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AIT
Asian Institute of Technology

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MSc Business Analytics and Digital Transformation

NATARAJA Workshop Empowers BADT Students with AI-Driven Business Insights



BADT Students had the opportunity to engage in a thought-provoking workshop on March, 26 led by Hadi Hendrawan, Founder of NATARAJA, alongside Dr. Tobias Endress, program Director of BADT.

The workshop began with an introduction to NATARAJA, a company specializing in AI-driven transformation. The session highlighted how businesses can leverage AI and human expertise to enhance decision-making. A key discussion point also covered the evolution of business analytics, shifting from traditional data analysis to AI-powered decision-making.

The highlight of the workshop was the group session, where students worked on solving real-world challenges. The discussions centered on two key topics: (1) Increasing Thailand's GDP from 3% to 6% by addressing challenges faced by Thai farmers, who represent 30% of the workforce in agriculture, and (2) Exploring AI-driven credit scoring models to improve loan approval for the underbanked in Indonesia, considering alternative data sources like mobile usage and transaction history.



Contributor: Shella Rachma Saraswati, First Year BADT Student, (January 2025 Intake)

Preparing for group presentation was both exciting and nerve-wrecking. Each group presented their findings, showcasing their insights and proposed solutions. These engaging discussions on how data-driven strategies can improve financial accessibility and decision-making provided students with valuable real-world applications of AI in business analytics.

The NATARAJA Workshop was a transformative learning experience. Through hands-on activities and insightful discussions, BADT students gained practical knowledge and a deeper appreciation for the role of AI in shaping the future of decision making.



BFF project: Your Future Besties are Waiting! 🐱🐱



Contributor: From left 1) Thamonwan Changmongkol (Nuan-ST124763) 2) Thantida Yostrakul (Jean-ST124939) 3) Luksika Srichaisupakit (Namhom-ST124805) 4) Atitawan Kraikhunpunsiree (Ace-ST124826) 5) Chaw Thin Zar (Chaw-ST125455)

Building a Supportive Community for Meaningful Connections

Making new friends in an international master's program can be challenging, with many students sticking to familiar circles based on nationality or shared backgrounds. BFF project is an initiative aimed at fostering meaningful connections among classmates, encouraging them to step out of their comfort zones and form friendships that will enrich their academic and personal experiences.

• Why This Matters

A strong social network enhances collaboration, cultural exchange, and overall well-being. Many students at the Asok campus currently struggle to engage due to shyness or cultural differences, leading to limited informal interaction opportunities. With just a short time in the program, it's essential to create an inclusive and supportive environment now.

• Current Behavior vs. Desired Change

Right now, students tend to interact formally in class or stick to familiar groups. Our goal is to encourage everyone to reach out to different classmates, build new friendships, and make the most of their time in the program. We aim for each student to form at least two meaningful friendships by the end of the course.

• Who is Impacted?

This initiative primarily supports Change Management students who feel shy or isolated and those looking to expand their social circles. However, the entire class will benefit from a stronger sense of community and increased engagement in group activities.

By taking these small but impactful steps, we can create an environment where everyone feels included, connected, and supported. Your future besties are waiting—let's make it happen!



Shaping Futures: Insights and Inspiration from the 'AI and the Future of Asia' Dialogue

Volunteering at the “AI and the Future of Asia” dialogue was a remarkable opportunity for me and my fellow student ambassadors. Hosted by the AIT School of Management, the event brought together academicians, policymakers, and business leaders to explore one of the most pressing topics of our time. It truly felt like we caught a glimpse of the future. The highlight for me was the keynote session by Dr. Joon Nak Choi, who delivered a thought-provoking talk on AI, data science, and business innovation. One concept that particularly resonated with me was the “Jobs to Be Done” framework. It transformed the way I think about product development and innovation, not in terms of features, but by focusing on the real “jobs” customers are hiring products and services to fulfill. This perspective not only sparked new ideas but also helped ease the common anxiety surrounding AI and its impact on the job market. It reminded me that instead of fearing AI, we should focus on the unique problems we can solve and the value we can create by better understanding human needs. This experience reinforced the growing importance of skills such as critical thinking and problem-solving in the age of AI and technological advancement.

Beyond the event’s contents, one of the most valuable aspects for us as students was the opportunity to witness the behind-the-scenes workings of such a high-level event. Observing the planning, coordination, and execution firsthand provided us with practical insights and an enriching learning experience that extended beyond the conference itself. *Contributor: Sachhyam Lal Shrestha, August 2024 Intake*



Experiencing the definition of “service” – Bangkok Marriott Marquis Queen’s Park Hotel

Contributor: Yamin Thet Wai, Graduating, Minor in Marketing

As part of our Service Marketing class this March term, Professor Dr. Gérard Tocquer led an insightful visit to the Bangkok Marriott Marquis Queen’s Park Hotel on April 17th, giving students a real-world look at service leadership and culture in action.

The first session featured an engaging talk by Khun Noppasorn Siripakde, the hotel’s HR Director with over 20 years of experience in the Marriott chain. She emphasized that “happy employees make happy guests,” highlighting Marriott’s strong focus on staff development, empowerment, and recognition — both monetary and non-monetary. She walked us through their careful recruitment and training process, the importance of open communication between all staff levels, and how Marriott fosters a culture of empathy and accountability. A key highlight was the “LEARN” approach — Listen, Empathy, Action, React, Notify — used for effective service recovery. The session also included active exchanges between students and Khun Noppasorn on topics such as workforce diversity, employee motivation, and the challenges of maintaining consistent service standards across different cultures.

The second session included a guided tour of the hotel’s guest rooms, ballrooms, spa, gym, pool, and dining areas like Goji Restaurant. The visit ended on a high note at the Teeshot Bar with a round of virtual golf and a group photo.

Our visit to Marriott Marquis reminded us that service marketing is not just about delivering value. It’s about creating memorable experiences through empowered employees, thoughtful leadership, and a strong service culture that shines through in every detail

MSc International Finance

CLOSE TO PERFECT ATTENDANCE!

The recent MSc IF Gathering brought together Finance students from the 2023 to 2025 cohorts—alumni and current—for a warm and lively evening of connection and conversation. Hosted by Program Director Prof. Joe French, the evening was filled with stories, laughter, and meaningful bonds formed across years.



The group kicked off with a dinner at Gigi Eatery, followed by a vibrant nightcap session at Paper Planes Project on 28 February—an unforgettable meet-up that strengthened the IF community.

We're proud to announce our Finance graduands this May:

Ms. Prathana Jantanasakulwong
(Aug 2023 intake)

Mr. Purin Prayoonkamolwat
(Aug 2023 intake)

As you begin the next chapter, may your knowledge and drive lead you to a future of purpose and success.

Congratulations
from your SOM IF Family

We're happy to announce the launch of the SOM IF Group—a Line group created for current students and alumni of the Finance Program. This group will serve as a space to share updates on gatherings, meet-ups, exclusive events, and stay connected as a community. Stay tuned for announcements and upcoming activities soon!

REMINDERS

Finance courses to register for June term:

SM88.2004 Managing Risk (Sessions: 30 May–1 June; 20–22 June)

SM88.2005 International Finance and ASEAN: Wealth Management to Infrastructure Finance (Sessions: 6–8 June; 4–6 July)

STUDENT SPOTLIGHT

My Semester Exchange Experience at HHL Leipzig: A Journey of Learning and Friendship

I had an incredible opportunity to participate in a semester exchange program at HHL Leipzig Graduate School of Management in Germany. It was a wonderful experience where I met international classmates from diverse backgrounds. They not only shared their cultures with me but also supported me throughout my time at the school. I truly enjoyed learning from them and creating lasting memories together.

Beyond the academic program, I had a fantastic time immersing myself in the local culture and exploring the charm of Germany. From wandering through the historic streets of Leipzig to experiencing the country's vibrant atmosphere, every moment was a heartwarming and unforgettable adventure.

If you like to chat more with Mink, about her exchange program, please contact her at stl23985@ait.asia.



Supat Tangwongsatron, Graduating
MSc BADT student.

Next term preview:

- Registration for June 2025 term:
 - Starts – Monday, 19 May
 - Ends – Friday, 30 May
- Course Evaluation for June 2025 term:
 - Starts – Monday, 14 July
 - Ends – Tuesday, 22 July
- Final Grade Out
 - Wednesday, 30 July



If you'd like to be part of our next bulletin, we're welcoming contributions!

For BADT, please email Ms. Inah at inah@ait.asia.

and for IF, email Ms. Marianne at marianne@montecillo@ait.asia.

We look forward to your insights!

BADT Program Update for August 2025 intake onwards:

The changes in the curriculum structure of Business Analytics and Digital Transformation, which is to replace the existing course of 3-credits – SM60.2001: Change Management with two courses of 1.5-credits each :

- SM89.XX: Leading Digital Transformation: Project and Change Management Strategies (1.5 credits)
- SM89.9002: From Data to Decisions: Mastering Data Mining, Analysis and Predictive Analytics in Business (1.5 credits)