

Opening Address
Annual Faculty Seminar 2015
by
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Suvarnabhumi Campus
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Most Notable Event in 2014

- January : West Africa Ebola Outbreak
- March 8 : Malaysia Airlines Flight 370 disappeared
- May 22 : Military Coup d'état in Thailand
- June 29 : The rise of ISIS (Islamic State)

Most Notable Event in 2014

- July 13 : Germany won the 2014 World Cup
- Sep 26 : Pro-democracy protests swept Hong Kong
- Oct 10 : Malala and Satyarthi won the Nobel Peace Prize
- Nov 12 : First landing on a comet

Theme of the Seminar

Steering and Strengthening

AU for Global Competitiveness

Sub-Topics :

- 1. Internationalization**
- 2. Digitization, and**
- 3. Competency-based Education**

Internationalization

- Just follow definition of internationalization and the guiding questions

Digitization

- **Four Digital Megatrends**

(Ref: A research summary written in cooperation with AT&T, Cisco, Citi and SAP and Oxford Economics)

1. Mobile Technology

- A Valuable new channel of information
- Mobility of communication
- Computing Power

2. Cloud computing comes of age

- In the Cloud, companies can pay for services as needed**

3. The rise of on-demand intelligence

- **In the sea of information**
- **How to turn information into useful intelligence**

4. Social Media

- **Social media and collaboration become the norm**
- **Focusing on building communities**

Warning:

- Security risks inherent in putting the data into the cloud
- The shift will not happen overnight

Competency-based Education

- How we educate our students to be both competent in their specialization and to transform themselves to be persons for others.

AU must be the light the leads
those who come into contact
with us to the “**True Knowledge**
and **Truth.**”

Three Phases:

1. Preparation
2. Actual Seminar
3. Evaluation

Some Reminders

a) Standing up for our values

- Members of any institution are united by **social values**.
- We are facing challenges – not only with regard to the economy, but also when it comes to **standing up for our values**.

∴ Subjects of the greatest significance for the long-term development remain on the agenda and continued to be addressed.

eg. Self-discipline

Integrity

Honesty

Self-giving

Gratitude

Loyalty...

b) Fidelity to the Institution

- Fidelity to the institution is not negotiable
- Grouses over pay and perks, unhappiness on how we are treated, dissatisfaction with unfair policies and fatigue over long hours do not justify unfaithfulness or betrayal.

- If the burden is too heavy, shed it; move to a place where expectations are met, but do not stay dissatisfied and betray the institution.
- It is **a test of character** to be honest and true.

Ref (The Golden Rule, Ignatius Fernandez. P.133)

Wolf Greek Press, USA, 2014

c) The **true strength** of Assumption University comes not from the scale of our wealth, but from **the enduring power** of our **ideals**:

- Trust and Confidence
- Hardworking attitude
- Commitment to the job
- The bonds of our affection

..THANK YOU..