Zipcode Co., Ltd.



AI PROMPT ENGINEERING SERIES: AI FUNDAMENTALS (SHORT COURSE) A specialized training session featuring Mr. Watcharathorn Chayaphongphop, a business AI prompt expert, alongside Ajarn Tosapol Banklongsi, Chairperson of the Department of Multimedia and Entertainment Engineering. The course focused on foundational AI skills for the modern workforce.



AI PROMPT ENGINEERING SERIES: AI FOR BUSINESS (SHORT COURSE) A strategic collaboration with CONNEX Academy and Ajarn Tosapol Banklongsi. This course was designed to empower professionals with advanced AI prompt techniques tailored for business efficiency and innovation.



NEW BREED GRADUATE PRODUCTION PROGRAM

1. UPSKILLING DIGITAL COMPETENCIES FOR THE MODERN WORKFORCE



School of Information Technology and Innovation has implemented the 'New Breed Grad and High-Competency Workforce' initiative, a strategic program aligned with Thailand's Higher Education Reform Policy. Operating as a Non-Degree Upskilling and Reskilling Certificate under the Ministry of Higher Education, Science, Research and Innovation (MHESI), the curriculum is titled 'Upskilling Digital Competencies for the Modern Workforce'. This program provides participants with a comprehensive understanding of digital tools and platforms, enabling them to select and apply the most effective technologies to maximize operational efficiency. Furthermore, the initiative integrates essential soft skills necessary for the digital era, ensuring the workforce is fully prepared to excel and adapt within modern corporate environments.

2. CULINARY BUSINESS TRANSFORMATION: STRATEGIC SURVIVAL, INTELLIGENCE, AND SUSTAINABILITY (GENERATION 2)

School of Business Administration, in collaboration with the Ministry of Higher Education, Science, Research, and Innovation (MHESI), organized the second generation of the "Culinary Business Transformation: Strategic Survival, Intelligence, and Sustainability" program. This initiative specifically targeted entrepreneurs and representatives from Small and Medium-sized Enterprises (SMEs) within the food service industry. Held from October 15, 2024, to January 21, 2025, the curriculum integrated a comprehensive theoretical framework with hands-on practical activities:

Theoretical Modules:

Module 1 (Survive): Strategic survival in an era of rapid change.

Module 2 (Smart): Leveraging digital marketing tools for business advantage.

Module 3 (Sustainability): Human resource management for long-term business resilience.

Practical Activities:

Activity 1: On-site study visits to leading industrial establishments.

Activity 2: A competitive Business Plan Showcase for restaurant ventures.

Activity 3: Workshops on the practical application of various digital marketing tools.

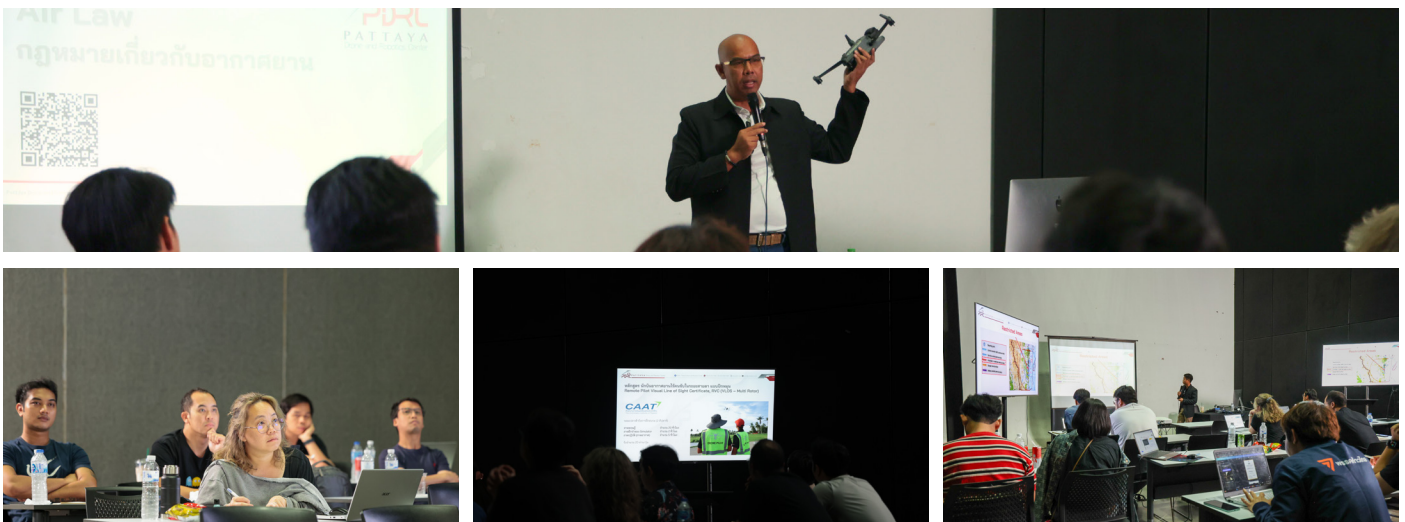


3. INTEGRATED SMART GASTRONOMY DESIGN: SUSTAINABLE CULINARY TOURISM AND LOCAL IDENTITY ENHANCEMENT



School of Humanities and Tourism Management, in collaboration with Thailand Gastronomy Network (TGN), launched the New Breed Graduate Production Program: Integrated Smart Gastronomy Design. This Non-Degree Certificate program, supported by the Ministry of Higher Education, Science, Research and Innovation (MHESI), is designed to elevate local tourism to international standards. The program focuses on providing in-depth knowledge and essential skills to entrepreneurs across the culinary tourism supply chain. Emphasis is placed on designing and developing innovative products and services that are unique, identity-driven, and aligned with SDGs. Furthermore, the program serves as a strategic driver for Thailand's Soft Power initiative, promoting Thai culinary heritage on a global scale.

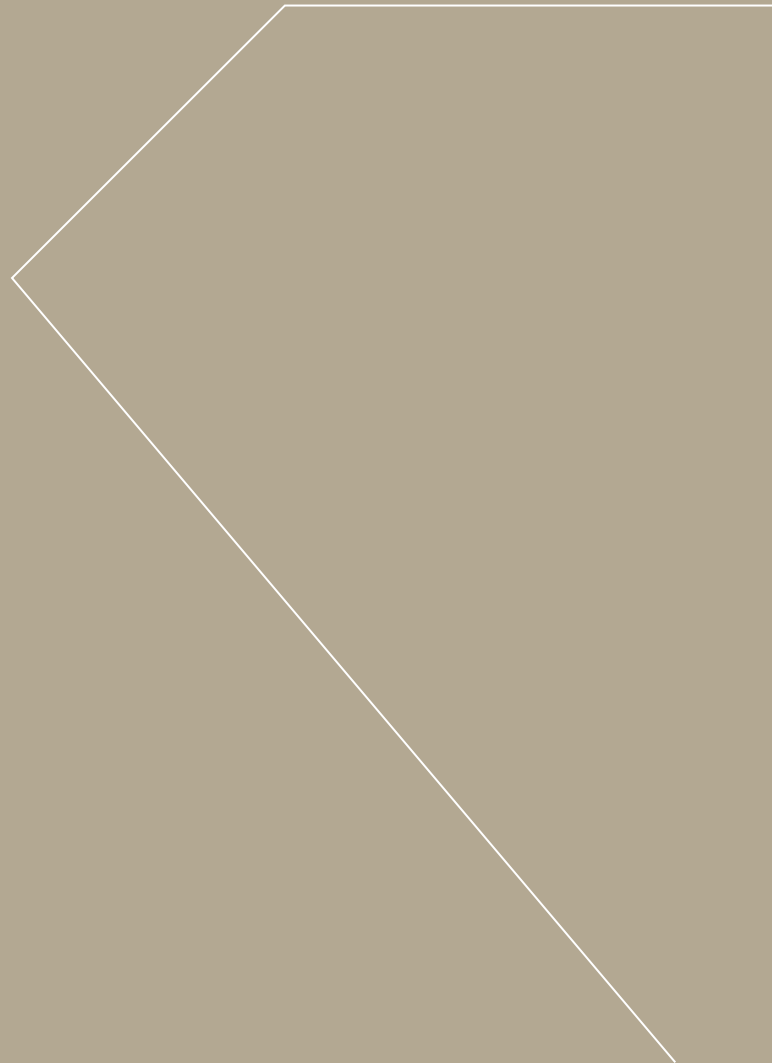
4. THE UNCREWED AERIAL VEHICLE (UAV) PILOT FOR FILM AND DIGITAL CONTENT PRODUCTION



The “Uncrewed Aerial Vehicle (UAV) Pilot for Film and Digital Content Production” program, under the Smart Electronics, Robotics, and AI industry group, is specifically designed for working professionals seeking to upskill and reskill for future-ready careers. This program aims to build expertise in applying drone technology to elevate creative works, drive the digital economy, and add sustainable value to content through groundbreaking innovation.

Upon completion, learners will achieve key Learning Outcomes based on international safety standards. These include technical flight mastery and the strategic selection of related technologies for systematic film production. Additionally, they will be equipped to plan and design high-quality aerial cinematography that effectively meets the demands of the digital content market and related industries. This program marks a significant step in developing expert personnel to support the rapid growth of today's communication technology landscape.

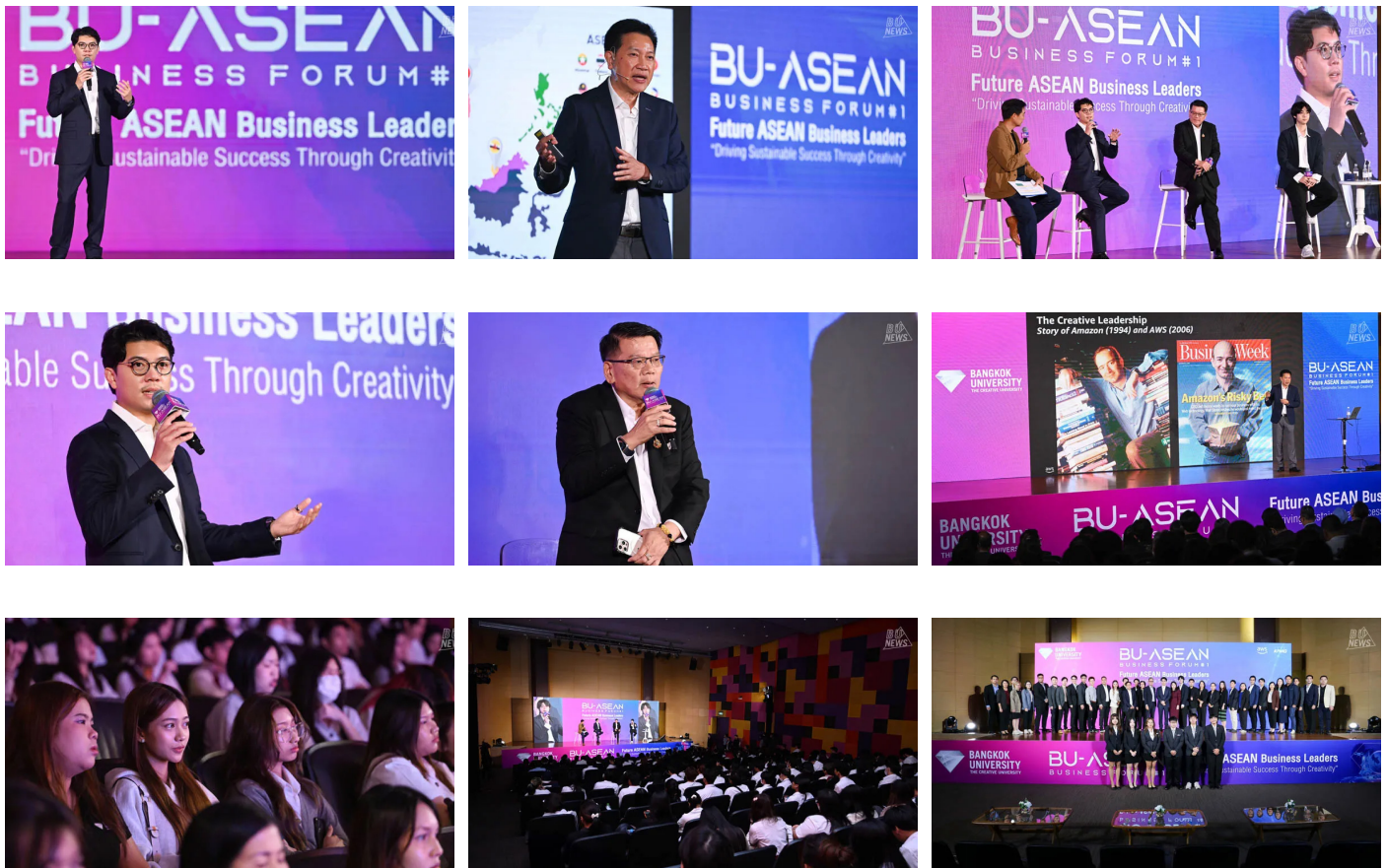
5. ECOSYSTEMS



“ TRANSCENDING EDUCATIONAL BOUNDARIES THROUGH ECOSYSTEM PARTNERSHIPS ”

Bangkok University is committed to driving the future of education by integrating a comprehensive partner ecosystem into every curriculum. Our goal is to empower learners to achieve their maximum learning outcomes and create a profound impact. Through hands-on experiences and real-world business integrations, we prepare our students to thrive and lead in professional futures.

BANGKOK UNIVERSITY OPENS THE 1ST BU-ASEAN BUSINESS FORUM.



Bangkok University organized the 1st BU-ASEAN BUSINESS FORUM under the theme “Future ASEAN Business Leaders: Driving Sustainable Success Through Creativity” through collaboration between School of Business Administration, School of Accounting, School of Economics and Investment, and Graduate School. This forum aims to inspire and encourage the next generation of business leaders to harness creativity and technology in driving business innovation, leading to sustainable growth and benefiting society. The event began with a special lecture titled “Reimagining ASEAN: How Creative Leaders Build Sustainable Success” by K. Vatsun Thirapatarapong, Country Manager of Amazon Web Services (AWS) Thailand.

This was followed by a panel discussion on “Future ASEAN Business Leaders: Driving Sustainable Success Through Creativity” with distinguished panelists from various sectors, led by Ajarn Purat Osathanugrah, President of Bangkok University, Partner Arc 9, and CEO Zipcode; K. Charoen Phosamritlert, Chief Executive Officer of KPMG Thailand; and K. Ratchawit Chanrunghanan, BU scholarship student from School of Business Administration.

The 1st BU-ASEAN BUSINESS FORUM reflects Bangkok University’s vision of being a core driver in developing new-era ASEAN business leaders who are creative and aim for sustainability, through education that combines theory with real experience, to prepare for challenges in the 21st century.

SPARKING CREATIVE IDEAS WITH COMMUNICATION ARTS, BANGKOK UNIVERSITY: DRIVING CONTENT LEADERS FORWARD TO THE GLOBAL STAGE



“Creative Spark 2025: Leading Local Content Future with Global Vision”, this landmark event, organized by the students and faculty of School of Communication Arts, Bangkok University, aims to propel Thai content onto the global stage. By bringing together top-tier experts from the media and content industries, the event focuses on creating high-impact content that resonates with both domestic and international markets. Together, we are shaping the future of Thai content and driving its evolution toward global excellence.

The event featured four industry titans who shared distinct pillars of success: Mr. Takonkiet Viravan, Group CEO of The One Enterprise Public Company Limited, emphasized the transformative power of storytelling in the modern content era. Mr. Sataporn Panichraksapong, CEO of GMMTV Co., Ltd., revealed the strategic “GMMTV Model” for turning local fandoms into global Soft Power. Ms. Anne Thongprasom, Managing Director of Thong Entertainment Co., Ltd., and a distinguished alumna of School of Communication Arts, Bangkok University, discussed “Creative Leadership,” bridging the gap between being an elite performer and a master producer. Finally, Ajarn Purat Osathanugrah, President of Bangkok University, Partner of Arc 9, and CEO of Zipcode, highlighted “Scaling Creativity,” focusing on turning passion into success within a rapidly changing global landscape. Together, their insights provide a blueprint for Thai content to achieve international excellence.

CREATIVE CLUSTER



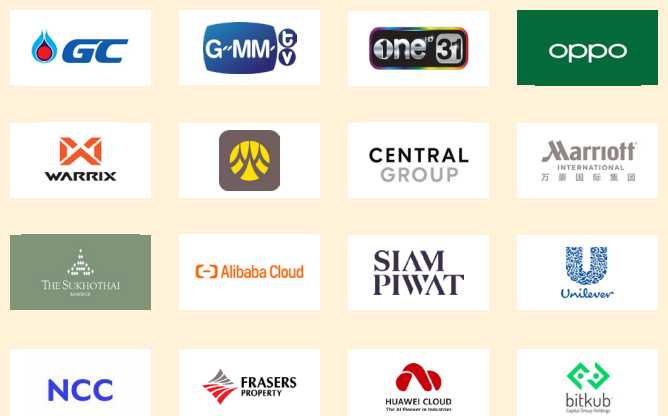
BUSINESS CLUSTER



INNOVATIVE CLUSTER

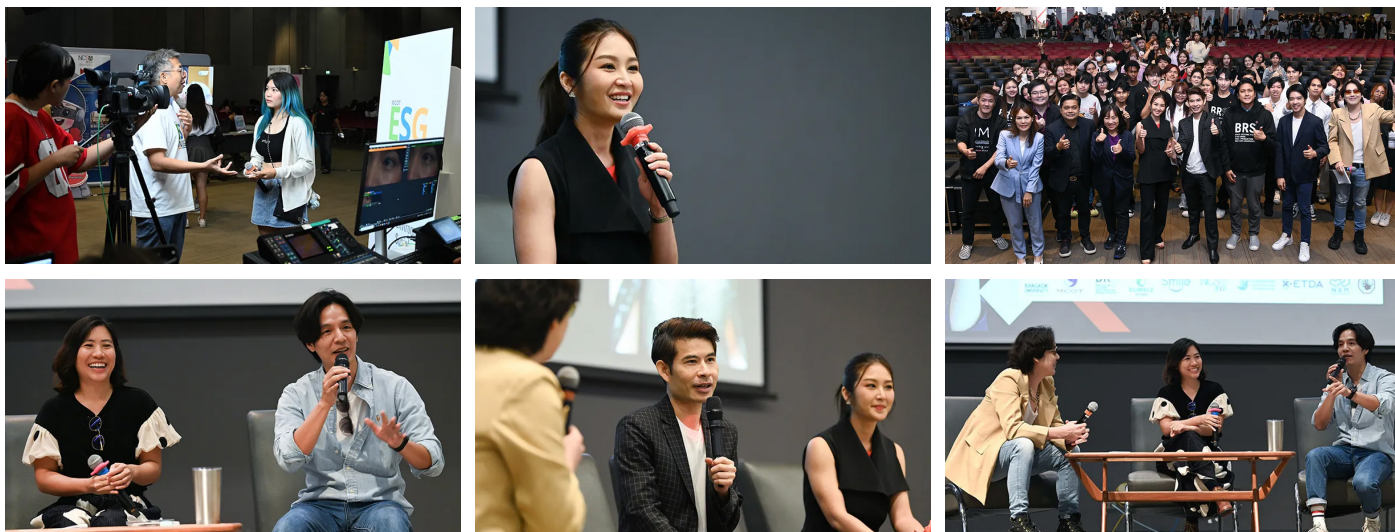


GRADUATE SCHOOL / BU INTERNATIONAL / BU CHINESE INTERNATIONAL



ACADEMIC ACTIVITIES

1. EXPLORING THE WORLD OF PROFESSIONAL NEWS ANCHORS WITH MCOT



School of Communication Arts, Broadcasting and Streaming Media Production Programs, in collaboration with MCOT (The Mass Communication Organization of Thailand), organized a One-Day Mini Workshop training and practice activity for students. The aim was to enhance skills and experiences from industry experts, delve into the secrets of being a professional news anchor, and develop the competencies required to be a quality news anchor within the framework of professional ethics. In addition, students practiced being professional news anchors at various booths, including the Thai News Agency, Channel 9 Cartoon, Mellow Pop, MCOT ESG Insight, and Backbone.

2. DM WORKSHOP SERIES FOR 2025 ANIMATION ELEVATES STUDENTS' SKILLS TO PROFESSIONAL LEVEL IN ANIMATION INDUSTRY



School of Digital Media and Cinematic Arts organized the DM Workshop Series 2025 for Animation to enable students to apply the specialized knowledge and skills they have learned to create and develop digital media projects, following correct theories and learning processes. The program aimed to help students utilize animation production technology to professionally enhance their work and theses. The workshops were conducted in a practical format, inviting industry specialists to share their expertise. Specialized industry experts from The Monk Studio were invited to share their expertise in the fields of '3D Character Set-up for Animation' and 'Grooming & Styling for Animation'.

3. LEX 2025: CREATING INNOVATIONS TO SOLVE COMMUNITY PROBLEMS



School of Architecture, in collaboration with Singapore Polytechnic, Singapore, organized the “Learning Express Programme 2025”. This project stems from the cooperation between the two institutions in developing teaching and learning methods and creating educational innovations through activities that emphasize Design Thinking skills. The aim was to create a learning and innovative space for educational institutions and communities. This allowed students to explore and study the way of life, identify community problems, and use the collected data to create innovative solutions through design thinking processes.

Additionally, the program comprised a review of the design thinking process and the dissemination of research findings from project areas led by Bangkok University students. Each group engaged with “Local Community Buddies” to obtain insights and apply them to their respective target communities. The program also featured Q&A sessions on the study “Sense, Sensibility, and Empathy,” conducted in village communities, as well as simulated interviews.

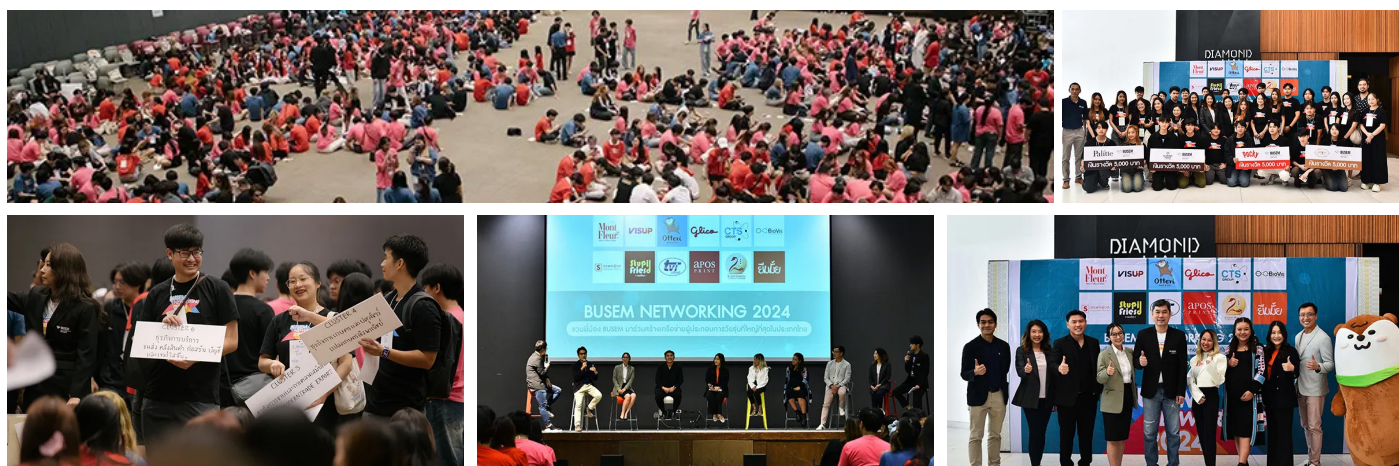
4. WEAVING MASTERPIECES THROUGH INNOVATIVE RECYCLED THREADS. SC GRAND X BU TEXTILES FOR LIVING



Fashion Design Program, School of Fine and Applied Arts, presents works from the SC Grand X BU: Textiles for Living project, which aims to cultivate skills in creating sustainable fashion textiles through the use of innovative recycled yarns. This project showcases the work of second-year students enrolled in the FSD232 Textiles for Fashion course.

This project continues its collaboration with SC GRAND Company Limited, a manufacturer of recycled products and environmentally friendly textiles. SC GRAND provided innovative yarns, offering students the opportunity to learn and experiment with creating Textile Wall Art using recycled yarn under the concept of Textiles for Living. The project was honored to have Mr. Theerathat Thaninbenjakul (Head Designer) from SC GRAND Company Limited participate in organizing training activities, giving lectures, and providing guidance on work development to students involved in the project. This experience aims to provide them with knowledge and insights to further develop sustainable fashion textiles.

5. BUSEM NETWORKING 2024: BUILDING YOUNG ENTREPRENEURS' NETWORK



School of Entrepreneurship and Management organized BUSEM Networking 2024, bringing together over 1,300 current students and alumni to create the most extensive young entrepreneur network in Thailand. The event featured knowledge exchange and experience sharing from notable partners. A special session with BUSEM's Strategic Partners was led by Dr. Wutinipong Varakraisevasdi, Dean of BUSEM. The partners were invited to listen to course presentations, teaching methodologies, and development strategies for the future. They engaged in meaningful discussions to enhance the faculty's programs and maintain its status as a leading entrepreneurship curriculum in the country.

6. D.O.T PROJECT 2024 EMPOWERS MARKETING AND ADVERTISING THROUGH AI TOOLS



Digital Marketing Program, School of Business Administration, and School of Communication Arts have collaborated with Com7 Public Company Ltd. and HP Inc (Thailand) Ltd. to organize the D.O.T Project 2024 under the concept "AI the Secret Weapon: Empowering Marketing, Advertising, and Business: Unlocking AI Skills for Marketing and Advertising Media." The project focuses on enhancing knowledge and skills in applying Artificial Intelligence (AI), marketing technologies, and advertising media production through real business plan challenges, aiming to increase future job opportunities with leading companies.

7. EXPLORING FINANCIAL CAREER PATHS WITH PROFESSIONAL SKILL ENHANCEMENT



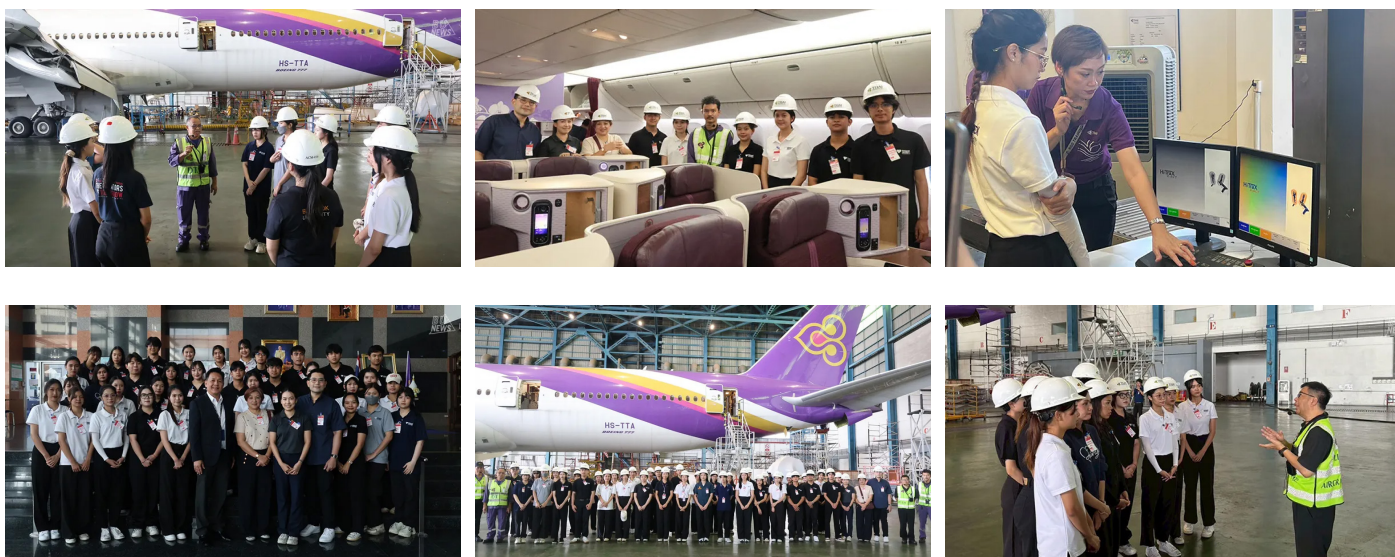
School of Economics and Investment, in collaboration with TISCO Bank Public Company Limited, one of the program's Strategic Partners, organized a Financial and Investment Career Knowledge Development Project (TISCO Road Show) to recruit students for internships and employment opportunities at the bank. The event featured updates on current economic and investment situations under the topic "TISCO WEALTH ACADEMY 2025" with speakers from three major financial divisions: Private Client Group, Personal Banking, and Wealth Advisory. Additionally, knowledge sharing sessions were conducted by four main departments: Human Resource Management, Wealth Advisory, Marketing, and Relationship Management. The program also covered essential information about both Hard Skills and Soft Skills required for each specialization.

8. BANGKOK UNIVERSITY OPENS THE 1ST BU-ASEAN BUSINESS FORUM



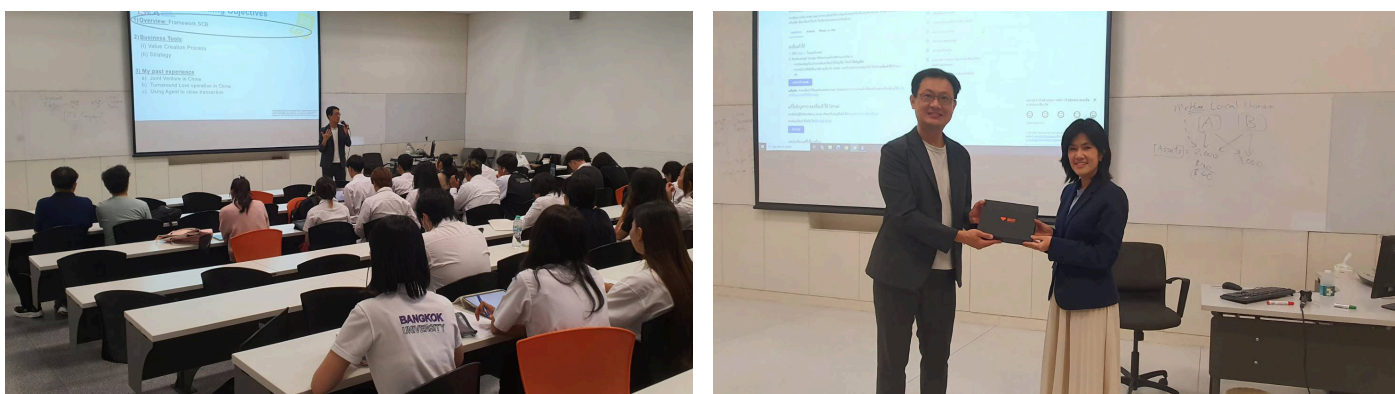
Bangkok University organized the 1st BU-ASEAN Business Forum under the theme "Future ASEAN Business Leaders: Driving Sustainable Success Through Creativity," through a collaboration between School of Business Administration, School of Accounting, School of Economics and Investment, and the Graduate School. The forum aimed to inspire and empower the new generation of business leaders to leverage creativity and technology in driving business innovation, fostering sustainable growth, and creating value for society. The event commenced with a special lecture titled "Reimagining ASEAN: How Creative Leaders Build Sustainable Success," delivered by Khun Vatsun Thirapatarapong, Country Manager of Amazon Web Services (AWS) Thailand, followed by a panel discussion on the same theme featuring distinguished speakers from various sectors, led by Ajarn Purat Osathanugrah, President of Bangkok University, Partner at Arc 9, and CEO of Zipcode, and Khun Charoen Phosamritlert, Chief Executive Officer of KPMG Thailand.

9. AVIATION BUSINESS STUDENTS EXPLORE GROUND OPERATIONS AND CARGO FACILITIES AT THAI AIRWAYS



School of Humanities and Tourism Management organized a professional experience field study for students in the Airline Business Management Program at the Ground Operations Unit of Thai Airways International Public Company Limited. This activity aimed to enhance students' professional experience and real-world learning through direct exposure to airline operations. Students visited the Thai Airways Engineering Building, where they explored aircraft hangars, cockpits, passenger cabins, and cargo holds, gaining a comprehensive understanding of various aircraft systems. The field study also included lectures and hands-on practice in domestic and international cargo warehouse management at the cargo building, where students learned about inbound and outbound processes, including cargo intake, document verification, cargo containerization, and shipment dispatch, as well as the use of air logistics equipment. The activity concluded with a study of operational processes in international cargo warehouses within duty-free zones, alongside an understanding of safety standards and regulations related to air cargo transportation.

10. A GUEST LECTURE: HOW A BUSINESS PRACTITIONER UTILIZES LAW TO MANAGE COMMERCIAL TRANSACTIONS



Mr. C.F. Wong, General Manager (Finance) of Crystal International Group Limited (Hong Kong), visited Bangkok University and shared his insights in a friendly manner on legal strategies for investing in China. He discussed topics such as applying technology in business, prioritizing customer needs and pain points, avoiding investments in companies with high debt, and considering the establishment of joint ventures, among others. He also opened the floor for students to express their views and ask questions. This was a valuable opportunity for law students to hear first-hand perspectives from a successful business practitioner on how to adopt appropriate legal strategies in business operations and to engage in a mutual exchange of ideas.

11. BU ROBOT STUDIO: UNLOCKING POTENTIAL, INSPIRING INNOVATION, AND EMPOWERING STUDENTS



BU ROBOT STUDIO is a creative innovation space open to students from all schools to develop both technological expertise and essential soft skills alongside real-world business partners. In an era of rapid technological advancement, classroom learning alone is no longer enough. BU ROBOT STUDIO is the definitive answer to unlocking student potential in every dimension. As a visionary project under School of Engineering, it focuses on nurturing both technical knowledge and vital life skills. BU ROBOT STUDIO is more than just a laboratory; it is a “second home” for students driven by the dream of creating innovations for the future. “Our goal is to transform ideas into real, functional innovations,” a mission made possible through strategic collaborations with industry leaders such as Hikvision IOT (Thailand) Co., Ltd.

12. CYBERSECURITY AND IT EMPOWERING DAY & MINI JOB FAIR 2025 FOR TECH INDUSTRY “SECURE YOUR FUTURE. EMPOWER YOUR SKILLS. MATCH YOUR CAREER.”



School of Information Technology and Innovation recently hosted the highly successful “Cybersecurity and IT Empowering Day & Mini Job Fair 2025” in collaboration with industry-leading firms and the National Cyber Security Agency (NCSA). The event provided students with an all-in-one experience to bridge academic excellence with the global tech industry. Highlights included a high-stakes CTF Hacking Competition and insightful Cybersecurity Seminars led by industry icons. Attendees also explored real-world innovations at the Senior Project Showcase, engaged with top-tier recruiters at the IT Job Fair, and drew inspiration from the Tech Alumni Success Stories session. By fostering these strategic partnerships, the university successfully empowered students to “Secure Their Future” and step onto the global tech stage with absolute confidence.

13. BANGKOK UNIVERSITY, IN COLLABORATION WITH ALIBABA CLOUD



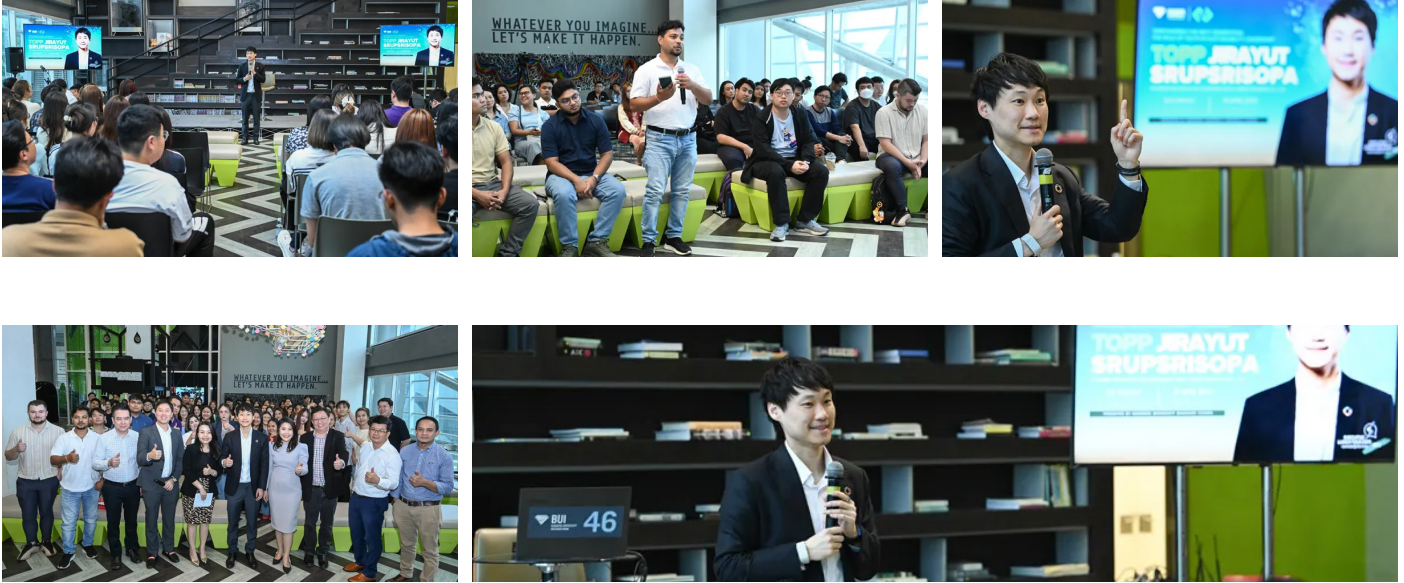
Bangkok University, in collaboration with Alibaba Cloud, proudly launches Thailand's first "Alibaba Cloud Academy AI Lab." The opening ceremony was graced by Ajarn Purat Osathanugrah, President of Bangkok University, and Mr. Edward Liu, Director of South Pacific Region ISV Business Development, Alibaba Cloud Intelligence Business Group. This cloud-based learning center serves as a hub for Cloud Computing and AI education, enhancing data analysis skills through hands-on training on the Alibaba Cloud platform. Students will also earn an internationally recognized Alibaba Cloud Certificate, unlocking global career opportunities.

14. BU CHINESE INTERNATIONAL HELD A COLLABORATIVE DISCUSSION WITH ONE BANGKOK AND SIAM PIWAT TO ELEVATE EXPERIENTIAL LEARNING OPPORTUNITIES



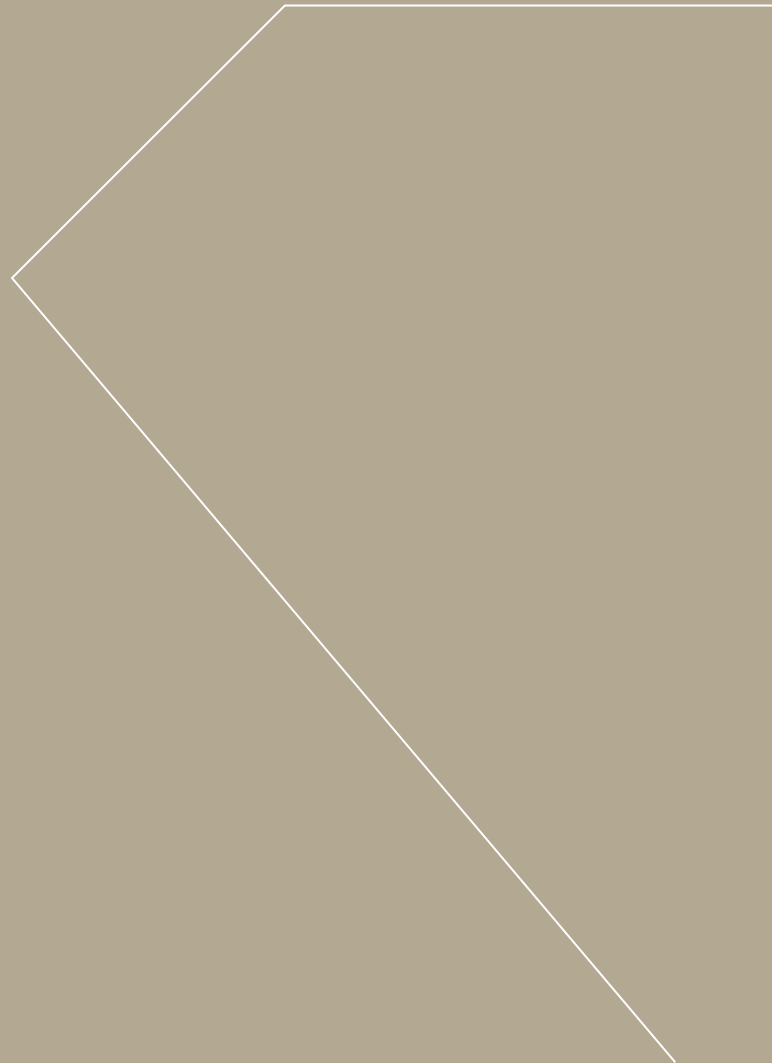
BU Chinese International (BUCI) recently engaged in strategic discussions with industry leaders, One Bangkok and Siam Piwat, to forge a partnership aimed at advancing experiential learning. This collaboration focuses on co-designing a professional learning model that decodes essential skill sets for engaging Chinese clientele, directly addressing the evolving demands of the job market. By bridging the gap between academia and the business world, this initiative provides students with invaluable real-world experience, positioning them as the next generation of professionals ready to serve the Chinese market.

15. EMPOWERING NEW GENERATION YOUTH TOWARDS SUSTAINABLE FUTURE LEADERSHIP THROUGH THE VISION



Bangkok University Graduate School has moved forward to inspire and awaken new generation leaders, organizing the Executive Lunch Talk 2025 Ep.2 event—a special opportunity to learn through the perspective and vision of K. Topp Jirayut Srupsrisopa, Founder and CEO of Bitkub Capital Group Holdings Co., Ltd., who shared his experience and vision under the topic “Empowering the Next Generation: The Role of Youth in Sustainability Leadership”. In today’s fast-paced and increasingly challenging business world, future leaders require more than business knowledge; they need a heart for sustainable development, adhering to the principles of SDGs (Sustainable Development Goals) and ESG (Environmental, Social, Governance) to create “value” that impacts people and the world. This event served as a space to inspire and spark ideas for students, alumni, and interested individuals to learn, develop, and grow into “leaders the world needs.”

6. EDUCATIONAL ADMINISTRATION



6.1 PROGRAMS OFFERED, ACADEMIC YEAR 2024

TOTAL NUMBER OF PROGRAMS

DEGREES	NUMBER OF PROGRAMS
Bachelor’s Degree	46
Master’s Degree	13
Doctoral Degree	3
TOTAL	62

ACADEMIC CLUSTERS

CLUSTERS	NUMBER OF PROGRAMS
Creative Cluster	20
Business Cluster	31
Innovative Cluster	11
TOTAL	62

TOTAL NUMBER OF PROGRAMS

PROGRAMS	NUMBER OF PROGRAMS		
	Bachelor’s Degree	Master’s Degree	Doctoral Degree
Thai Programs	36	9	-
International Programs	10	3	3
English Programs	-	1	-
TOTAL	46	13	3

6.2 STUDENT ADMISSIONS AND SCHOLARSHIPS

BACHELOR’S DEGREE ADMISSIONS

Applicant	Qualification
1. High School Graduates (Grade 12) or Equivalent (Vocational Diploma, Non-Formal Education)	Eligible candidates must have completed high school (Grade 12/M.6), hold a Vocational Certificate, or possess an equivalent qualification accredited by the Ministry of Education, supported by a valid Grade Point Average (GPA). While these qualifications grant eligibility for all Thai-language programmes, applicants for School of Fine Arts, School of Architecture, and all International Programmes are required to meet additional specific selection criteria and undergo further evaluation.
2. General Educational Development (GED)	Candidates must have successfully completed the General Educational Development (GED) tests and obtained an equivalency diploma recognized as equivalent to Senior High School (Grade 12/M.6).

UNDERGRADUATE TRANSFER ADMISSIONS

Applicant	Qualification
1. Undergraduate Transfer (Diploma Pathway)	Graduates with a High Vocational Certificate (Diploma) from OPSI-accredited institutions are eligible for credit transfers into designated Bachelor’s degree programmes, subject to university academic regulations.
2. Undergraduate External Transfer	Candidates must demonstrate good conduct and hold an accredited M.6, GED, or Vocational Certificate. External transfer candidates must possess a clean disciplinary record from their previous institution. Credit transfers into designated programmes are available for eligible students, subject to OPSI standards and university regulations.
3. Second Bachelor’s Degree Transfer	Second Bachelor’s Degree Transfer is available for graduates seeking a degree in a different faculty. Eligible candidates may transfer previously earned credits to fulfill requirements for their new programme at Bangkok University.

MASTER'S DEGREE ADMISSION

Applicant

Qualification

- 1) Oral Entrance Examination
- 2) International Programs, applicants are required to have a proficient command of English skills
- 3) Applicants should have a statement of purpose/ an essay describing the applicant's goal in applying to the program
- 4) Students admitted to study in the international program or English program at the graduate degree level who have not met the qualification requirement for the English-language Proficiency Test Score as specified by the University are required to register in English Preparation for Graduation Studies and pass an assessment.

DOCTORAL DEGREE ADMISSION

Applicant

Qualification

- 1) Oral Entrance Examination* (Oversea Applicants, online interview or teleconference may also be required by the Committee for more information)
- 2) An applicant at the doctoral degree level must submit a TOEFL minimum score of 550 (PBT) or 213 (CBT) or 80 (iBT) or IELTS: 6.5 across each band or Duolingo English Test (DET) : 110 in all subscores
- 3) Any applicant who has not obtained the required score is required to pass an English Professional Test from Bangkok University (BU-EPT)
- 4) The English proficiency test is waived for applicants who are native speakers of English
- 5) Applicants should have a statement of purpose/an essay describing the applicant's goal in applying to the program
- 6) An applicant at the doctoral degree level may be required to present other qualifications, i.e., research competency or specialized professional experience



SCHOLARSHIPS

BACHELOR'S DEGREE

- Prakaipetch Scholarship
- Athletic Scholarship
- BU Creative Scholarship
- Professional Excellence Scholarship
- BU DNA Scholarship
- BUCA Talent 100% Scholarship
- Global Explorer Scholarship
- Artist Scholarship
- Digital Gen Z Scholarship
- Societal & Environmental Leader Scholarship
- Tech Talent Scholarship
(Only School of Information Technology and Innovation and School of Engineering)

MASTER'S DEGREE

- Young Achiever Scholarship
- Athletic Scholarship

DOCTORAL DEGREE

- Young Achiever Scholarship

6.3 TUITION FEES

BACHELOR'S DEGREE – THAI PROGRAMS

CREATIVE CLUSTER

School of Communication Arts	• Bachelor of Arts Program in Event Production and MICE Management • Bachelor of Communication Arts Program in Broadcasting and Streaming Media Production • Bachelor of Communication Arts Program in Creative Content Production and Digital Experience • Bachelor of Communication Arts Program in Communications and New Media • Bachelor of Fine Arts Program in Performing Arts
School of Digital Media and Cinematic Arts	• Bachelor of Communication Arts Program in Film • Bachelor of Arts Program in Digital Media
School of Fine and Applied Arts	• Bachelor of Fine and Applied Arts Program in Communication Design • Bachelor of Fine and Applied Arts Program in Fashion Design • Bachelor of Fine and Applied Arts Program in Art and Design
School of Architecture	• Bachelor of Architecture Program in Architecture • Bachelor of Fine Arts Program in Interior Architecture

BUSINESS CLUSTER

School of Entrepreneurship and Management	• Bachelor of Business Administration Program in Entrepreneurship
School of Business Administration	• Bachelor of Business Administration Program in Marketing • Bachelor of Business Administration Program in Finance • Bachelor of Business Administration Program in Management • Bachelor of Business Administration Program in International Business Management • Bachelor of Business Administration Program in Logistics and Supply Chain Management • Bachelor of Business Administration Program in Digital Marketing • Bachelor of Business Administration Program in Financial and Investment Planning
School of Economics and Investment	• Bachelor of Economics Program
School of Accounting	• Bachelor of Accountancy Program
School of Humanities and Tourism Management	• Bachelor of Arts Program in English • Bachelor of Arts Program in Tourism and Cruise Management • Bachelor of Arts Program in Airline Business Management • Bachelor of Arts Program in Hotel Management • Bachelor of Arts Program in Business Chinese • Bachelor of Laws Program • Bachelor of Architecture Program in Architecture
School of Law	• Bachelor of Fine Arts Program in Interior Architecture

INNOVATION CLUSTER

School of Engineering	• Bachelor of Engineering Program in Electrical Engineering • Bachelor of Engineering Program in Computer and Robotics Engineering • Bachelor of Engineering Program in Multimedia and Entertainment Engineering • Bachelor of Engineering Program in Artificial Intelligence Engineering and Data Science • Bachelor of Engineering Program in Electronics Engineering
School of Information Technology and Innovation	• Bachelor of Science Program in Computer Science • Bachelor of Science Program in Information Technology • Bachelor of Science Program in Games and Interactive Media

BACHELOR'S DEGREE – INTERNATIONAL PROGRAMS

School of Communication Arts	• Bachelor of Communication Arts Program in Communication Strategy and Ideation • Bachelor of Communication Arts Program in Innovative Media Production
School of Fine and Applied Arts	• Bachelor of Arts Program in Creative Communication Design
School of Entrepreneurship and Management	• Bachelor of Business Administration Program in Entrepreneurship
School of Business Administration	• Bachelor of Business Administration Program • Bachelor of Business Administration Program in Marketing
School of Humanities and Tourism Management	• Bachelor of Arts Program in International Tourism and Hospitality Management • Bachelor of Arts Program in Culinary Arts and Design • Bachelor of Arts Program in Hotel and Restaurant Management • Bachelor of Arts Program in Business English

GRADUATE SCHOOL

MASTER'S DEGREE

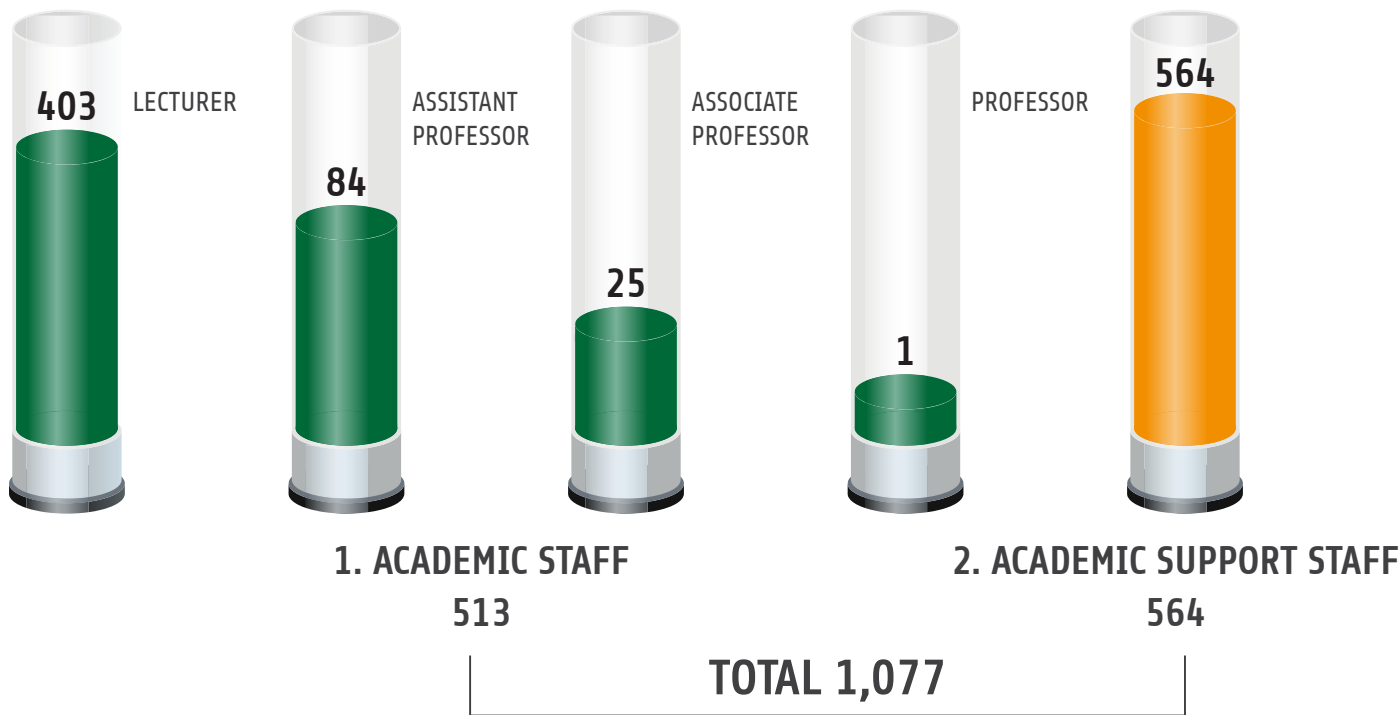
School of Communication Arts	• Master of Communication Arts Program in Global Communication (International Program) • Master of Communication Arts Program in Strategic Communications • Master of Communication Arts Program in Digital Marketing Communications
School of Architecture	• Master of Architecture Program
School of Entrepreneurship and Management	• Master of Management Program in Entrepreneurship
School of Business Administration	• Master of Business Administration • Master of Business Administration Program (English Program) • Master of Business Administration in Innovation Management (International Program) • Master of Business Administration (Information Technology – Based Education Program)
School of Humanities and Tourism Management	• Master of Arts Program in Innovative Tourism and Hospitality Management
School of Law	• Master of Laws Program
School of Engineering	• Master of Engineering Program in Electrical and Computer Engineering (International Program)
School of Information Technology and Innovation	• Master of Science Program in Information Technology and Data Science

DOCTORAL DEGREE

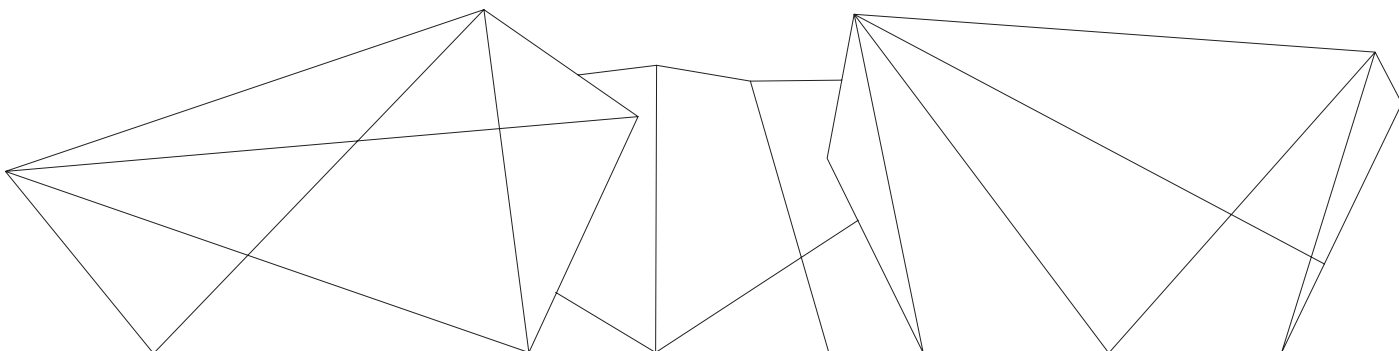
School of Communication Arts	• Doctor of Communication Arts Program in Global Communication (International Program)
School of Business Administration	• Doctor of Philosophy Program in Knowledge Management and Innovation Management (International Program)
School of Engineering	• Doctor of Engineering Program in Electrical and Computer Engineering (International Program)

6.4 PERSONNEL, ACADEMIC YEAR 2024

PERSONNEL



Source: Academic Personnel Data Report (Cycle 2), Academic Year 2024, as of February 24, 2025



AWARD-WINNING FACULTY MEMBERS



No.	Name	Award Title	Awarding Body / Organization
1	Prof. Dr. Kittipong Kittayarak Chairman	Exemplary Father Award 2024	Organized by Health and Elderly Establishment Confederation (HEC) and Thong Noa Kao Foundation.



No.	Name	Award Title	Awarding Body / Organization
2	Ajarn Cholavit Komenkul, Instructor from the Digital Marketing Program, School of Business Administration	First Prize Winner: "Alibaba Cloud: Eye for Thailand", National Competition, recognized for excellence in Generative AI video creation using cutting-edge Wanx AI technology.	In collaboration with Alibaba Cloud and key partners, including the Digital Economy Promotion Agency (DEPA), the Thai Programmer Association, and True IDC.



No.	Name	Award Title	Awarding Body / Organization
3	Asst.Prof. Dr. Rittirong Chutapruttkorn, School of Architecture	ASAIHL Thailand Outstanding Achievement Award 2024	Organized by the Association of Southeast Asian Institutions of Higher Learning (ASAIHL), Thailand.



Award Title	Awarding Body / Organization
The Outstanding Academic Staff Award in Social Sciences	Organized by the The Association of Private Higher Education Institutions of Thailand (APHEIT) under the Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn.



No.	Name	Award Title	Awarding Body / Organization
4	Dr. Somjai Siritrakankij, Associate Dean, Bangkok University International Programs	Outstanding Doctoral Dissertation Award in Social Sciences	Organized by the The Association of Private Higher Education Institutions of Thailand (APHEIT) under the Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn.



No.	Name	Award Title	Awarding Body / Organization
5	Asst.Prof. Dr. Somyot Wattanakamolchai, Vice President for International Affairs and Global Education	Representative for the Presentation of the ASEAN Tourism Professional Assessment Plaque, in accordance with the ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA on TP) for Food Production Department.	Organized by the Department of Tourism, Ministry of Tourism and Sports, the ceremony presented certificates to recognized entities and individuals participating in activities under the ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA on TP) for the year 2024.



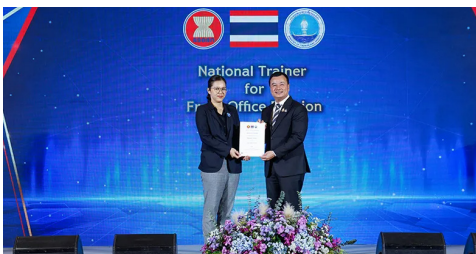
No.	Name	Award Title
6	Ajarn Jermisuda Manakul, Dean, School of Humanities and Tourism Management	Representative for the Presentation of the ASEAN Tourism Professional Assessment Plaque, in accordance with the ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA on TP) for Food Production Department.



No.	Name	Award Title
7	Dr. Siwasak Pansukkom, Chairperson, Tourism Management Department	National Trainer (NT) – Tour Operator Division



No.	Name	Award Title
8	Ajarn Pisorn Janvanichyanont, Chairperson, Hotel Management Department	National Assessor (NA) – Food and Beverage Services Division



No.	Name	Award Title
9	Ajarn Samonwan Hemnak, Instructor from School of Humanities and Tourism Management	National Trainer (NT) – Front Office Division



No.	Name	Award Title	Awarding Body / Organization
10	Ajarn Tarntawan U-napark, Instructor from School of Humanities and Tourism Management	ASEAN Tourism Professional (ATP)	Organized by the Department of Tourism, Ministry of Tourism and Sports, the ceremony presented certificates to recognized entities and individuals participating in activities under the ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA on TP) for the year 2024.



No.	Name	Award Title
11	Dr. Chayanisa Wongphan, Instructor from School of Humanities and Tourism Management	ASEAN Tourism Professional (ATP)



No.	Name	Award Title
12	Ajarn Amondech Worana, Instructor from School of Humanities and Tourism Management	ASEAN Tourism Professional (ATP)



No.	Name	Award Title	Awarding Body / Organization
13	Asst.Prof. Dr. Pipatpong Fakfare, Instructor from Hotel Management Department, School of Humanities and Tourism Management in collaboration with Asst. Prof.Dr. Walanchalee Wattanacharoensil, Instructor from the Tourism and Service Management Program, International College, Mahidol University	APJTR Best Paper of the Year 2024 Article Title: "Sustainable Consumption in Tourism: Perceptions of Low-Carbon Holidays in Island Destinations – A Cluster Analysis Approach" Journal: Asia Pacific Journal of Tourism Research (APJTR)	The 30th Anniversary APTA 2025 Annual Conference in Busan.



No.	Name	Award Title	Awarding Body / Organization
14	Asst.Prof. Dr. Punnasak Sukee, Chairperson, Performing Arts Department, School of Communication Arts	The Senate's "National Exemplary Role Model for Public Good" Award	Organized by the Senate Standing Committee on Social Development and Children, Youth, Women, the Elderly, the Disabled and the Underprivileged Affairs.



No.	Name	Award Title	Awarding Body / Organization
15	Ajarn Sarawut Samniangdee, Instructor from Talent Development Department of Bangkok University	Invited by the International Cheer Union (ICU) to serve as a judge for two competitions: ICU World Cheerleading Championships 2025 & International Cheerleading Cup 2025, taking place from April 23-28, 2025 A.Sarawut, is the first Thai person to be selected as a judge in cheerleading from expert committee members representing over 120 countries worldwide.	Organized by Health and Elderly Establishment Confederation (HEC) and Thong Noa Kao Foundation

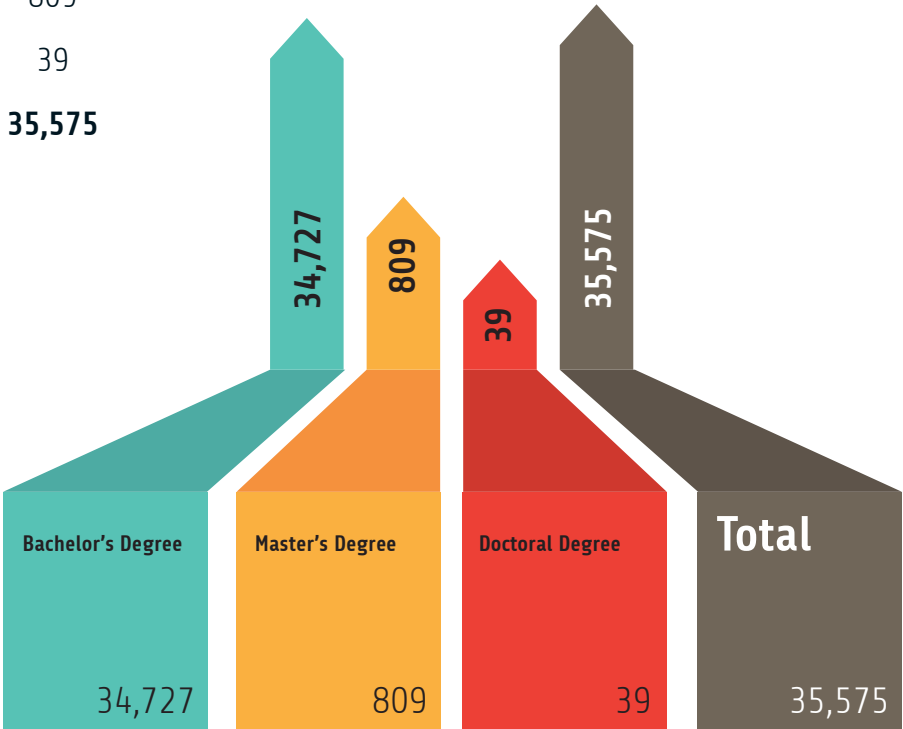


No.	Name	Award Title	Awarding Body / Organization
16	Ajarn Karnchana Phakpho, Chairperson, International Tourism Management Program, Bangkok University International Programs	the PATA Face of the Future Special Recognition for Strategic Management from the Pacific Asia Travel Association (PATA)	The Pacific Asia Travel Association (PATA)

6.5 STUDENTS, ACADEMIC YEAR 2024

TOTAL NUMBER OF STUDENTS

No.	Degrees	Number of Students
1	Bachelor’s Degree	34,727
2	Master’s Degree	809
3	Doctoral Degree	39
	TOTAL	35,575



Source: Individual student data submitted for Semester 2/2024, as of February 24, 2025.

NUMBER OF GRADUATE STUDENT PUBLICATIONS AND RESEARCH DISSEMINATION, ACADEMIC YEAR 2024

No.	Publication Type	Master's Degree	Doctoral Degree
1	Articles published in International Academic Journals or TCI Tier 1 Journals	6	4
2	Articles published in TCI Tier 2 Academic Journals	25	
3	Full Papers published in International Conference Proceedings or National Academic Journals	48	2
4	Full Papers published in National Conference Proceedings	80	
5	Full Papers published in any of the aforementioned formats	165	
Total		324	6

Source: CHE QA Online System (Academic Year 2024)

EXCELLENCE AWARDS IN GRADUATE RESEARCH PRESENTATIONS



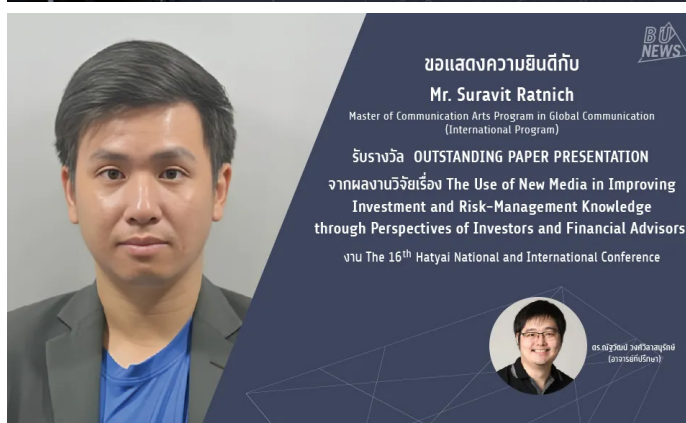
ขอแสดงความยินดีกับ
Ms. Swopnil Shrestha
Master of Communication Arts Program in Global Communication
(International Program)
รับรางวัล HONORABLE MENTION
จากผลงานวิจัยเรื่อง The Influence of Exposure to
Social Media on Mental Health and Well-Being
among Nepalese Adults
งาน The 16th Hatyai National and International Conference



ขอแสดงความยินดีกับ
Mr. Zhiyuan Wang
Master of Communication Arts Program in Global Communication
(International Program)
รับรางวัล HONORABLE MENTION
จากผลงานวิจัยเรื่อง The Impact of Users-Generated
Contents' Perception and Key Opinion Leaders' Persuasion
on Chinese Students' Motivation and Decision to
Study Abroad in Thailand
งาน The 16th Hatyai National and International Conference

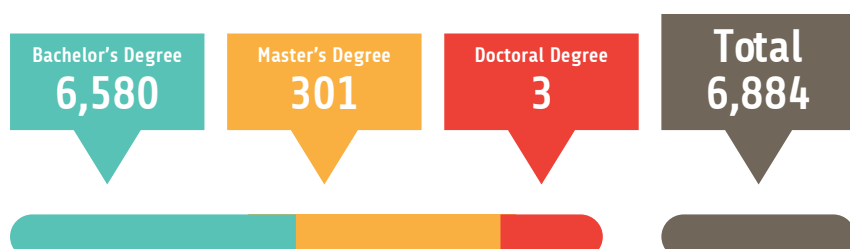


ขอแสดงความยินดีกับ
Ms. Sun Xiayang
Master of Communication Arts Program in Global Communication
(International Program)
รับรางวัล HONORABLE MENTION
จากผลงานวิจัยเรื่อง A Study on the Communication
Strategies of Chinese Mobile Games Entering Overseas
in the Context of Cross-Cultural Communication and
Globalization-Taking 'Realm of Valor' as an Example
งาน The 16th Hatyai National and International Conference



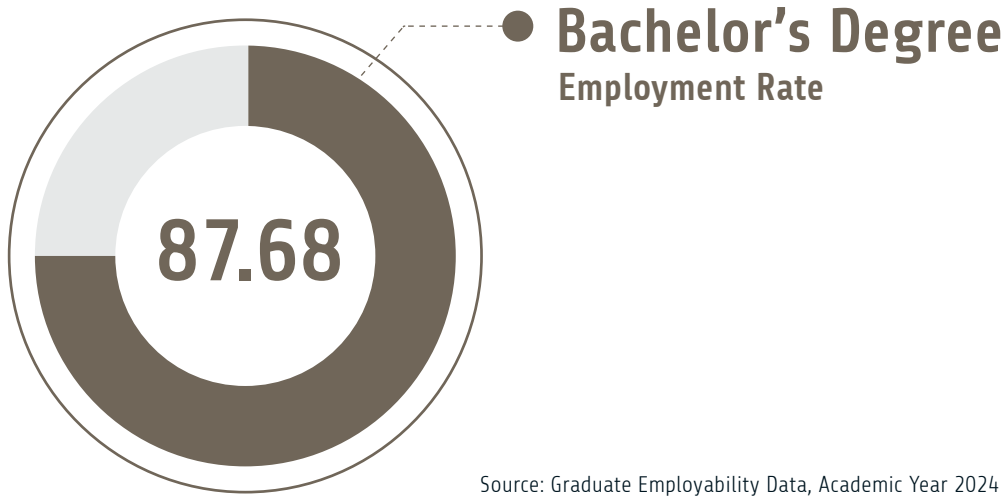
ขอแสดงความยินดีกับ
Mr. Suravit Ratnich
Master of Communication Arts Program in Global Communication
(International Program)
รับรางวัล OUTSTANDING PAPER PRESENTATION
จากผลงานวิจัยเรื่อง The Use of New Media in Improving
Investment and Risk-Management Knowledge
through Perspectives of Investors and Financial Advisors
งาน The 16th Hatyai National and International Conference

6.6 GRADUATION AND EMPLOYABILITY STATUS (SURVEY OF ACADEMIC YEAR 2023 GRADUATES)



**GRAND TOTAL OF GRADUATES
(SURVEY OF ACADEMIC
YEAR 2023 GRADUATES)**

Source: CHE QA Online System (Academic Year 2024)



PERCENTAGE OF GRADUATE EMPLOYMENT
AND AVERAGE STARTING SALARY BY FACULTY

No.	School	Employment Rate	Average Monthly Salary (Baht)
1	School of Communication Arts	90.15	25,148
2	School of Digital Media and Cinematic Arts	76.09	21,300
3	School of Fine and Applied Arts	84.68	22,192
4	School of Architecture	95.00	23,275
5	School of Entrepreneurship and Management	89.95	35,861
6	School of Business Administration	89.77	28,846
7	School of Economics and Investment	82.14	24,414
8	School of Accounting	91.57	21,776
9	School of Humanities and Tourism Management	89.35	28,209
10	School of Law	82.61	25,790
11	School of Engineering	90.10	23,612
12	School of Information Technology and Innovation	80.71	20,678
INSTITUTIONAL OVERVIEW		87.68	26,358

Source: Graduate Employability Data, Academic Year 2024

Remark: The starting monthly salary or income for graduates is based on the Office of the Civil Service Commission (OCSC) criteria for Bachelor's degrees at 15,000 THB. (In accordance with the OCSC Notification on Salary Rates for Accredited Qualifications, effective January 1, 2014.)

EMPLOYER SATISFACTION SURVEY ON UNDERGRADUATE QUALITY, BANGKOK UNIVERSITY: IN ACCORDANCE WITH THE NATIONAL QUALIFICATIONS FRAMEWORK FOR HIGHER EDUCATION (INSTITUTIONAL OVERVIEW)

Overall Quality based on
the National Qualifications Framework
for Higher Education – TQF

4.36

VERY GOOD



EMPLOYER SATISFACTION ON GRADUATE QUALITY, BANGKOK UNIVERSITY: CATEGORIZED BY DEGREE LEVEL (BASED ON THE NATIONAL QUALIFICATIONS FRAMEWORK FOR HIGHER EDUCATION – TQF)

Overall Quality based on the National
Qualifications Framework for Higher
Education – TQF

BACHELOR'S DEGREE
4.36
VERY GOOD

MASTER'S DEGREE
4.44
VERY GOOD

EMPLOYER SATISFACTION WITH THE GRADUATE QUALITY OF BANGKOK UNIVERSITY UNDERGRADUATE STUDENTS REGARDING THE UNIVERSITY IDENTITIES (INSTITUTIONAL OVERVIEW)

University Identities – Overall

4.06

VERY GOOD



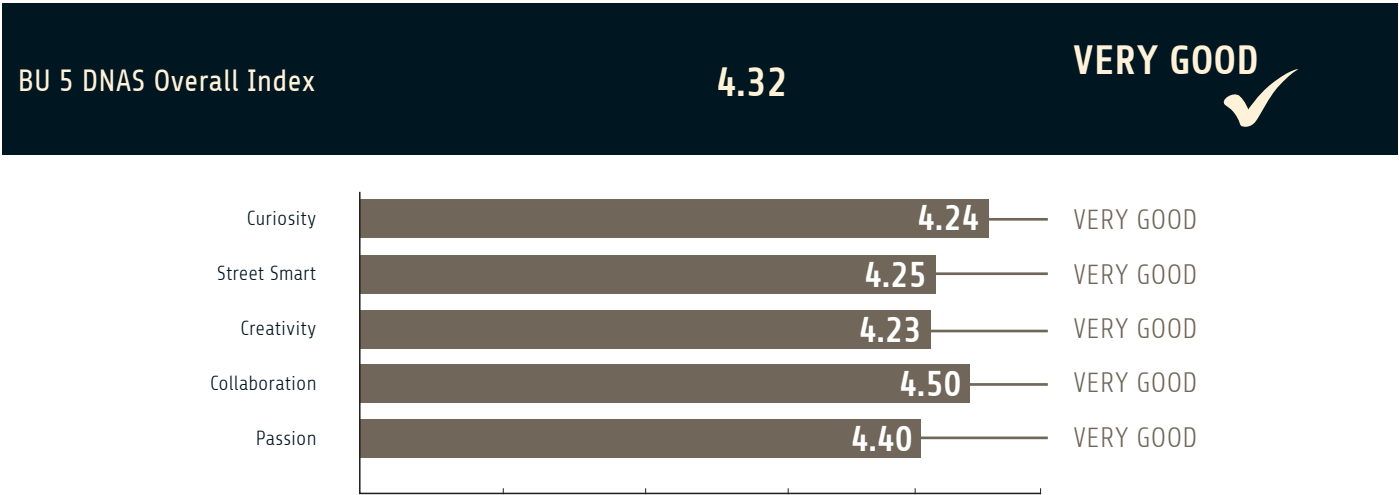
EMPLOYER SATISFACTION WITH THE GRADUATE QUALITY OF BANGKOK UNIVERSITY GRADUATES REGARDING THE UNIVERSITY IDENTITIES (CLASSIFIED BY DEGREE LEVEL)

University Identities – Overall

BACHELOR'S DEGREE
4.05
VERY GOOD

MASTER'S DEGREE
4.28
VERY GOOD

EMPLOYER SATISFACTION WITH THE DEVELOPMENT OF BANGKOK UNIVERSITY GRADUATES REGARDING “BU 5 DNAS” (INSTITUTIONAL OVERVIEW)

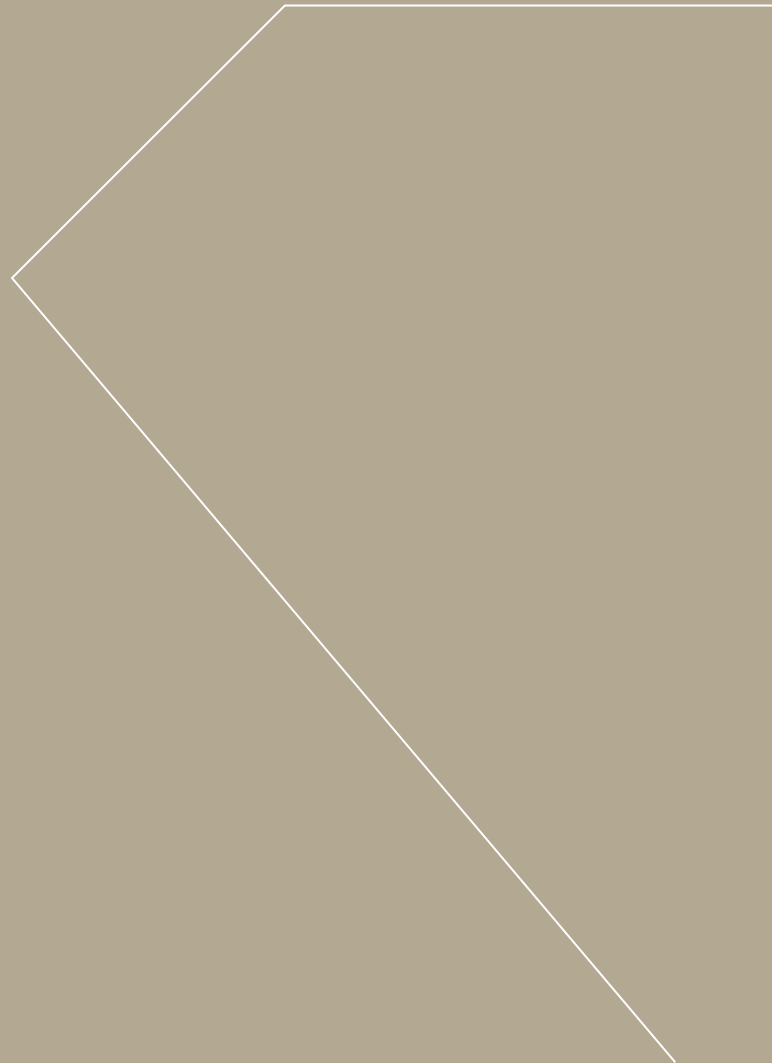


EMPLOYER SATISFACTION WITH THE DEVELOPMENT OF BANGKOK UNIVERSITY GRADUATES REGARDING “BU 5 DNAS” (CLASSIFIED BY DEGREE LEVEL)



Source: Graduate Employability Data, Academic Year 2024

7. ACADEMIC EXCELLENCE & RESEARCH FUNDING



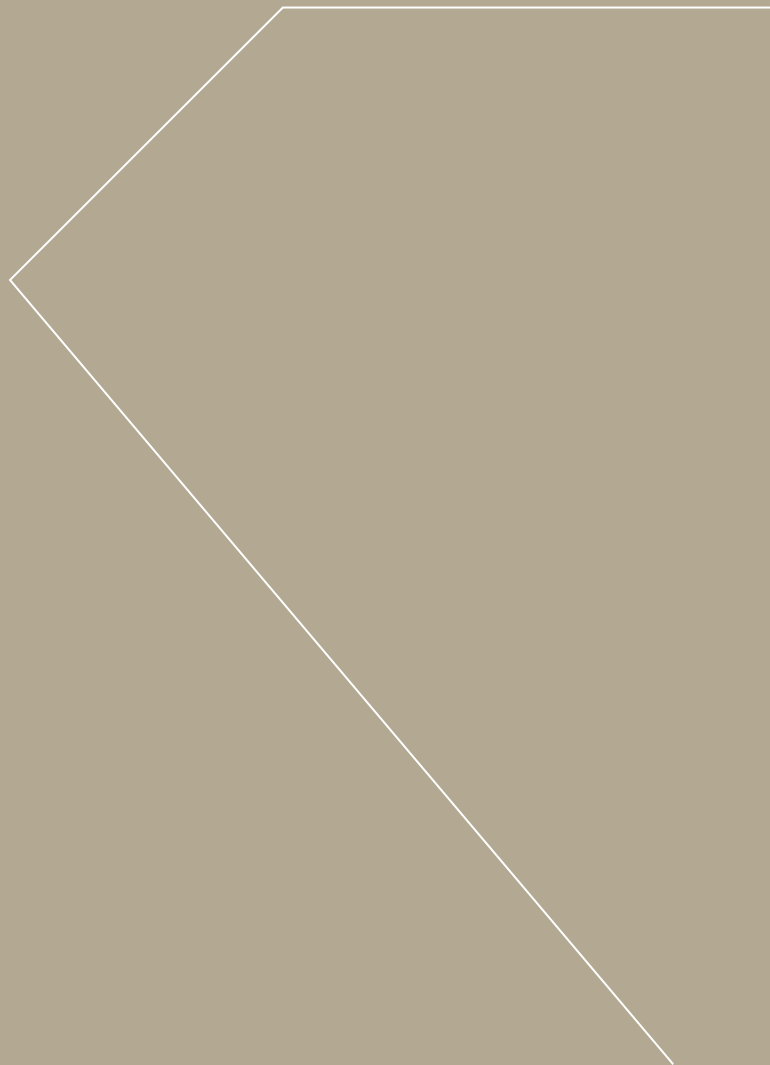
SUMMARY OF ACADEMIC AND CREATIVE WORKS (ACADEMIC YEARS 2022–2024)

No.	Types of Scholarly Works	Total Count (2022)	Total Count (2023)	Total Count (2024)
1	Full papers in National Conference Proceedings	127	93	138
2	Full papers in International Conference Proceedings, or in National Academic Journals not listed in standard databases. (In accordance with OCSC/CHE regulations (2013), provided that the institution's council has approved and officially announced the journal, with notification sent to OCSC/CHE within 30 days of the announcement.)	83	68	219
3	Research or academic articles published in TCI Tier 2 Journals	63	59	93
4	Research or academic articles published in TCI Tier 1 Journals, or in International Journals not listed in standard databases. (Provided they are not on Beall's list and have been officially approved/announced by the institution's council in accordance with OCSC/CHE regulations (2013).)	17	33	86
5	Research or academic articles published in International Journals listed in recognized international databases. (In accordance with OCSC/CHE regulations on criteria for academic journals for publication (2013).)	30	28	87
6	Research projects commissioned by national agencies or organizations	10	13	10
7	Textbooks, books, or translated works that have successfully passed the evaluation criteria for academic rank promotion	0	1	0
8	Textbooks, books, or translated works that meet the evaluation criteria for academic rank promotion but have not been submitted for official evaluation	3	3	2
9	Creative works disseminated to the public via various channels or online electronic media	2	6	0
10	Creative works disseminated at the Institutional level	8	4	0
11	Creative works disseminated at the National level	20	12	27
12	Creative works disseminated at the International Collaboration level	0	2	0
13	Creative works disseminated at the ASEAN Regional level	0	0	4
14	Creative works disseminated at the International level	39	26	17
TOTAL		402	348	683

RESEARCH FUNDING

	CLUSTERS			
SOURCES OF RESEARCH FUNDING	1.CREATIVE CLUSTER	2.BUSINESS CLUSTER	3.INNOVATIVE CLUSTER	Institutional Total
Internal Research Funding	790,698.67	1,846,907.34	747,212.82	3,384,818.83
External Research Funding	5,690,028.00	8,947,577.50	8,386,339.25	23,023,944.75
Total Funding	6,480,726.67	10,794,484.84	9,133,552.07	26,408,763.58

8. ACADEMIC SERVICES TO SOCIETY



Bangkok University drives its academic service mission under a strategy of excellence, aimed at fostering a socially responsible **'CREATIVE Culture.'** By mobilizing interdisciplinary faculty teams and collaborating with public and private sector networks, the university transforms stakeholder needs into service innovations that align with national development plans. Specifically, through on-site community engagement in Pathum Thani Province, we empower local communities and enhance quality of life in accordance with the Sustainable Development Goals (SDGs), ensuring tangible value and a sustainable, far-reaching positive impact.

1. THE KLONG SAM OTOP INNOVATION AND SUFFICIENCY ECONOMY COMMUNITY PROJECT

The Klong Sam OTOP Innovation and Sufficiency Economy Community Project in Pathum Thani aims to drive area-based development by integrating multi-disciplinary academic expertise from various faculties of Bangkok University. At its core, the project seeks to establish a community development foundation rooted in the Sufficiency Economy Philosophy (SEP) and Royal Wisdom. This initiative aims to enhance the quality of life and strengthen the local economy by innovating local products, promoting community-based tourism, and implementing advanced digital marketing strategies.

Furthermore, the project serves as a collaborative learning platform that fosters knowledge exchange among students, faculty, and community members through immersive, hands-on field experience. By building a robust network among academia, the private sector, and the community, the project aims to create a sustainable community development model aligned with the Sustainable Development Goals (SDGs), ultimately delivering tangible value and a lasting positive impact for the Pathum Thani community.

1.1) COMMUNITY BRAND DEVELOPMENT PROJECT



This project aims to cultivate a growth mindset within the community, fostering a sense of pride and a strong sense of product ownership. It focuses on the transfer of comprehensive knowledge, ranging from community branding and identity to modern marketing channel expansion, intellectual property rights, and strategic cost accounting and pricing. Furthermore, the project bridges the gap between theory and practice by integrating field-based experiences and real-world insights back into the university's curriculum, thereby enhancing the quality and relevance of academic instruction.

Host : School of Accounting / School of Business Administration / School of Law / School of Entrepreneurship and Management

SDGs : SDG 8, SDG 11, SDG 12

1.2) ONE DAY PACKAGE PROJECT (COMMUNITY BASED TOURISM)



This project focuses on enhancing the tourism potential of the Klong Sam OTOP Innovation Community through the design and development of creative **'One Day Packages.'** The core of this initiative lies in distilling local identity to craft compelling storytelling that adds significant value and appeal to the travel routes. Beyond delivering an impressive experience for tourists, the project is committed to generating sustainable supplemental income for local residents by leveraging the unique cultural assets and traditional way of life of the Klong Sam people as key strategic attractions.

Host : School of Humanities and Tourism Management

SDGs : SDG 8, SDG 11

1.3) CHINESE CUSTOMER ONE DAY TRIP PROJECT @ KHLONG SAM



This project focuses on scaling and enhancing the existing **"One Day Package"** to fully accommodate the Chinese tourist market. The initiative involved developing targeted promotional materials, including Chinese-language brochures with proactive content design tailored specifically to this niche market. This effort not only boosts international brand awareness but also taps into high-purchasing-power segments, generating sustainable revenue and driving economic growth for the Khlong Sam community.

Host : BU Chinese International

SDGs : SDG 8, SDG 11

1.4) IT FOR PUBLIC RELATIONS: COMMUNITY PRODUCTS AND KLONG 3 INNOVATION CAFÉ PROJECT



This project aims to enhance digital marketing capabilities and online presence for the community. The primary objectives include optimizing the official Facebook Page for better engagement and developing a Website and Line Official Account to establish seamless communication and service channels. Additionally, the project focuses on producing high-quality promotional videos that capture the unique charm of community products and the Innovation Café, utilizing creative visual storytelling to attract a wider audience and drive brand awareness across all digital platforms.

Host : School of Information Technology and Innovation / School of Engineering / School of Digital Media and Cinematic Arts

SDGs : SDG 8, SDG 11



Note. Adapted from Pathum Thani Provincial Public Relation Office. (2025, May 10)

Pathum Thani Tourism Promotion Project KHLONG NO.3

<https://pathumthani.prd.go.th/th/content/category/detail/id/9/iid/388030>



2. SCHOOL OF COMMUNICATION ARTS actively leads various academic service initiatives in Pathum Thani Province, leveraging creative communication to drive social impact. Key projects include:

- Pathum Thani Tourism Promotion Project Khlong No.3: A collaborative initiative with School of Economics and Investment and the Pathum Thani Provincial Cultural Office, supported by Brandyong Co., Ltd., to promote community-based tourism at Klong No.3.
- CREATIVE PATHUM THANI 2024: A creative showcase featuring the “Unseen Pathum Thani” photography contest and the “My Home’s Treasures” documentary clip competition, aimed at highlighting local identity and hidden gems.
- CDE Academic Service 2025: Specialized training in Design and Content Creation for local entrepreneurs and farmers in Pathum Thani, empowering them with essential digital marketing skills.
- “Charn Chala” (The Joyful Platform) Project: A social welfare initiative held at the Dhamma Pathum Thani Center, designed to enhance the well-being and happiness of the elderly through creative engagement.

SDGs : SDG 3, SDG 4, SDG 8, SDG 9, SDG 10, SDG 11, SDG 12



3. SCHOOL OF ARCHITECTURE is committed to elevating its academic services to international standards, with a strategic focus on creating design innovations that harmonize human needs, the environment, and social contexts. The School has established collaborative networks with leading global institutions to integrate 'Design Thinking' and 'Sustainable Design' methodologies into field-based projects.

- Learning Express Programme (LeX) 2025

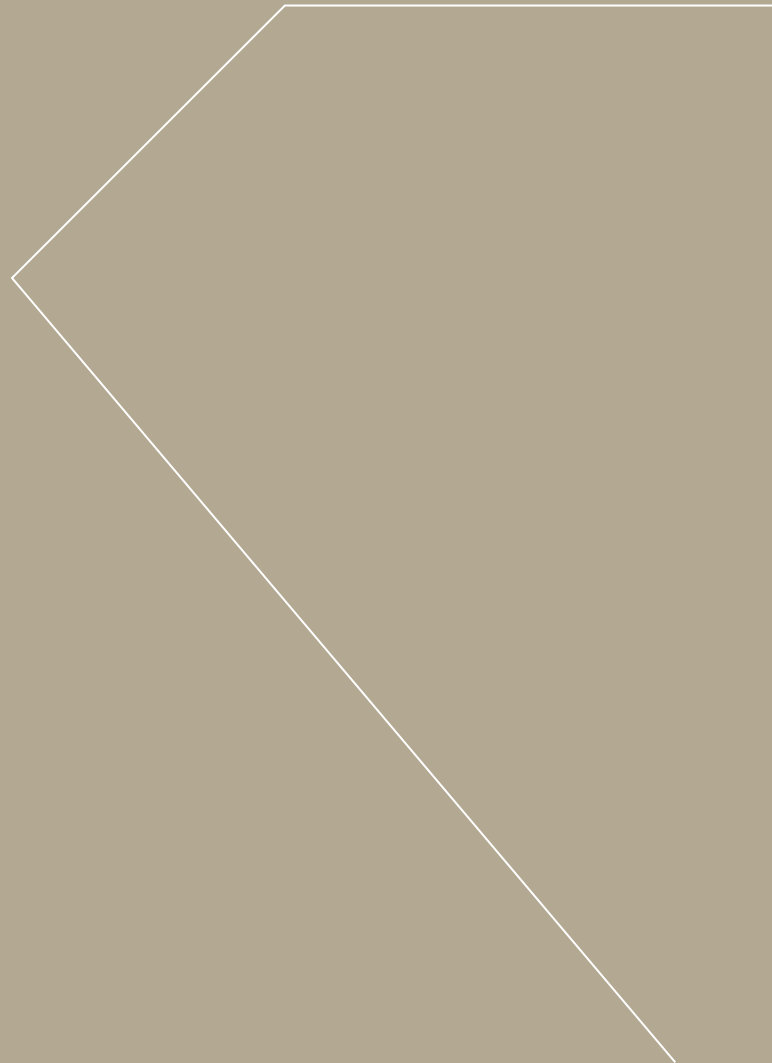
An international collaborative program with Singapore Polytechnic, focusing on applying Design Thinking methodology to community development. This initiative empowers local communities in Pathum Thani and Ayutthaya through cross-cultural collaboration, where students co-create innovative solutions to address real-world social challenges.

- BU ECO-Pavilion Workshop 2025

An international architectural workshop held in collaboration with the University of Kurdistan Hewler (UKH). The project focuses on the research and design of the "BU ECO-Pavilion," emphasizing the use of sustainable and eco-friendly materials to promote environmental conservation and innovative green architecture.

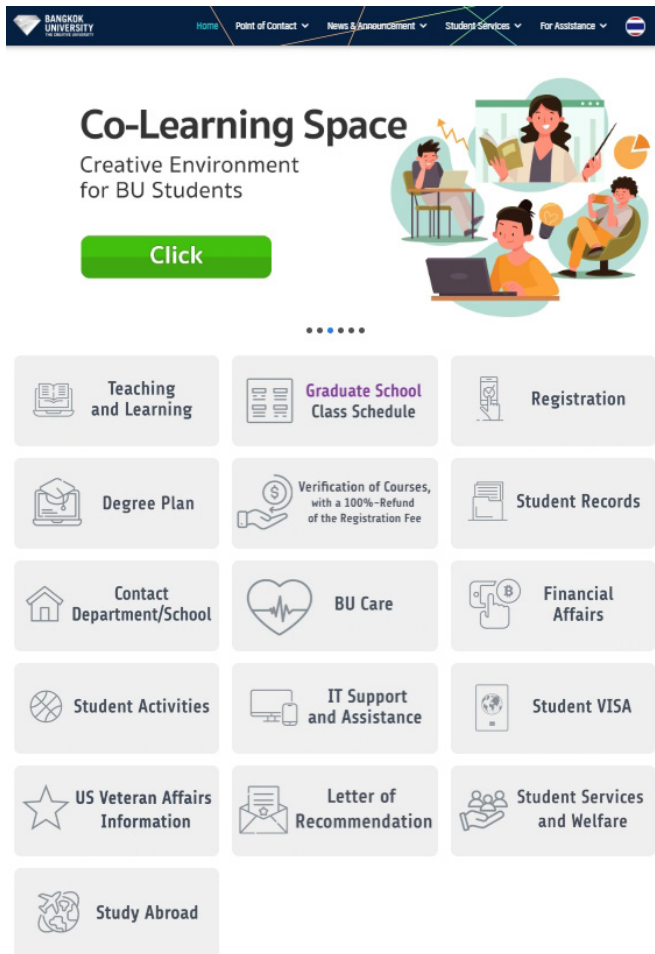
SDGs : SDG 4, SDG 11, SDG 13, SDG 17

9. STUDENT SERVICES



" STUDENT SERVICES AND CREATIVE ENVIRONMENTS "

To meet the evolving lifestyles of today's students, Bangkok University is dedicated to developing efficient **online service systems** while maintaining high-quality **on-site support**. Students can conveniently access a wide range of university services through the **bulinks.bu.ac.th** platform, designed as a comprehensive digital hub.



<https://bulinks.bu.ac.th/>

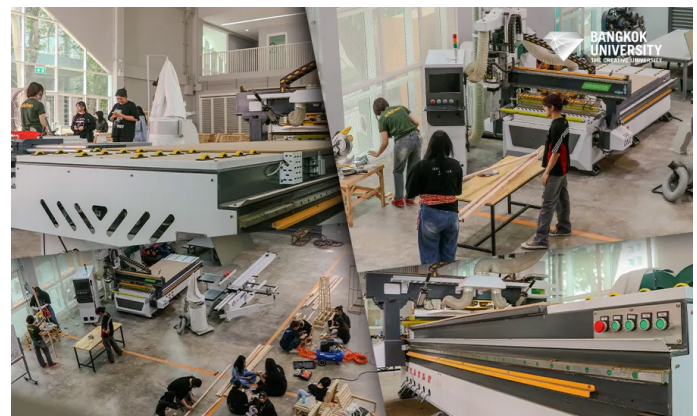
Beyond service excellence, the university prioritizes an environment that fosters creativity through hands-on experience, embodying the identity as a 'Practical University.' With modern learning spaces and state-of-the-art facilities, the university ensures our students develop robust practical skills alongside rigorous academic theory. These spaces are designed to ignite inspiration and facilitate collaboration, ensuring that every student thrives within an ecosystem dedicated to academic success and the full realization of their creative potential.

Our campuses are equipped with cutting-edge, state-of-the-art laboratories that meet industry standards across all facilities. These facilities empower BU students to explore, practice, and gain hands-on experience, ensuring they graduate as highly skilled professionals ready for the real world.

Examples of our world-class facilities:

1. EVENT Shop (School of Communication Arts):

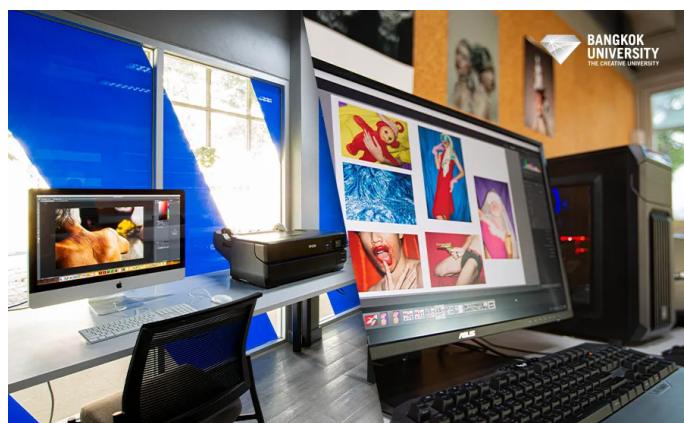
Under the Event Production and Exhibition and MICE Management program, this dedicated facility is designed for constructing large-scale event structures. It is equipped with advanced industrial tools, including CNC machines for precision computer-controlled cutting and engraving, and Sliding Table Saws for industrial-grade woodworking. The building also features modern classrooms and meeting rooms to support the production stages.



2. Black Box Theatre: A creative powerhouse for Performing Arts students, this versatile venue accommodates over 300 spectators. Designed for total flexibility, it can be reconfigured to suit any performance style. The theatre features spectacular, international-standard lighting, sound, and visual systems, delivering an immersive experience comparable to national-level professional theatres.



3. 3D Animation and Visual Effects Workstation (School of Digital Media and Cinematic Arts): Master the art of VFX and computer-generated imagery to bring imagination to life. Our workstation is equipped with industry-standard software such as NUKE and high-performance computing hardware that fully supports professional Color Grading, ensuring students can produce cinematic-quality visual effects.



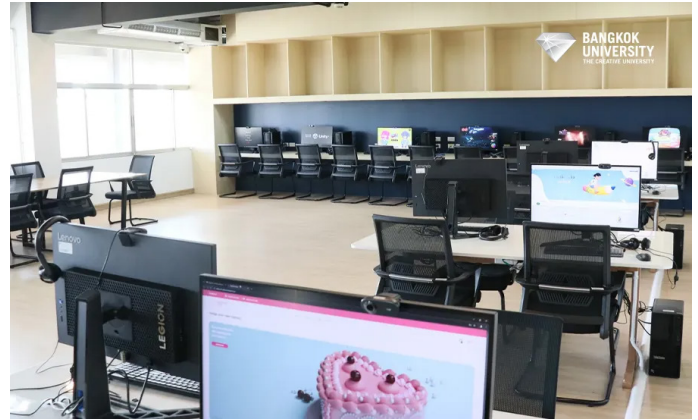
4. Culinary Lab & Patisserie Lab (School of Humanities and Tourism Management): Our state-of-the-art culinary and pastry laboratories are fully equipped with modern tools and professional uniforms for every student. The facilities are designed to be ample and accessible, providing a perfect environment for students to create and refine any culinary masterpiece.



5. BU AIR, Aircraft Simulator (School of Humanities and Tourism Management), a realistic aviation experience, is delivered through the Boeing 787 Dreamliner mock-up. Featuring wide-body cabins, Business and Economy class sections, and a professional galley, this facility offers hands-on training in cabin crew operations. Students master essential skills in safety procedures and world-class hospitality services, utilizing authentic catering from Thailand's premier airlines to ensure industry-standard proficiency.



6. Game Studio (School of Information Technology and Innovation): A creative hub for aspiring game developers to gather, brainstorm, and design. The studio is fully equipped with high-spec gaming computers and a vast array of specialized gaming peripherals, providing everything needed to bring new gaming worlds to life.



7. Robot Studio (School of Engineering): A cutting-edge Robotics and AI studio furnished with the latest technology and industrial-grade tools. This space empowers students to innovate across both hardware and software, turning complex ideas into intelligent robotic solutions.



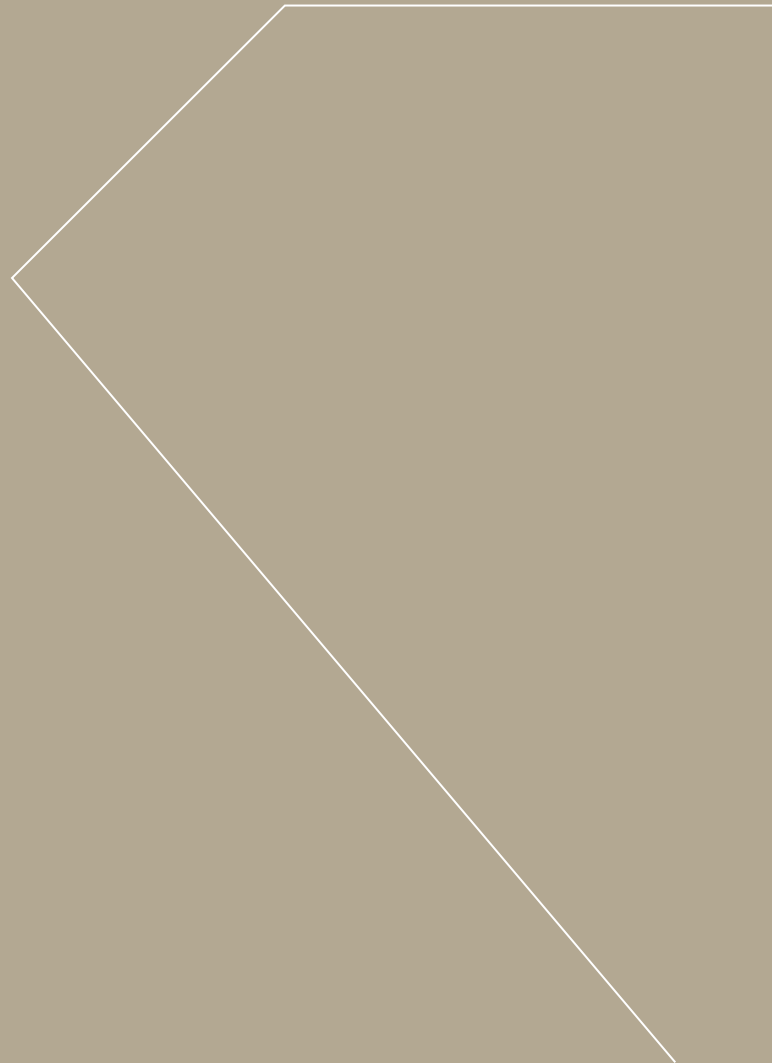
8. Digital Lab (School of Architecture): A hub for Digital Fabrication, featuring advanced Laser Cutting technology. This lab allows students to seamlessly transform their design concepts into high-precision prototypes using cutting-edge tools.



9. DEBI Lab (School of Business Administration): A dedicated Digital Marketing Lab designed specifically for the modern student. This space serves as a learning and experimental hub focusing on Influencer Development and Content Creation. The lab is fully equipped with professional-grade cameras, editing software, and specialized sets for hands-on production, enabling students to create real-world digital content.



10. STUDENT DEVELOPMENT ACTIVITIES



BU 5 DNAS

“Student Development Activities 2024” emphasized the cultivation of “BU 5 DNAs”: Creativity, Curiosity, Street Smart, Passion, and Collaboration. The comprehensive range of projects spanned from freshman orientations and self-exploration art exhibitions to hands-on workshops focused on social and environmental issues. The primary objective was to provide learners with opportunities to discover their potential and practice leadership through real-world application in diverse scenarios. Furthermore, these initiatives aimed to foster strong relationships within the university community and instill a sustainable consciousness for public service. All activities were designed to develop holistic life skills, empowering students to adapt and grow as high-quality individuals in contemporary society.

1. SELF-DISCOVERY AND WELL-BEING

Activities in this category focused on encouraging students to reflect on their emotions and understand their self-worth, inspiring them to lead a purposeful life.

– **Self-Love Exhibition:** A dedicated space for emotional exploration and embracing individuality was designed to foster self-esteem and self-acceptance.



– **BETTER THAN OK:** Unlocking the Universe Within: An initiative focused on redefining self-love and developing effective communication skills to build healthy relationships and lasting friendships.



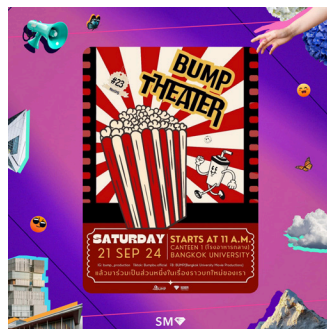
– **Unlock U 2025:** A leadership development program that began with self-discovery, helping individuals identify and cultivate a leadership style that aligned with their unique potential.



2. PROFESSIONAL SKILLS AND CREATIVE SPACES

These activities empowered students through hands-on practice to enhance specialized expertise:

– **Activity Week (Academic Year 2024):** An initiative providing students with the autonomy to select extracurricular activities tailored to their individual aptitudes and professional interests



– **“Nung Long Len”:** A dedicated platform for independent film enthusiasts to exchange ideas, share perspectives, and spark creative inspiration for future productions



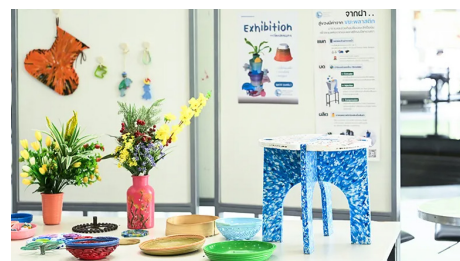
– **MC of BU 2024:** A talent search and training program designed to sharpen professional hosting and public speaking skills



3. SOCIAL INNOVATION AND SUSTAINABILITY

This promoted the ability to find value in what others overlook and fostered active community engagement.

– **Eco-Guardian Bags & Behind Things:** A creative DIY initiative that transforms old clothing and waste into functional items. This project encourages social contribution through public charity and the upcycling of materials.



– **Amphawa Chaipattananurak Project:** An immersive learning experience focused on local lifestyles and cultural heritage, designed to build a deep connection with the community and instill a sense of local preservation



4. COMMUNITY BUILDING AND TRADITION

The activities strengthened unity and fostered deep connections between students, school members, and the institution.

– **Welcome to BU 2024:** A welcoming initiative for freshmen designed to build positive relationships and create lasting memories between new students and their seniors



– **BU Cheer Day 2024:** A spirited event that showcases student potential, focusing on creative expressions of unity and institutional pride



– **“Khun Kru” Craft Workshop:** A hands-on creative session where students craft personalized works to express their gratitude and bond with faculty members, while preserving the beautiful traditions of the university



BU PRIDE

Bangkok University is committed to empowering students beyond the classroom by fostering hands-on experience through creative initiatives and prestigious national and international competitions. These efforts have culminated in numerous distinguished awards, serving as a testament to the exceptional potential and professionalism of our students across diverse disciplines.

1. The Association of Private Higher Education Institutions of Thailand under the Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn (APHEIT) awarded outstanding students who have made remarkable contributions to private higher education.

– **Mr. Narubed Rakwichit**, a student from School of Entrepreneurship and Management (BU International), received the Outstanding Individual Student Activity Award.

– **DITTO PRODUCTION**, a team from School of Communication Arts, won the Outstanding Team Student Activity Award.



2. Mr. Worraphat Denphetnong, a student in the Radio Broadcasting, Television, and Streaming Media Production Program at School of Communication Arts, received the Excellence Award for Creating a Learning Society and Media Literacy for 2025 in the Outstanding Individual category (age not exceeding 25 years) at the MIDL AWARDS 2025 ceremony organized by the Radio and Media Association for Children and Youth (RAMY) in collaboration with the Thai Health Promotion Foundation (ThaiHealth), the National Health Commission Office (NHCO), and network organizations.



3. Miss Ariya Ung, a student from School of Digital Media and Cinematic Arts, won First Prize for her creative environmental protection advertisement design on the topic “The Environmental Impact of Animal Feed Industry,” organized by World Animal Protection Thailand. Her work was being exhibited at the “Behind the Feed Print Ads” exhibition at the Bangkok Art and Culture Centre.



4. Communication Design students from School of Fine and Applied Arts, Bangkok University, won First Prize and First Runner-up awards in the Infographic Static Media Contest under the BRAND'S Young Blood 2024 project “Give Blood Give Lives... Small Power That's Great.”

- Miss Pichsinee Pansuwan and Miss Wipawanee Chawananon, representing team L&J, received the First Prize along with a royal trophy from Her Royal Highness Princess Maha Chakri Sirindhorn.
- Miss Peerada Chatkaewmanee, representing team Peerada, won First Runner-up, along with a certificate.



5. School of Architecture, in collaboration with the Thailand Institute of Justice (TIJ) and with support from Krung Thai Bank, Baan Lae Suan, the Research and Creative Design Center of School of Architecture, Art, and Design at King Mongkut's Institute of Technology Ladkrabang, Bangkok University's Environmental Innovation Research Center Receives Human Rights Honor, and Tangton Dee Restart Academy launched the creative exhibition “Walls to Welcome” featuring designs for post-release detention facilities that balanced social safety with providing opportunities for ex-offenders. The exhibition was developed through a collaborative design process with criminal justice experts and showcases five models of post-release detention facilities. The event also invited visitors to vote for the top 5 most innovative and outstanding works.



6. Hush Husk Team, a collaboration of students from School of Entrepreneurship and Management (BUSEM) from both International and Thai programs, achieved success with their innovative and environmentally friendly business idea: “Natural Air Purifier Made from Rice Husks,” which could be recycled into air filter sheets that absorb unpleasant odors, reduce pollution, and are environmentally friendly. They won 3rd place in the global business plan competition “2025 The Babson Collaborative Global Student Challenge”, competing against 852 teams from 27 leading universities worldwide. And another BUSEM team reached the final 14 teams: Eco Junk Corp Team with their innovation “Transforming Old Tires into Safety Boots.”



7. Miss Natacha Kokoed, a digital marketing student from School of Business Administration, was granted the unique opportunity to participate in the SC Internship 2024 Program organized by SC Asset, a leading real estate development company, under the Digital Marketing Internship (DMK331) course. She also received the SC Intern Hackathon 2024 Champion Award. The internship was an opportunity to learn real-world experiences, beyond just academic knowledge. It's also a chance to practice socializing in a new environment.



8. Mr. Peeraphol Chucherd was one of the 100 selected participants in the Exclusive Financial Career Camp, part of the New Breed Capital Market Financial Professionals 2024 project. This program equips participants with knowledge and skills, paving the way for careers in finance, both in financial institutions and publicly listed companies. The camp is organized by the New Breed program of the Stock Exchange of Thailand. Once in the camp, Sastem participated in workshops and visited various businesses to gain real-world experience in the business world and professional work environments. He also engaged in group activities with new friends from diverse backgrounds, which was a great opportunity to build new networks and connections.



9. Two teams of accounting students won silver medals at the Thailand Accounting Case Competition 2024. This important competition challenged students' abilities to analyze and solve business problems from real case studies, promoting and supporting students in effectively integrating and applying knowledge from accounting and related fields. The success of both teams was attributed to hard work, thorough preparation, and teamwork. The experiences and lessons they gained from this competition will be an important foundation for their personal development and future growth.



10. Students and faculty from Program of Hotel Management (HM) and the Program of Culinary Arts and Design (CDI) won a total of 58 awards in the international culinary competition Thailand Ultimate Chef Challenge 2025 (TUCC), certified by the World Chef Association and co-organized by the Thailand Chefs Association. The awards included 2 gold medals, 16 silver medals, 24 bronze medals, and 16 diplomas. This success reflects Bangkok University's vision as a Practical University and Creative University, focusing on developing students with real knowledge, practical work skills, and genuine creative output through intensive hands-on learning processes and nurturing creative skills in all dimensions.



11. BU LAW Team 1 members, students from School of Law, for winning first place in the university-level legal quiz competition on the occasion of Rapee Day 2024, regional selection round. The event was organized by the Office of the Chief Justice of Region 1 to select representatives from higher education institutions in the Region 1 Court of Justice area (covering Nonthaburi, Chainat, Pathum Thani, Ayutthaya, Lopburi, Samut Prakan, Saraburi, Singburi, and Ang Thong provinces, excluding Bangkok).



12. Mr. Natthanarong Thiangchit, a Tech Talent scholar, and Ms. Chananya Sutthi, a Petch-Chaiyaprupek scholar, represented the next generation of innovators by participating in two prestigious national and international programs. In the "Learn Lab 2025" competition, participants embraced the Meta Learning concept to unlock creative potential and leverage AI technology in developing business models for Mega Trend industries. Additionally, engagement in the "Learning Express Programme 2025"—an international collaboration—facilitated the development of creative thinking and the application of Artificial Intelligence to solve real-world challenges. This was achieved through a rigorous Design Thinking process, resulting in the creation of impactful innovations.



13. Mr. Chayapon Chuaybamrung, Mr. Adinan Suwannochen, Miss Kiatyaa Kotrakul, and Miss Rujirada Pienchob, students from School of Information Technology and Innovation, were proud to announce that 4 exceptional students were selected for the prestigious KAIT Technical Internship Program, sponsored by the Japan Student Services Organization (JASSO) at Kanagawa Institute of Technology (KAIT) in Japan. They participated in program development and research projects on various topics under the supervision of KAIT advisors and worked collaboratively with students from Japan, Malaysia, and Indonesia, presenting an excellent opportunity to build international academic networks. This project was an academic collaboration between Bangkok University and Kanagawa Institute of Technology (KAIT), providing students with the opportunity to develop skills in computer science, artificial intelligence (AI), and cutting-edge technologies. Additionally, students had the opportunity to exchange academic experiences with students from Japan, Malaysia, and Indonesia.



14. The PATA Thailand Bangkok University Student Chapter, representing BU International students, was honored with the PATA Award of Excellence 2024 by the Pacific Asia Travel Association (PATA). Notably, Bangkok University is an institution in the Asia-Pacific region that was selected for this prestigious award. The award recognized the team's commitment to marine ecosystem conservation, a vital resource for life on Earth. Their efforts included hands-on activities and knowledge sharing, supported by strong collaborations with the tourism industry to drive impactful marine preservation initiatives.

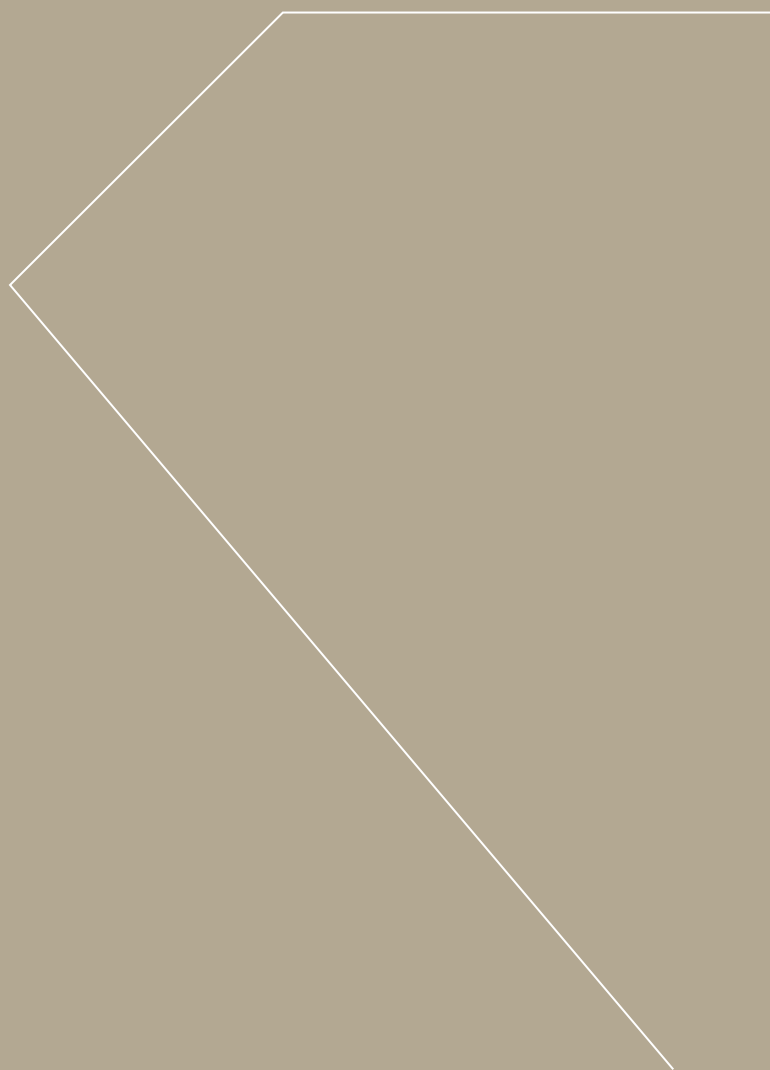


15. Bangkok University Chinese International, in collaboration with Flash Express (Thailand) Co., Ltd., organized the 2nd University Level Thai-Chinese/Chinese-Thai Translation and Interpretation Competition. This higher-education-level competition drew participants from various universities. The event aimed to encourage students studying the Chinese language from all educational institutions to develop their translation and interpretation skills while cultivating specialized Chinese language skills, and to promote opportunities to work with leading organizations.

Two students from Bangkok University achieved top honors in the Interpretation Category: **Miss Busayarungsee Jaroen** (Business Chinese Major): 1st Runner-up, and **Miss Suwannee Earporncharoenkul** (Business Chinese Major): 2nd Runner-up.



11. ARTS AND CULTURAL



Bangkok University integrates Thai heritage with international standards through creative innovation. We foster global cultural exchange networks to transform traditional wisdom into sustainable, contemporary value on a global scale.

1. BU Promotes Sustainable Cooperation Through Thai Food Festival in Bhutan: “Thai Flavors, Bhutanese Warmth”

Host: School of Humanities and Tourism Management

Bangkok University has developed sustainable international cooperation in education and tourism by co-organizing the “Thai Food Festival 2025: Thai Flavors, Bhutanese Warmth” in Thimphu, Kingdom of Bhutan. This aligns with the Sustainable Development Goals (SDGs) in accordance with Bangkok University's mission. The Thai Food Festival was the result of a collaboration between Bangkok University and the Royal Institute for Tourism and Hospitality (RITH) to share knowledge of sustainable Thai cooking methods.

This knowledge transfer not only enhanced cooking skills but also created lifelong learning opportunities, aligning with SDG 4, which aims to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



The project's success was the result of strong collaboration between educational institutions under the Memorandum of Understanding (MoU) between Bangkok University and the Ministry of Education and Skills Development of the Kingdom of Bhutan (MoESD). The goals encompass multiple dimensions. This exemplifies sustainable cultural tourism that emphasizes mutual learning and shared value creation between two cultures, supporting SDG 17, which aims to strengthen partnerships for SDGs.



2. Bangkok University Partners with International Organizations to Connect Asian Cultures Through Creative Works Reflecting Art and Culture

Host: School of Architecture and International Affairs Office

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3. BUDC Decodes Art and Culture into Global Creative Works at ImaginAsia 2024

Participants: School of Digital Media and Cinematic Arts

Instructor and third and fourth-year students from the Digital Media program, School of Digital Media and Cinematic Arts, participated in the international event ImaginAsia 2024, organized by Araya Silp Foundation, Sirivannavari Nariratana, and the Master's and Doctoral Programs in Creative Arts, Department of Creative Arts, Faculty of Fine Arts, Chulalongkorn University.



The event brought together Thai and international faculty members and students from various institutions, including Chulalongkorn University, Mahidol University International College, Rangsit University, Silpakorn University, Meiji University (Japan), National Chengchi University (Taiwan), Nanyang Academy of Fine Arts (Singapore), and National University of Fine Arts (Vietnam).

During this event, Digital Media students had the opportunity to participate in Field Trips and Creative Workshops under the theme “Creative Arts and Design from Cultural Assets for Sustainable Society.”



VISION HOUSE



The **VISION HOUSE** Project, under the theme “**FROM VISION TO ACTION: SUSTAINABILITY FOR SOCIAL DEVELOPMENT**” serves as a strategic platform of opportunity designed to foster collaborative networks between the university, distinguished alumni, and current students.

The project focuses on integrating the diverse expertise and professional experiences of our alumni to cultivate a learning society and inspire sustainable organizational and social development. Furthermore, **VISION HOUSE** acts as a bridge, linking the visions and creative energy from all sectors of Bangkok University. It aims to transfer the unique identity of success across various industries into concrete actions that yield tangible and impactful results.



are leaders across diverse industries—with the aspirations of current students. It is designed to pass on inspiration and create opportunities for the next generation to transform their creative energy into concrete actions, ultimately driving sustainable impact for both organizations and society as a whole.

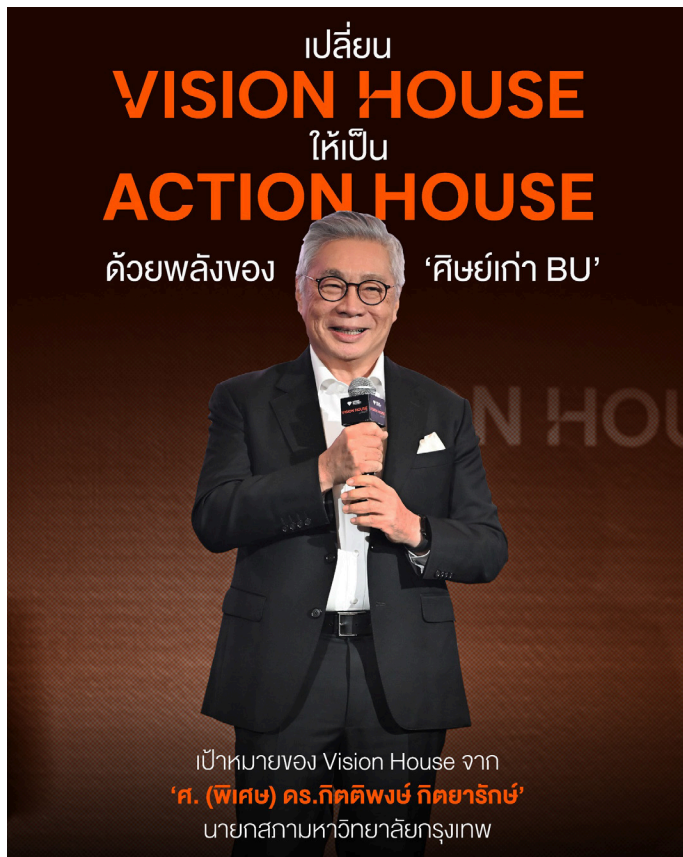
In the context of global geopolitical volatility and the pervasive impact of Artificial Intelligence on human life, coupled with the escalating climate crisis reaching a tipping point, there is an urgent need for adaptation and mitigation. Achieving sustainability in the modern era can no longer be accomplished in isolation; it requires the establishment of Strategic Partnerships, aligned with Sustainable Development Goal 17 (SDG 17) as a key mechanism. Furthermore, the Sufficiency Economy Philosophy serves as a vital guideline for building resilience and optimizing resource management, facilitating a transition from a profit-driven focus toward the creation of a collaborative and creative platform. In this regard, the **VISION HOUSE** project acts as an integrated space to elevate ‘**Vision to Action.**’ By synergizing the strengths of all sectors, it aims to drive educational institutions and Thai society toward true sustainable development amidst the challenges of the global landscape.

Ajarn Purat Osathanugrah, President of Bangkok University, shared his vision on driving strategic collaborations with various networks, while emphasizing the critical importance of sustainable development within the university.

Over the past three decades, Bangkok University has undergone a significant physical transformation, transitioning from the Kluaynamthai campus to the Rangsit campus to enhance the learning experience for students. Throughout this evolution, **Creativity** has remained the core identity driving the institution forward. Furthermore, the university has implemented an **Ecosystem-based Learning** model, integrating academic knowledge with industry expertise and continuously evolving to stay ahead of global changes. This commitment extends to enhancing the quality of life and the environment through student housing projects such as DOBEDO, as well as the implementation of clean energy management, which now accounts for more than 50% of the university’s total energy consumption.

Furthermore, the establishment of the ‘**VISION HOUSE**’ project serves as a strategic platform that bridges the visions and professional experiences of successful alumni—who





The event concluded with a Mini Workshop, providing a vibrant space for participants to exchange insights and brainstorm ideas based on real-world experiences regarding social and sustainable development. This session also offered a valuable opportunity for alumni, executives, faculty, and strategic partners to connect and build lasting relationships.

The closing remarks were delivered by Prof. (Special) Dr. Kittipong Kittayarak, Chairman of the Bangkok University Council. He reaffirmed the university's commitment to establishing **VISION HOUSE** as a long-term network foundation. In particular, he emphasized creating a collaborative mechanism for alumni to mobilize resources, expertise, and business opportunities to support projects that benefit communities and the environment, ensuring a systemic and continuous positive social impact.

As a **Creative University**, Bangkok University is committed to empowering students to discover their inspiration and transform personal passions into professional excellence. Our educational philosophy transcends the mere conferring of degrees; we prioritize providing a real-world laboratory where learners can navigate industry challenges and generate tangible added value.

Through our **Ecosystem-Based Learning** model, we integrate academic rigor with business sector collaboration, utilizing our alumni as a vital engine to pass on both professional expertise and the institution's spirit. The **VISION HOUSE** platform serves as the catalyst for translating 'Vision into Action.' Ultimately, this synergy between the university and our alumni network does more than just prepare the next generation of human capital—it establishes a fundamental cornerstone for contributing lasting benefits to Thai society and the global community in a sustainable manner.



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2	School of Digital Media and Cinematic Arts	Building C4, Floor 3	Tel: 098-2572129, 02-4073888 Ext. 2430	https://www.facebook.com/BUDC.BU/	
3	School of Fine and Applied Arts	Building B1, Floor 1, room 101 and Floor 2, room 201	Tel: 098-2572036, 02-4073888 Ext. 2610, 2373	https://facebook.com/BU.FAB.page/	
4	School of Architecture	Building C16, Floor 1	Tel: 098-2572130, 02-4073888 Ext. 2790, 2374	https://www.facebook.com/ArchitectureBU	
BUSINESS CLUSTER					
5	School of Entrepreneurship and Management	Building A2, Floor 1 and 4th floor	Tel: 098-2572131, 02-4073888 Ext. 2447, 2448	https://www.facebook.com/BUSEM.Thai/	
6	School of Business Administration	Building A7, Floor 2, room 202 and 203	Tel: 098-2570224, 02-4073888 Ext. 2640, 2305	https://www.facebook.com/BUBusiness	
7	School of Economics and Investment	Building A7, Floor 2, Room 204	Tel: 02-4073888 Ext. 2375, 2376	https://www.facebook.com/economics.bu	
8	School of Accounting	Building A7, Floor 1, Room 111	Tel: 098-2570225, 02-4073888 Ext. 2630, 2377	https://www.facebook.com/schoolofaccountingbu	
9	School of Humanities and Tourism Management	Building A4, Floor 2, Room 201 and Building A7, Floor 1, Room 107	Tel: 098-2570227, 02-4073888 Ext. 2480, 2670	https://www.facebook.com/BUHTM/	
10	School of Law	Building A7, Floor 1, Room 110	Tel: 098-2572033 (Monday – Friday), 02-4073888 ext. 2660 (Monday – Saturday)	https://www.facebook.com/BUSchool.of.Law	

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12	School of Information Technology and Innovation	Building A4, Floor 2, Room 205	Tel: 098-2572035, 02-4073888 Ext. 2690, 2699	https://www.facebook.com/BUITInnovation/	
GRADUATE SCHOOL					
13	GRADUATE SCHOOL	Building A8, Floor 2	Tel: 02-4073913	https://www.facebook.com/bugraduate	
INTERNATIONAL PROGRAMS					
14	BUI Bangkok University International	Building C6, Floor 3 (International Center Zone)	Tel: 081-1393983, 02-4073888 Ext. 2204	https://www.facebook.com/BU.International	
15	BUCI Bangkok University Chinese International	Building A7, Floor 2, Room 204	Tel: 098-2572133, 02-4073888 Ext. 2470	https://www.facebook.com/BUCI.Official/	

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