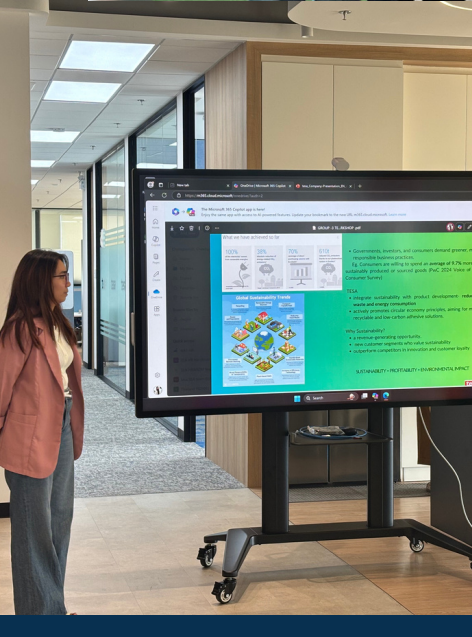


MSc Business Analytics and Digital Transformation

Exploring Innovation: BADT Students' Field Trip to tesa tape Thailand's Innovation Lab



On January 31st, the tesa tape Thailand Limited innovation Field Trip provided an exceptional learning experience and valuable insights into tesa tape's innovative product lines across industries. The unique structure of this field trip was designed as a two-way knowledge-sharing event, making it both engaging and insightful.

Senior management and engineers from their CSC (Customer Solution Center) shared and demonstrated their innovative products, applied technology, and strategic plans in the Asian market. A major highlight of the visit was witnessing various types of adhesives, ranging from simple stationary types to high-performance conductive and stretchable bonding adhesives extensively used in industries such as automotive, electronics, and construction. For many attendees, it was the first time seeing such a wide application of adhesive, leading to several "WOW" moments.

Before concluding the trip, BADT students engaged in workshop sessions, brainstorming innovative approaches to five key business areas and functions to support tesa tape's growth in the market. This interactive session fostered a meaningful exchange of ideas, demonstrating the value of academic and industry collaboration.

This field trip was a well-rounded experience that benefited both students and professionals. Opportunities like this encourage students to gain real-world exposure, making such initiatives highly recommended for future participation.

Contributor: May Myint Myat Thu Khin

May is a first-year in BADT program (August 2024 intake). Feel free to connect with her at [st125357@ait.asia] if you'd like to get more information about the workshop.



Bosch's Leap into Industry 4.0

The opportunity to visit Bosch Automotive Technologies (Thailand) Co., Ltd. at the Hemaraj Plant was truly insightful. As a student of Industry 4.0, witnessing their innovative approaches and cutting-edge technologies was fascinating. The experience broadened the understanding of smart manufacturing and sparked greater interest in the future of automotive technologies.

During the field trip, valuable insights were gained into the company's commitment to Industry 4.0 and digital transformation. Bosch has successfully evolved into a Smart Factory, employing a range of innovative tools to enhance efficiency. One of the standout features is their data-driven manufacturing approach, which involves connecting machines for consistent data input and utilizing advanced reporting and analytics. This integration allows for transparent material flow through RFID gates, enabling precise traceability in production transfers and gate tracking.

The plant also showcased the use of advanced analytics and automated reporting systems. These technologies not only provide deeper insights but also pave the way for future advancements in machine learning and AI. For instance, Bosch aims to implement AI systems that can detect deviations in processes, thereby improving quality control.

Another impressive aspect of their operations is the use of Power BI for data collection and analysis, which transforms complex datasets into user-friendly dashboards and reports. This tool significantly reduces time, man-hours, and costs associated with data management. Additionally, the application of machine learning regression in spray mass distribution illustrates Bosch's commitment to innovation, enabling precise product design and shape prediction. The use of software like Zeegma for maintenance management, which integrates information from various sources, further enhances operational efficiency. Overall, Bosch's advancements in digital transformation and smart manufacturing exemplify their leadership in the automotive industry, setting a benchmark for future innovations.



Contributor: Phraorung Pisithkul (Juk)
Juk is currently completing a two-year program in BADT (August 2024 intake). You can connect with her thru: [stl24686@ait.asia].



MSc International Finance



From left to right: Nixie Shrestha (Aug 2022), Worakit Chutimarat (Aug 2020), Kanthinee Kritphiphat (Aug 2020), Settawat Kaepkakhon (Aug 2022), Myat Yi Win (Jan 2023) and Kenithya Promsorn (Aug 2022)

Not in photo: Sanphot Thiewprasertkul (Aug 2023) and Natthapong Kongsricharoern (Aug 2023)

Congratulations to our recent finance graduates as they mark the culmination of years of hard work and dedication. Their journey reflects not only their academic growth but also their resilience, determination, and passion for learning. As they embark on the next chapter of their lives, we celebrate their success and look forward to the positive impact they will contribute in their communities and beyond.

INSIGHTFUL PUBLICATIONS

Financial Intermediation, Informational Efficiency: Predicting Business Cycles

Journal: International Review of Economics & Finance

Authors: Ujjal Chatterjee, Joseph J. French, Constantin Gurdgiev, Paul Borochin

DOI: <https://doi.org/10.1016/j.iref.2024.103607>

Start strong: Our top 10 tips for financial success in 2025

<https://www.jpmorgan.com/insights/wealth-planning/taxes/start-strong-our-top-10-tips-for-financial-success-in-2025>

Four ESG finance topics for 2025

<https://www.reuters.com/sustainability/sustainable-finance-reporting/four-esg-finance-topics-2025-ross-kerber-2025-01-08/>

Top 10 banking trends in 2025 and beyond

<https://www.accenture.com/us-en/insights/banking/top-10-trends-banking-2025>

STUDENT SPOTLIGHT

Interning at UNESCAP: Lessons in Adaptation, Networking, and Digital Innovation

I had the opportunity to intern in the ICT and Development Section at UNESCAP in Bangkok. My work involved research on ICT and digital agendas, data analysis, providing support in programs and workshops, web content management, and coordination of events. This experience allowed me to apply my technical and analytical skills in an international organization, collaborate with professionals of diverse backgrounds, and contribute towards projects that facilitate digital innovation across the Asia-Pacific region.

The most valuable lesson I learned during my internship was the necessity to adapt. As I worked in an international organization, adapting to different working styles, expectations, and deadlines was necessary. Being proactive when researching and solving problems also played a key role in being able to make significant contributions to projects. I also realized the immense value of networking, engaging with colleagues, and attending events helped me gain valuable insights and experience and opened doors for future opportunities.

To future interns, my recommendation would be to be receptive to learning and accept challenges beyond your comfort zone. Seeking advice and mentorship from experienced professionals can develop technical as well as soft skills. Networking is also a critical component of professional development, networking with colleagues and industry leaders can bring about new opportunities and productive collaborations. To summarize, this internship was an eye-opener, improving my skills and expanding my knowledge of international development. I would highly recommend it to anyone who desires to gain real-world experience in a dynamic global environment.



Rubin Shrestha
August 2023 intake, Graduating,
MSc BADT

Next term preview:

- Registration for March 2025 term:
 - Starts – Monday, March 10
 - Ends – Friday, March 21
- Classes Begin
 - Monday, March 10
- Course Evaluation for March 2025 term:
 - Starts – Friday, May 2
 - Ends – Friday, May 16
- Final Grade Out
 - Monday, May 19



📣 Calling All BADT Students! 📣

Be part of the BADT Yearbook 2025—a showcase of your achievements, projects, and experiences! 🎓🌟

📌 **Submission Deadline:** May 9, 2025

📌 **Published by AIT Press (with ISBN!)**

Submit your best work and make your mark! 📁🚀

✉️ Send your entries to: tobiasendress@ait.asia & inah@ait.asia
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