



CHULALONGKORN  
BUSINESS SCHOOL



# GUIDEBOOK

**AACSB Assurance of Learning Seminar I  
& Asia Pacific Annual Conference 2022**

**14 – 18 November 2022**

**Chulalongkorn Business School – Samyan Mitrtown**



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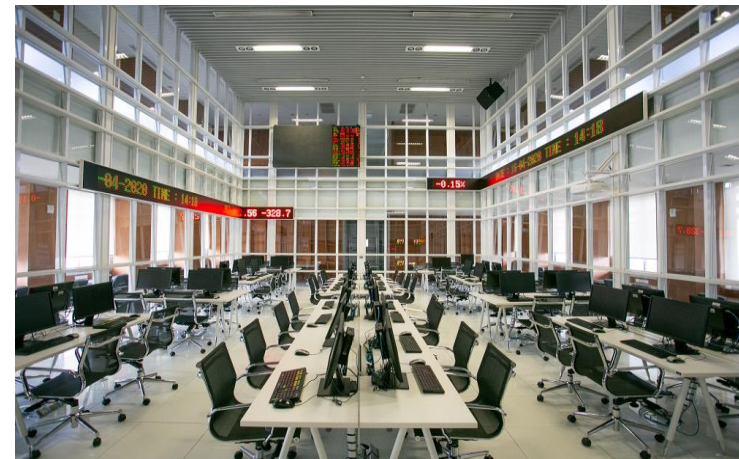
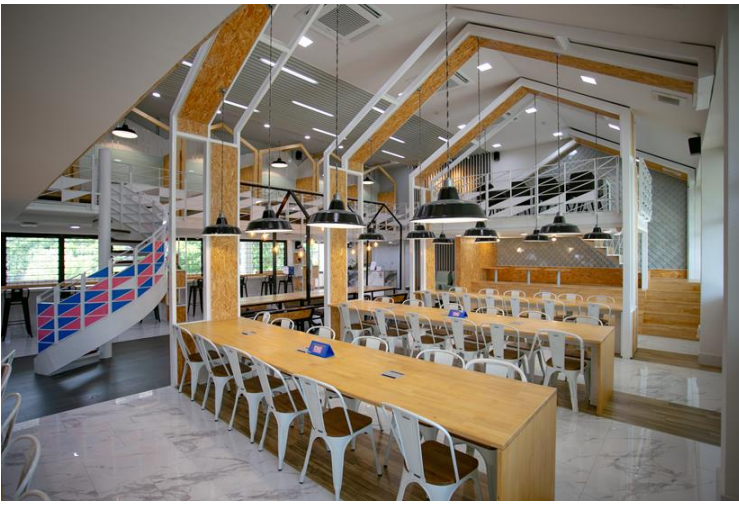
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# Chulalongkorn Business School

Chulalongkorn Business School is still quickly moving forward with sustainable innovations and philanthropic spirit



To cope with rapid changes in business, Chulalongkorn Business School keeps innovating and welcoming all new challenges. The School is driven by the strong aim to become a chief business school perceived as the the flagship for life. Accordingly, the rigorous research, premier quality teaching, academically practical business wisdom, and digital sustainable mindset are combined to develop generations of students and executives and to serve the local and international business arenas.



Our renowned faculty whose researches were widely recognized have been playing a vital role in business sustainability and student advanced learning experiences. Innovative teaching facilities, including the 'Black Box' management theatre and the financial lab equipped with real-time financial data, also enable the classes to reach superior quality. Our students, accordingly, are very well developed and ready to contribute to the disruptive changes beyond the digital era.



Chulalongkorn Business Enterprise (CBE) was established by Chulalongkorn Business School (CBS), to offer our students a unique opportunity to gain first-hand working experience in the real company since the first day of their enrollment. CBE operates CBS Café, an on-campus café that offers a wide variety of drinks and snacks, with the support of PTG Energy Public Company Limited (PTG) and is the first project under the MOU between CBS and PTG. CBE also operates CBS Mart, an on-campus convenient store, with the support of PT Max Mart, one of the leading convenient stores in gas stations throughout Thailand. The students who work with CBS Café and CBS Mart do not only learn basic operations like making coffee or selling items in the mart. Instead, they would work as a part of management team who deals with every aspect of the business, such as accounting, marketing, e-commerce, etc. Another important project under CBE is CBS Lounge, a multi-purposes co-working space that students can utilize to match their needs; from welcoming their customers to training their new skill set. After the initial phase of CBE which receives the strong support from PTG, PTG will let CBS and its students fully operate the three businesses to even further accentuate the real business environment.





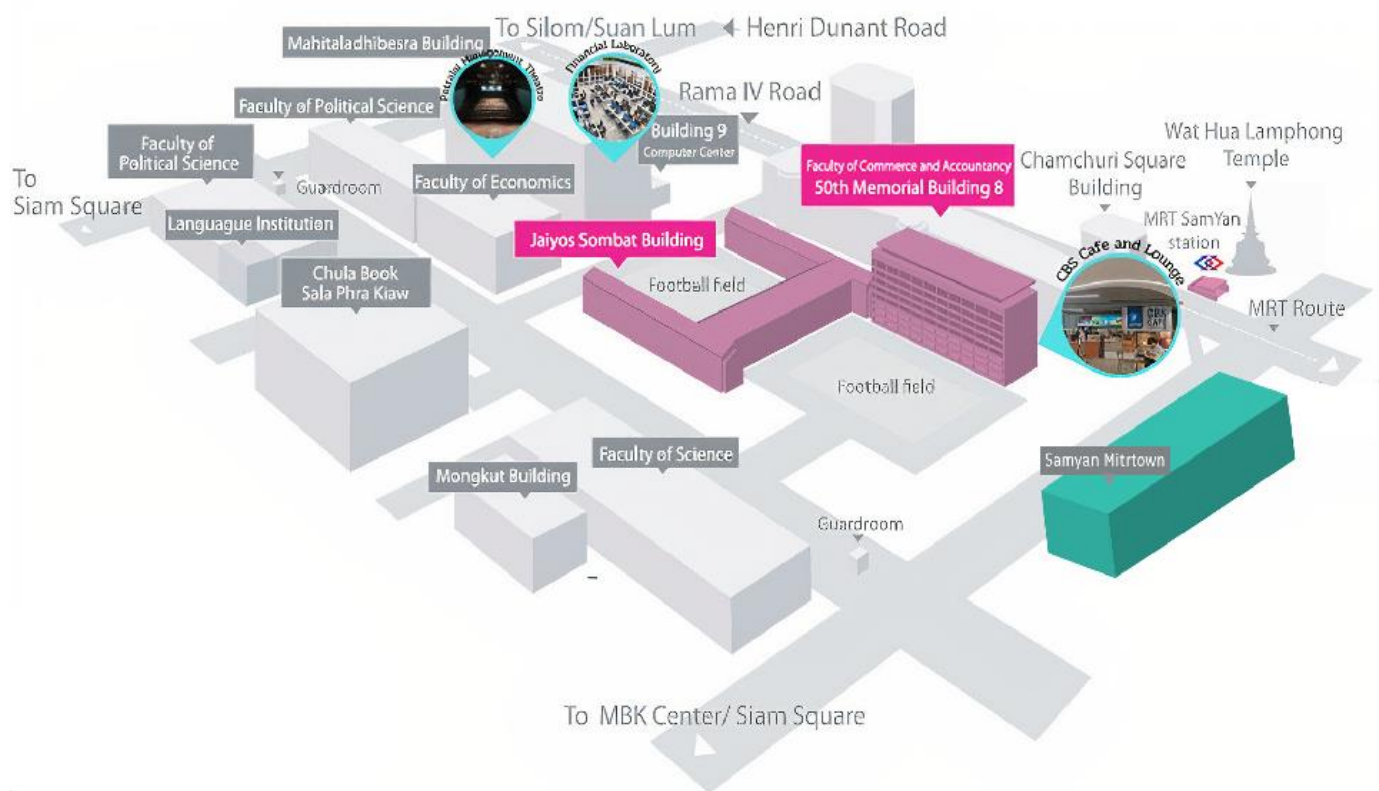
The success of CBE, the first project from the cooperation between CBS and PTG, helps equip our students with the real-world relevant skills in new business establishment, business operations and business management, alongside the traditional in-class education. After completing their degree, our students can build upon the knowledge and skills acquired via the study at CBS and the work experience at CBE and be ready to work effectively in any organization or even start their own business.

We also cherish our strong connections with top academic institutions and business organisations around the world. Besides the faculty level, the students have the opportunities to learn from world renowned professors and top executives both in and out of the class. For instance, ChAMP, Chulalongkorn Alumni Mentorship Program initiated by our School allows the students to have their individual top-executive mentors, who normally are our alumni. The programme was, accordingly, named

‘Innovations That Inspire’ by AACSB, one of the most recognised international accreditations for business schools.

Priding itself as the oldest and top-ranked business school in the country, which are accredited by major international accreditation bodies (AACSB, EQUIS, and EPAS), Chulalongkorn Business School is still quickly moving forward with sustainable innovations and philanthropic spirit. Even after our recent celebration of the 84<sup>th</sup> anniversary, we shall keep evolving and continuously significantly contributing to the all the stakeholders as their flagship for life.

## CBS Campus Map



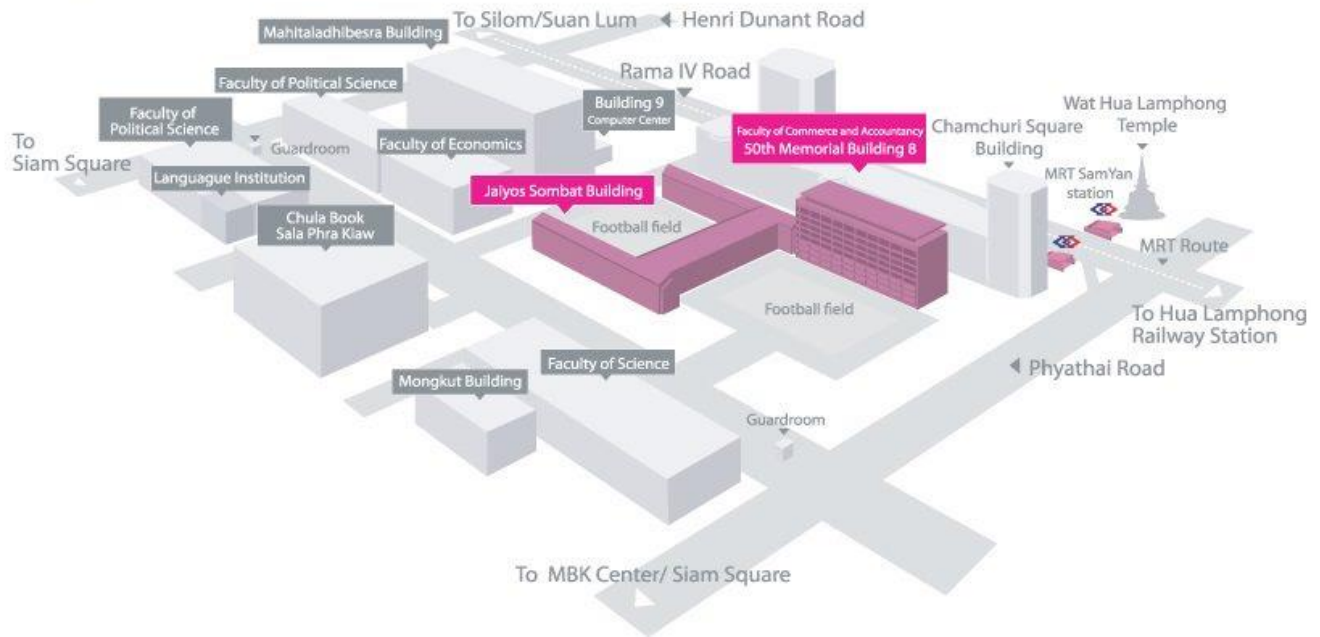
## Chulalongkorn University Map

More Information: <https://www.chula.ac.th/en/contact/map-and-directions/>

# Location

# 14-15 November 2022 AoL Seminar 1

## Chulalongkorn Business School



Room 208, 2nd Floor, 50<sup>th</sup> Memorial Building 8. [Chulalongkorn Business School](#) |  
[Chulalongkorn University 254 Phyathai Road, Pathumwan, Bangkok 10330 THAIL AND](#)

## 16-18 November 2022

### AACSB Asia Pacific Annual Conference

### Samyan Mitrtown Hall, 5<sup>th</sup> Floor

#### ACCESS TO SAMYAN MITRTOWN



Samyan Station Exit 2



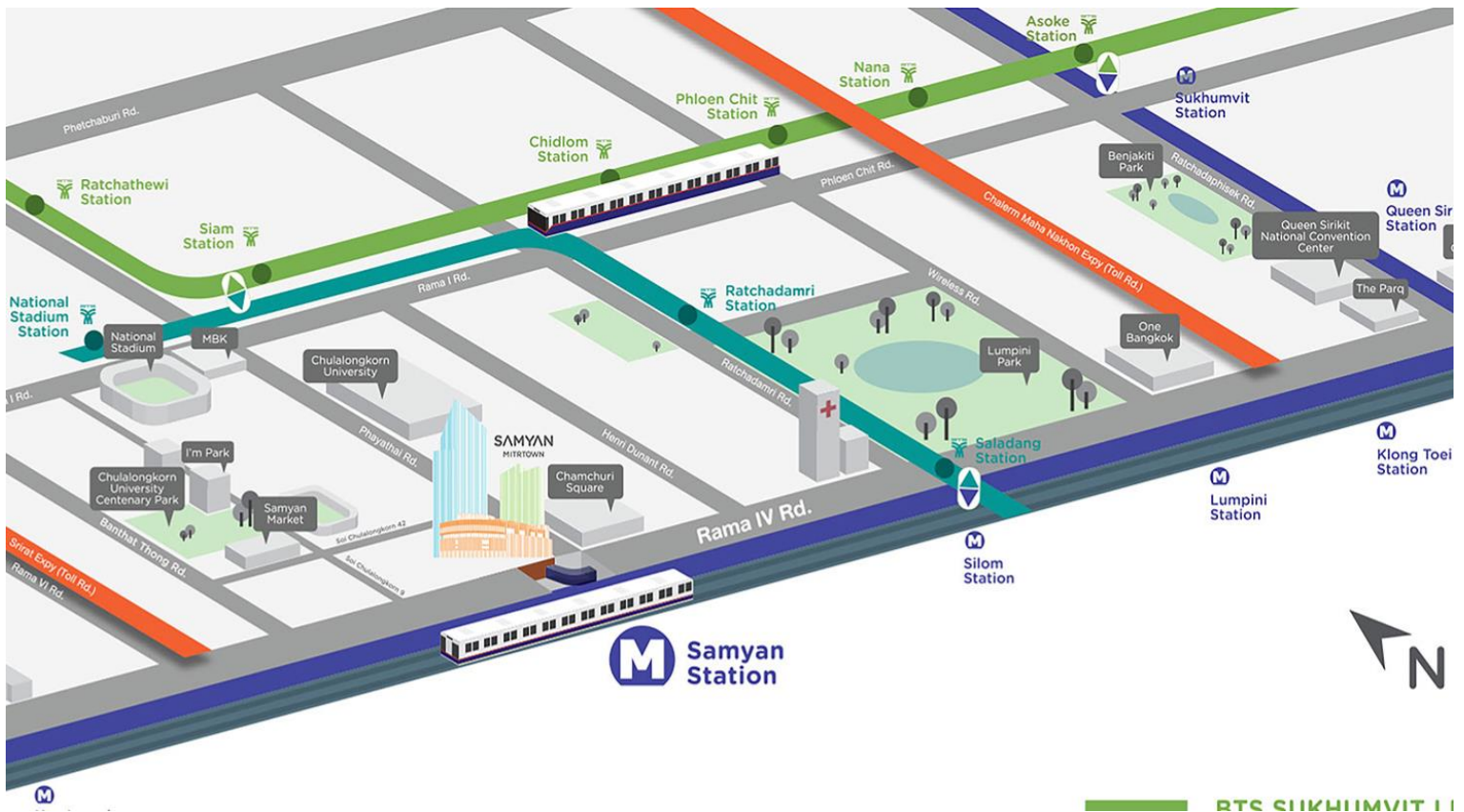
Siam Station



In close proximity to expressways 1.6 km. from Srirat Expressway 3  
km. from Chalerm Maha Nakhon Expressway



Shuttle van service to nearest BTS Station



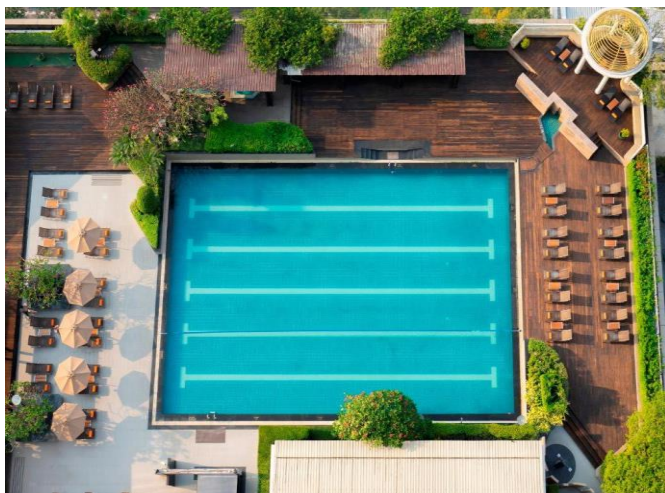
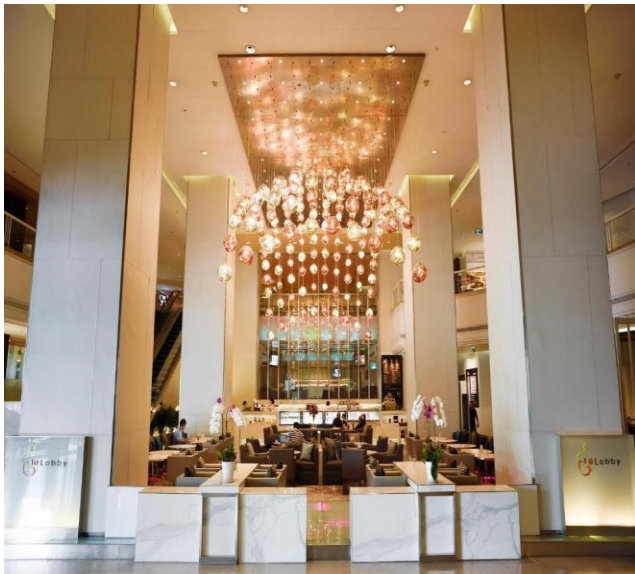
More information: <https://www.samyam-mitrtownhall.com/Attend-An-Event>

# **Hotel Recommendations**

## ● Pathumwan princess hotel

The Pathumwan Princess Hotel, a five-star hotel in Bangkok, thrives in the heart of one of Asia's most dynamic cities. Offering genuine Thai hospitality alongside modern comfortable luxury, guests enjoy a memorable, seamless stay with accommodation and service levels of the highest caliber. Functional and user-friendly facilities, ease of check-in and check-out, and accessibility to all of Bangkok's unique attractions make Pathumwan Princess a special place to stay, the perfect home from home.

Pathumwan Princess Hotel enjoys a location second to none – connected to the renowned MBK center; just a stroll by “skywalk” to exhilarating Siam Paragon, Bangkok Art and Culture Center, and Siam Square; just minutes from Chulalongkorn University, the oldest institute of higher education in Thailand. It also sits on the doorstep of the city's iconic “Skytrain”, the speedy air-conditioned transit system that whisks visitors to other shopping districts, to the busy waters of the Chao Phraya river with famed temples on both banks, and to the business sectors, banking institutions and embassies.



## ● Novotel Bangkok on Siam Square

Whether it's spa pampering, sunbathing next to the pool, or sampling delicious fresh Dim Sum, Novotel Bangkok on Siam Square has it all. Close to shopping heavens, it features a large outdoor pool with a sauna room and a day spa. The hotel also provides free WiFi in all areas.

Rooms come with a plasma TV, a seating area, and tea/coffee-making facilities. A minibar and 24-hour room service are provided.

The fitness center at Novotel Bangkok offers a variety of activity classes. The hotel also provides free parking and a tour desk.

The SQUARE restaurant offers international favorites and also delicious Asian cuisine.

Novotel Bangkok on Siam Square is a 1-minute walk from Siam BTS Skytrain Station. It is also near shopping centers such as MBK, Siam Paragon, and Central World.



## ● Mandarin Hotel Bangkok



Began in 1965. The Mandarin building in its exemplary white was built and officially opened in 1968. Since its inauguration, the hotel has become a famous luxury destination for both leisure and business travelers. In 1981 the hotel had undergone refurbishing and a new wing, Princess wing, had been added. The Mandarin Hotel, therefore, is divided into two wings, the Mandarin original wing, and the Princess wing.

All along, the Mandarin Hotel Bangkok has earned unsurpassed recognition as a luxury hotel, impressing guests from all over the world with its charm and hospitality. The Mandarin Hotel has been praised for its service, convenient access, comfortable atmosphere, and above all, warmth and sincerity, for over 45 years. At the same time, the hotel meets the expanding needs of its guests through expansion, renovation, and innovation.

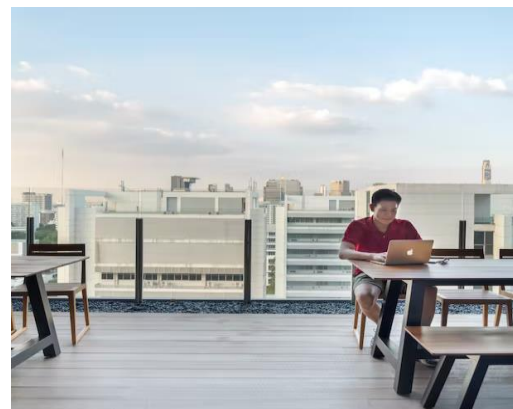
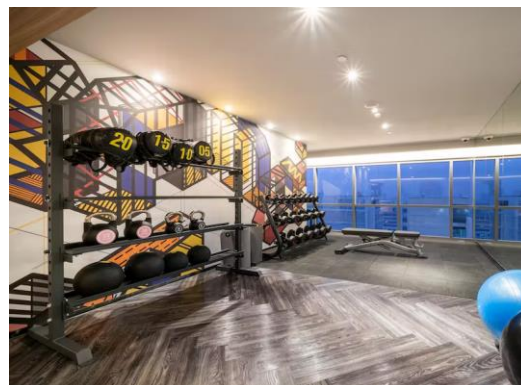
The Mandarin Hotel Managed by Center Point is a 5-minute walk from Sam Yan MRT subway station. It has luxurious rooms with free Wi-Fi. The property features a tour desk, a pool, and a fitness center. The property is a 5-minute drive from Wat Hua Lam Phong and a 10-minute drive from Paragon and MBK Shopping Centres. It is a 15-minute drive from Hua Lam Pong Train Station and Hua Lam Pong MRT subway station.

The rooms are fitted with a flat-screen TV, a refrigerator, and a microwave. They also have a sitting area and a safe. Free toiletries and a hairdryer are provided. The staff at the 24-hour front desk can assist guests with currency exchange and laundry service. Free public parking is available in a nearby location. Guests can enjoy a variety of Thai and international dishes at Krua Luang Restaurant between 10:30 am-10 pm.

## ● Triple Y Hotel

An upscale design hotel in a mixed-use Samyan Mitrtown Project with a 24-hour live zone located in the vicinity of the famous Shopping Center of Bangkok surrounded by the education environment. The 102-room hotel effortlessly blends with the Thai Chinese lifestyle in the good old days of Samyan Area with modern design and legendary Thai hospitality. Its style provides the perfect balance of comfort and convenience giving everyone an authentic experience to the feeling of travel brilliantly. The uniqueness of the hotel itself is the location where the traveler could easily use the underground link from B1 of Samyan Mitrtown Shopping Complex to MRT Samyan station (Exit 2) which could take you to Chinatown as well as to the City.

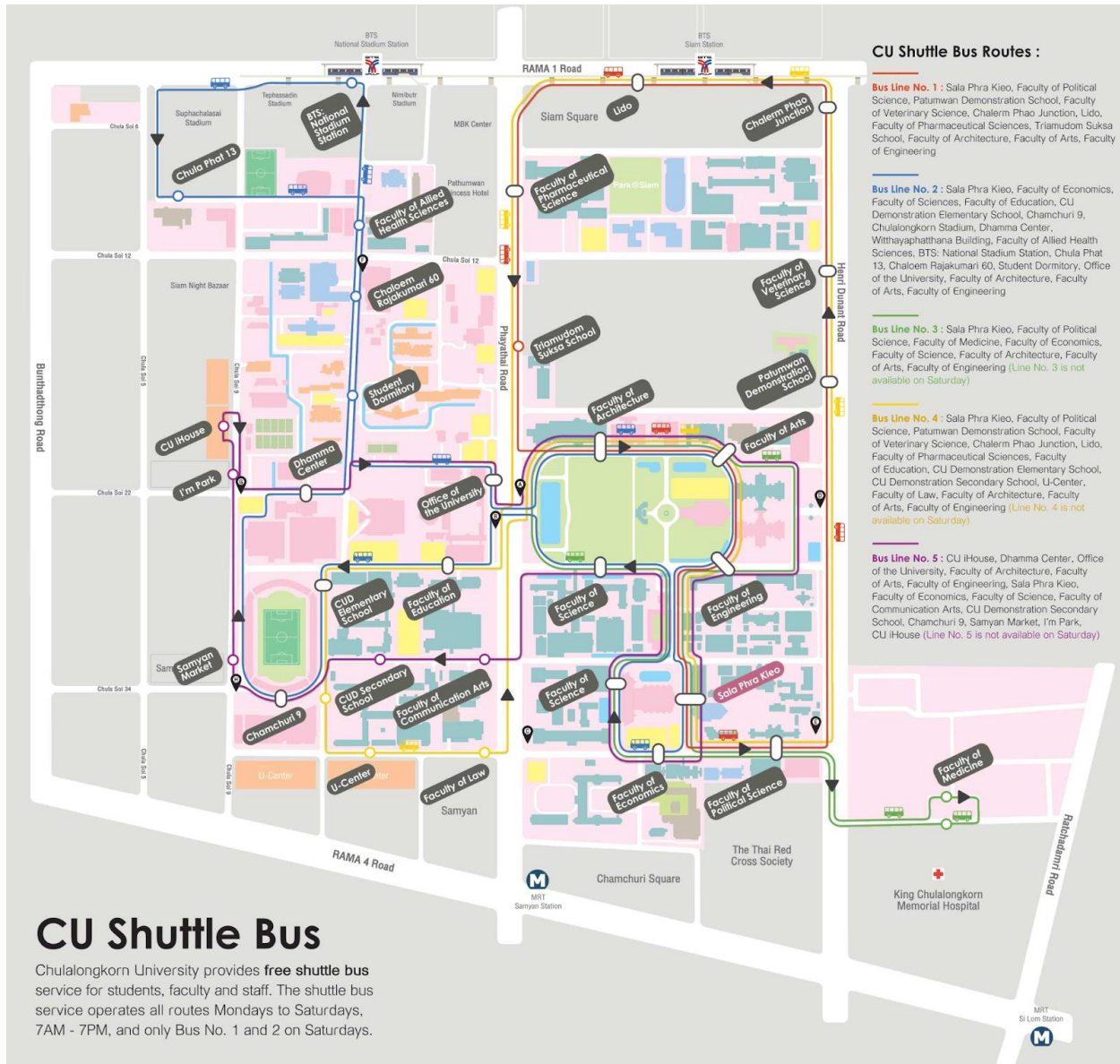
Its concept is differentiated from others in that every paid guest will receive complimentary brewed coffee premium brand “Lavazza” and quality tea brand “Dilmah” at Grab Café (Tuk Tuk) between 06:30 am. and 08:00 pm. in the Lobby area. Moreover, the smartphone ([Portier](#)), loungewear, and Thai-styled sandals provided to the guestroom are selected as an exceptional experience for guests’ comfort to easily wear and walk to Samyan Shopping Complex and nearby Samyan market.



# Transportation

# 14-15 November 2022

## Chula Shuttle Bus



Reference: <https://www.chula.ac.th/en/about/green-university/cu-shuttle-bus/>

# 16-18 November 2022

## Chula Bus



The university supports student activities, in particular activities at the central student club level. such as student clubs, faculties, societies, and rallies. Providing a 45-seat bus to allow students to travel outside the university, both in Bangkok and in other provinces.

## Chula Bus Timetable

Date	Bus No.	From	To	First round	Last round
16-Nov-22	Bus No. 1	Pathumwan Princess Hotel	Samyan Mitrtown (event venue)	11.00 AM	11.30 AM
16-Nov-22	Bus No. 2	Novotel Hotel Siam Square	Samyan Mitrtown (event venue)	11.00 AM	11.30 AM
16-Nov-22	Bus No. 1	Samyan Mitrtown (event venue)	Pathumwan Princess Hotel	7.00 PM	7.30 PM
16-Nov-22	Bus No. 2	Samyan Mitrtown (event venue)	Novotel Hotel Siam Square	7.00 PM	7.30 PM
17-Nov-22	Bus No. 1	Pathumwan Princess Hotel	Samyan Mitrtown (event venue)	8.00 AM	8.30 AM
17-Nov-22	Bus No. 2	Novotel Hotel Siam Square	Samyan Mitrtown (event venue)	8.00 AM	8.30 AM
17-Nov-22	Bus No. 1	Samyan Mitrtown (event venue)	Pathumwan Princess Hotel	5:30 PM	6:00 PM
17-Nov-22	Bus No. 2	Samyan Mitrtown (event venue)	Novotel Hotel Siam Square	5:30 PM	6:00 PM
18-Nov-22	Bus No. 1	Pathumwan Princess Hotel	Samyan Mitrtown (event venue)	8.00 AM	8.30 AM
18-Nov-22	Bus No. 2	Novotel Hotel Siam Square	Samyan Mitrtown (event venue)	8.00 AM	8.30 AM
18-Nov-22	Bus No. 1	Samyan Mitrtown (event venue)	Pathumwan Princess Hotel	2:00 PM	2:30 PM
18-Nov-22	Bus No. 2	Samyan Mitrtown (event venue)	Novotel Hotel Siam Square	2:00 PM	2:30 PM

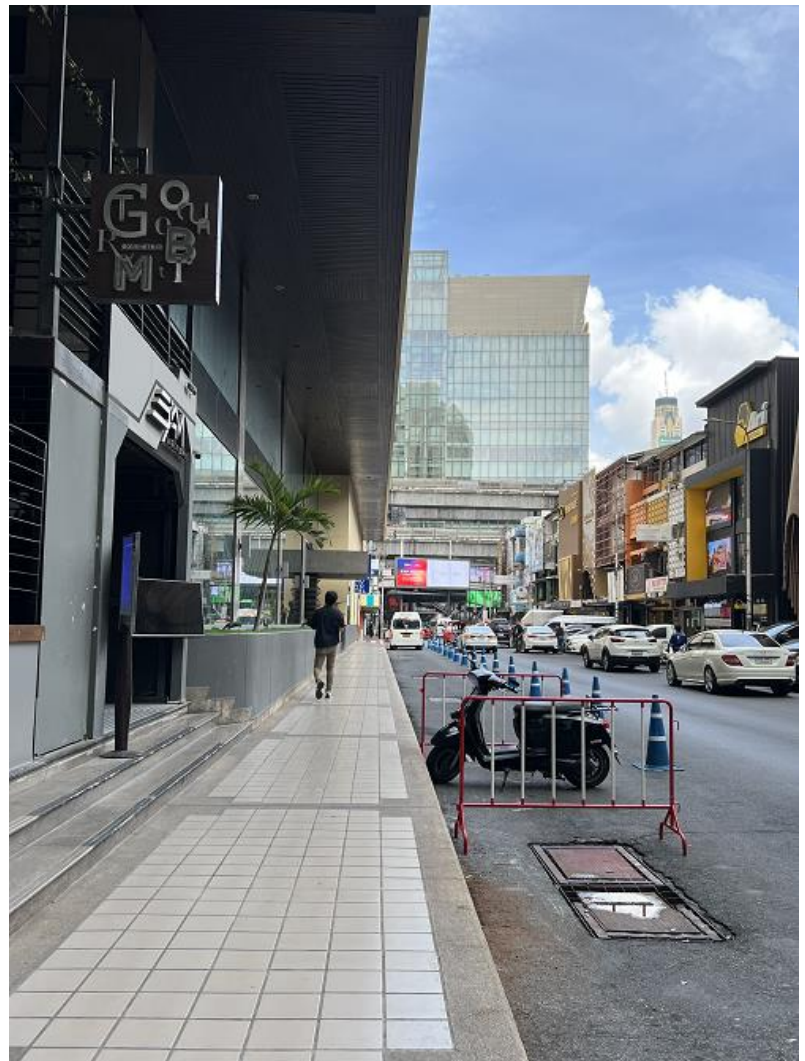
# Samyan Mitrtown Chula Bus Pickup Point



# Pathumwan Princess Hotel Chula Bus Pickup Point



# Novotel Hotel Siam Square Chula Bus Pickup Point



# Muvmi

Let MuvMi be your everyday

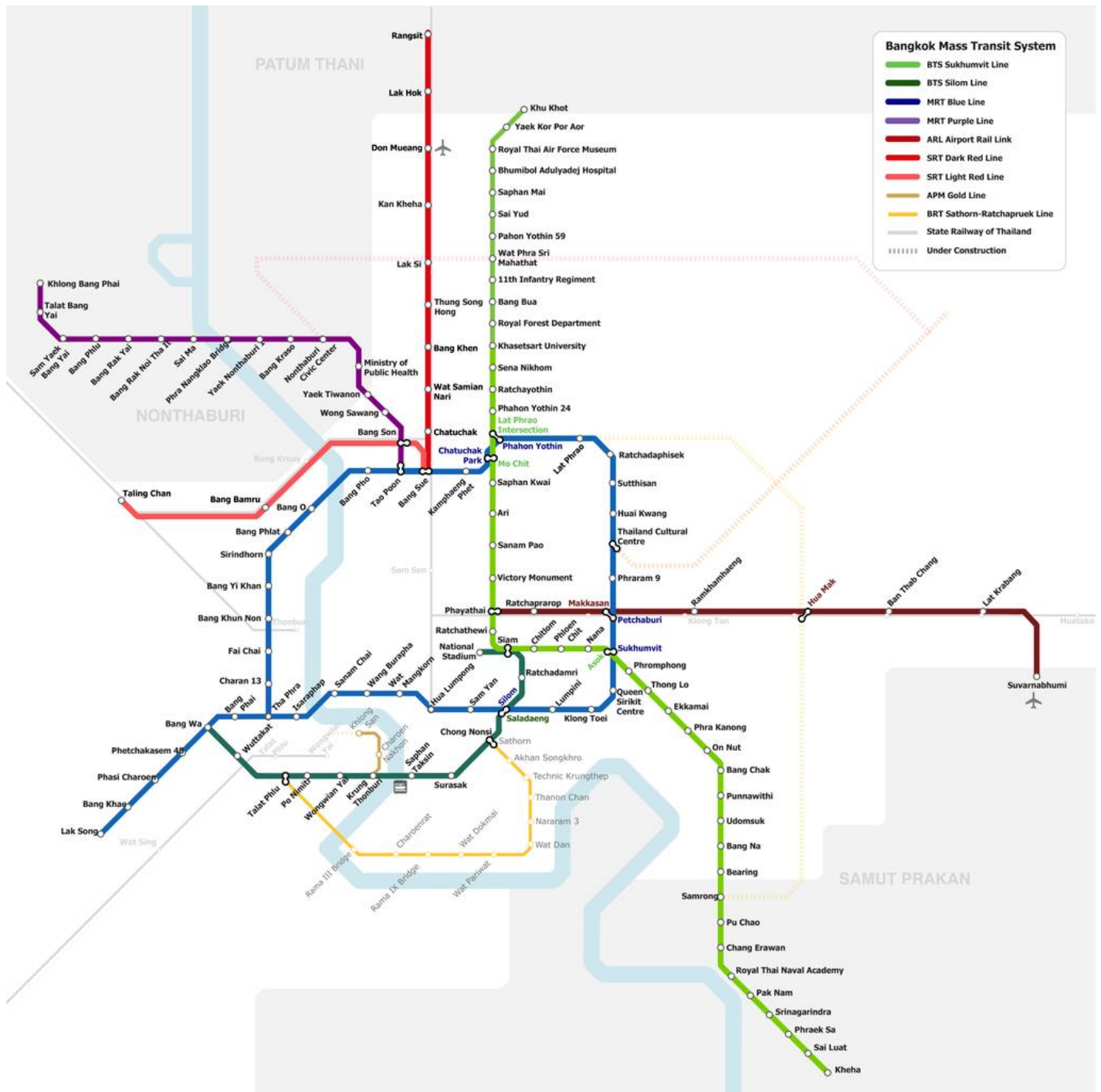
## Travel companion

MuvMi is an on-demand ridesharing service, that conveniently moves you around your neighborhood as well as connects you to mass transit. Our ridesharing service is affordable and our vehicles are environmentally friendly being 100% electric!



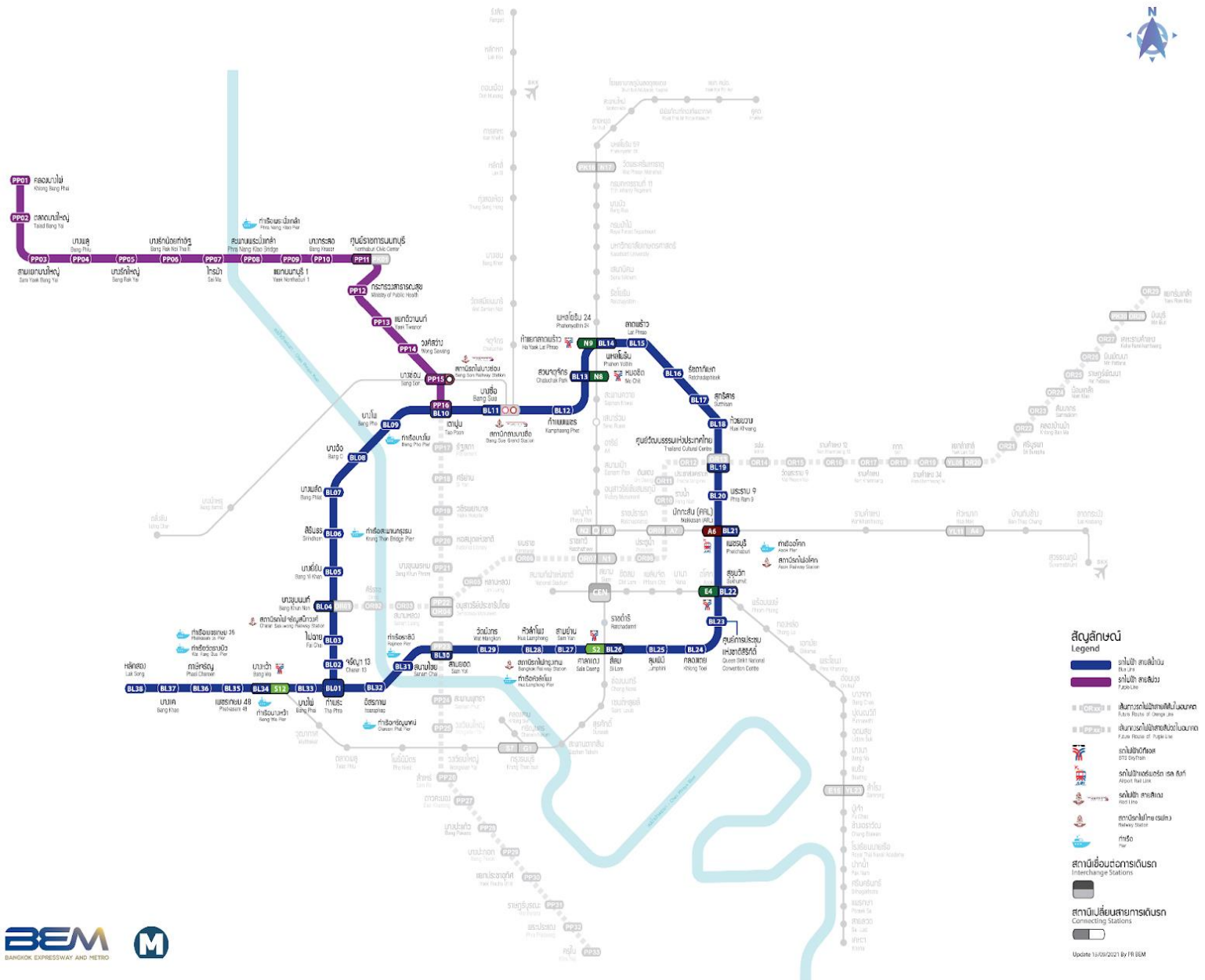
Reference: <https://www.chula.ac.th/en/about/green-university/muvmi/>

# Transportation Map



Reference : <https://www.urbanrail.net/as/bang/bangkok.htm>

# MRT Map

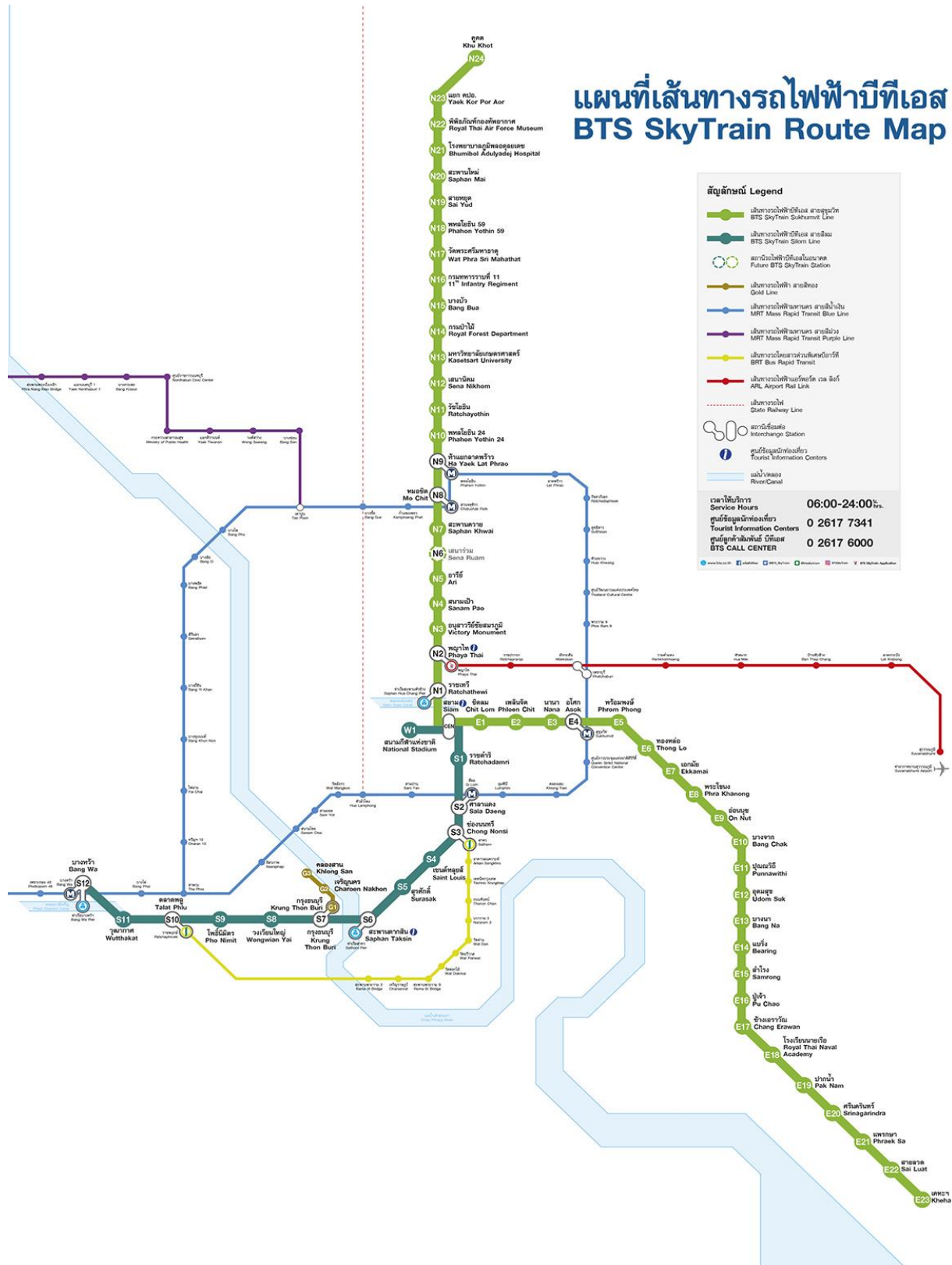


<https://metro.bemplc.co.th/MRT-System-Map?lang=en>

Ticket Type <https://metro.bemplc.co.th/Ticket-Type>

Fare Route <https://metro.bemplc.co.th/Fare-Rate>

# BTS Map



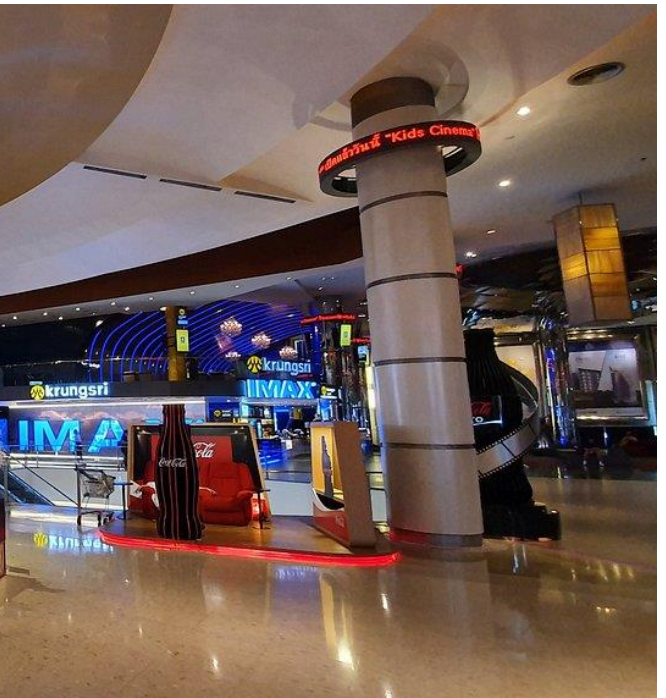
Route and Fare <https://www.bts.co.th/eng/routemap.html>

# Nearby Shopping Destinations

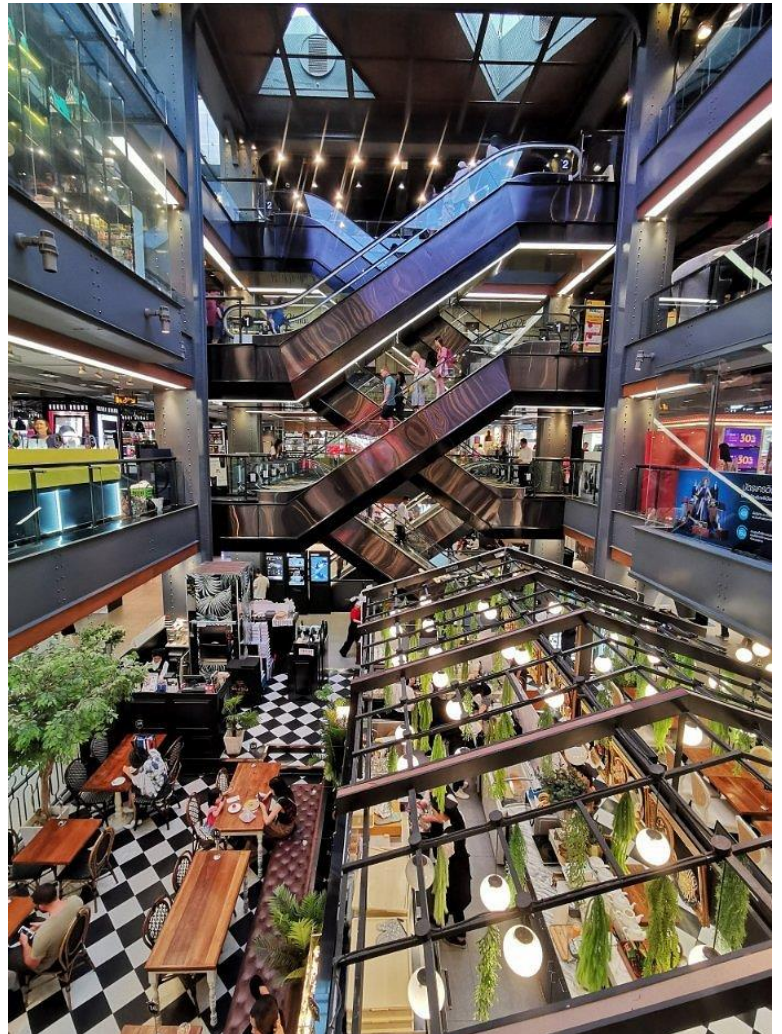
# Siam Discovery



# Siam Paragon



# Siam Center



# MBK Center



# CentralWorld

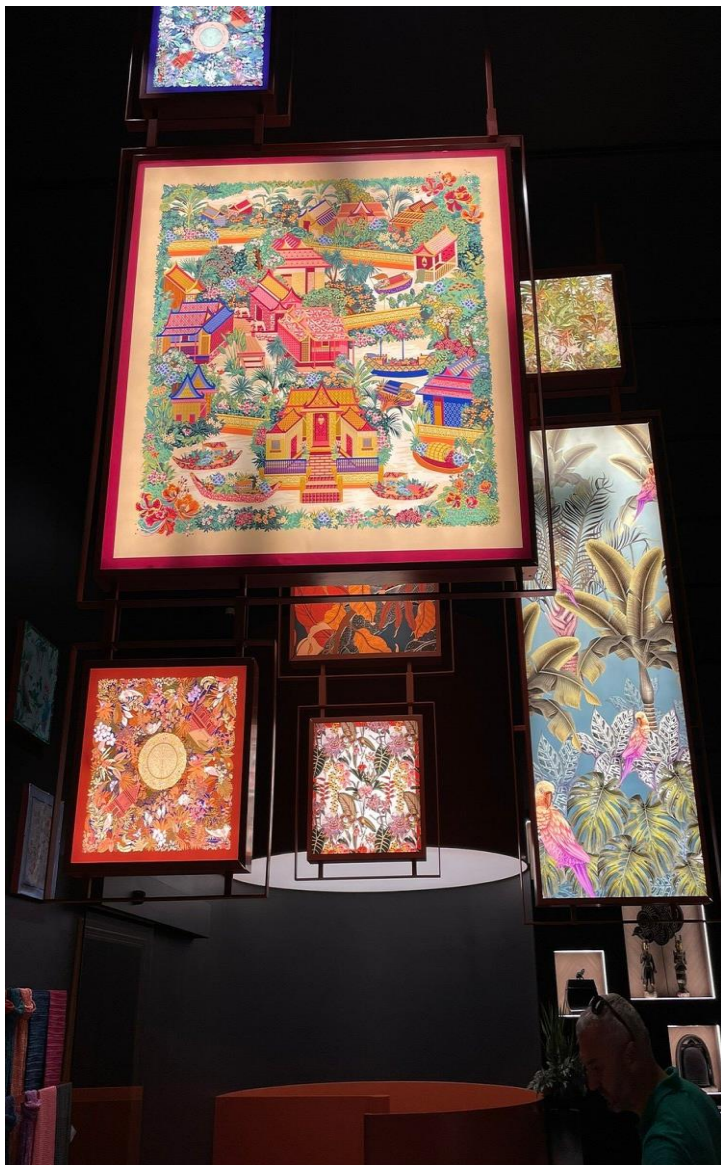


# Places to Visit

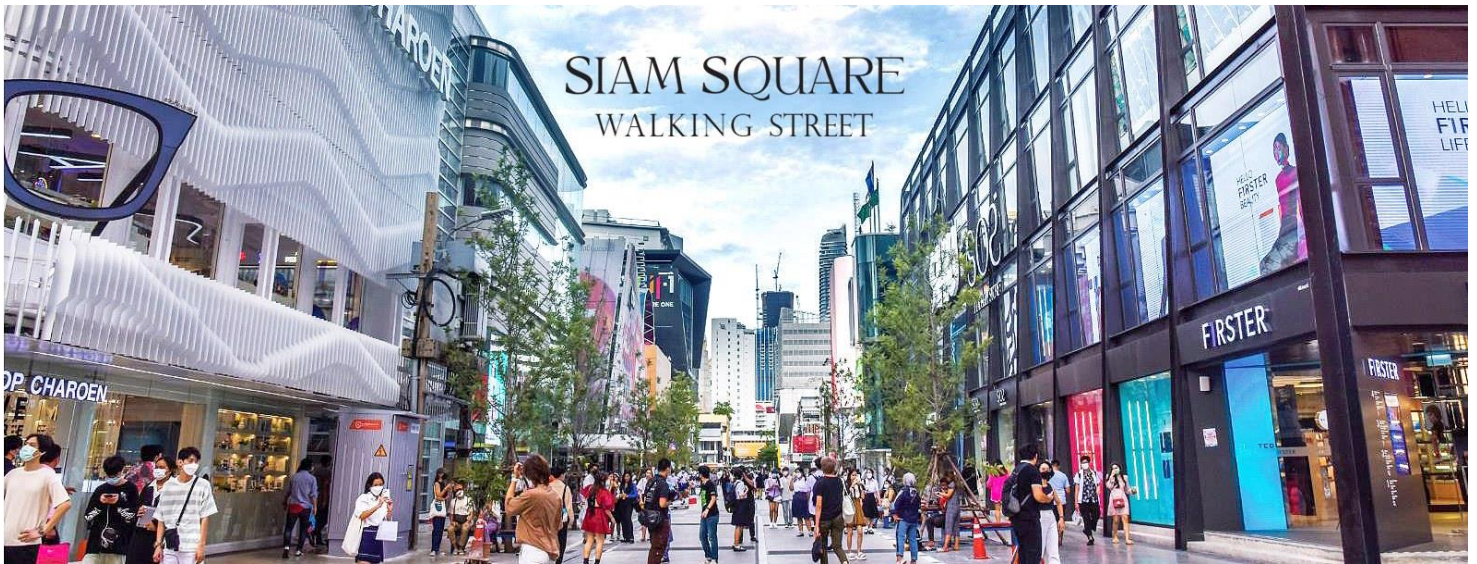
# Bangkok Art & Culture Centre (BACC)



# Jim Thompson House



# Siam Square



# Madame Tussauds Bangkok



# Street Food

# Jok Sam Yan



Details

**Address:** Soi Chula 6 Pathum Wan Bangkok

**Cross street:** Thanon Ban Tad Thong

**Contact:** [www.facebook.com/JokSamyanBanthatthong](https://www.facebook.com/JokSamyanBanthatthong) 09 1719 7836

**Opening hours:** Daily 05:00-10:00; 15:30-22:00



# AUN-POM Steak Samyan

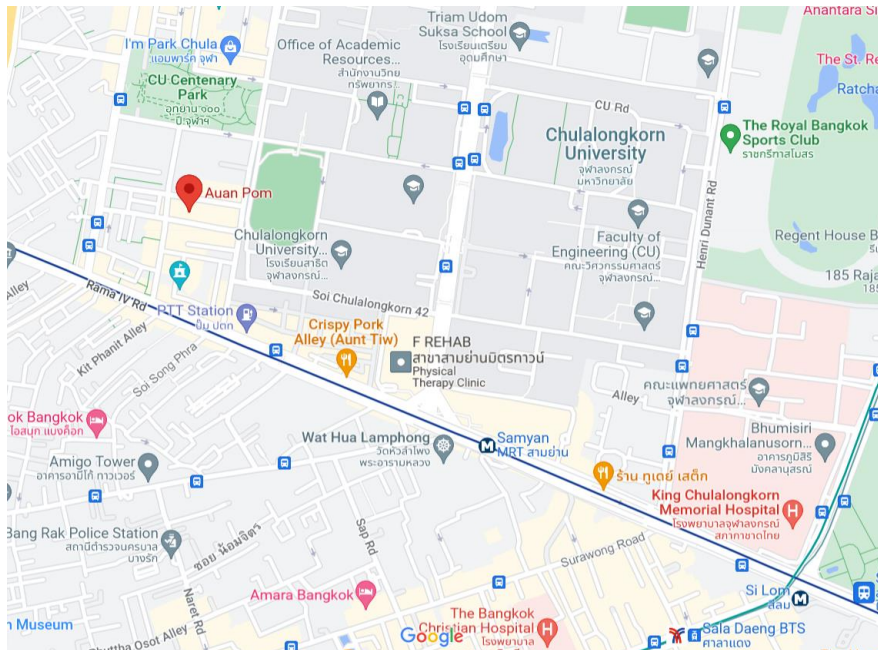


## Details

**Address:** 6 TaladSamyan Mai Chula soi 9 Rama IV Rd, Wang Mai, Pathum Wan, Bangkok 10330

**Contact:** <https://www.facebook.com/profile.php?id=100057141082202>

**Opening hours:** Daily 10:00-22:00



# Jeh O Chula

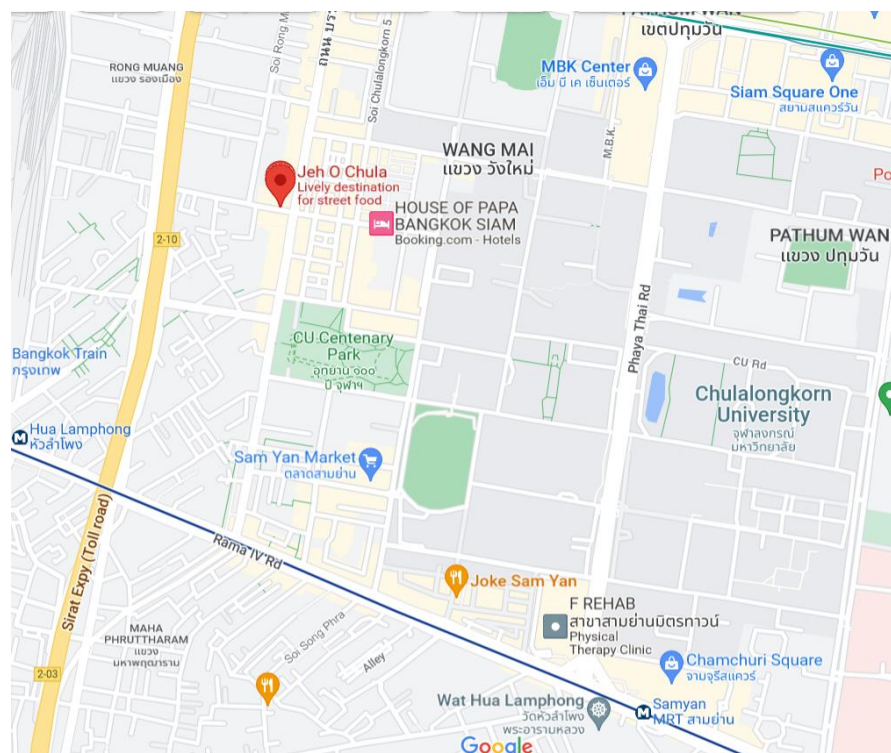


## Details

**Address:** 113 Soi Charas mueng, Rong Muang, Pathum Wan, Bangkok 10330

**Contact:** <https://www.facebook.com/RanCeXow/>

**Opening hours:** Daily 16:30-00:00



# Hokki Potchana

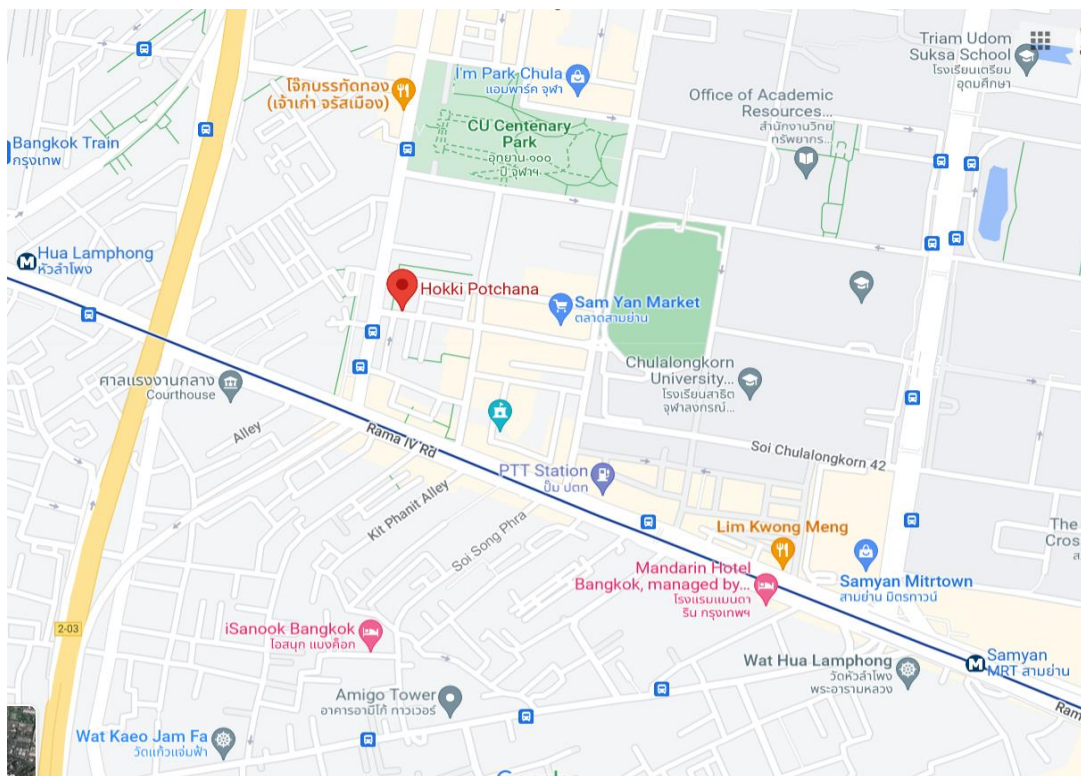


## Details

**Address:** 1789 Soi chula 34, Wang Mai, Pathum Wan, Bangkok 10330

**Contact:** <https://www.facebook.com/hokkipochana/>

**Opening hours:** Daily 11:30-21:00



# JaeWan - Dessert Shop

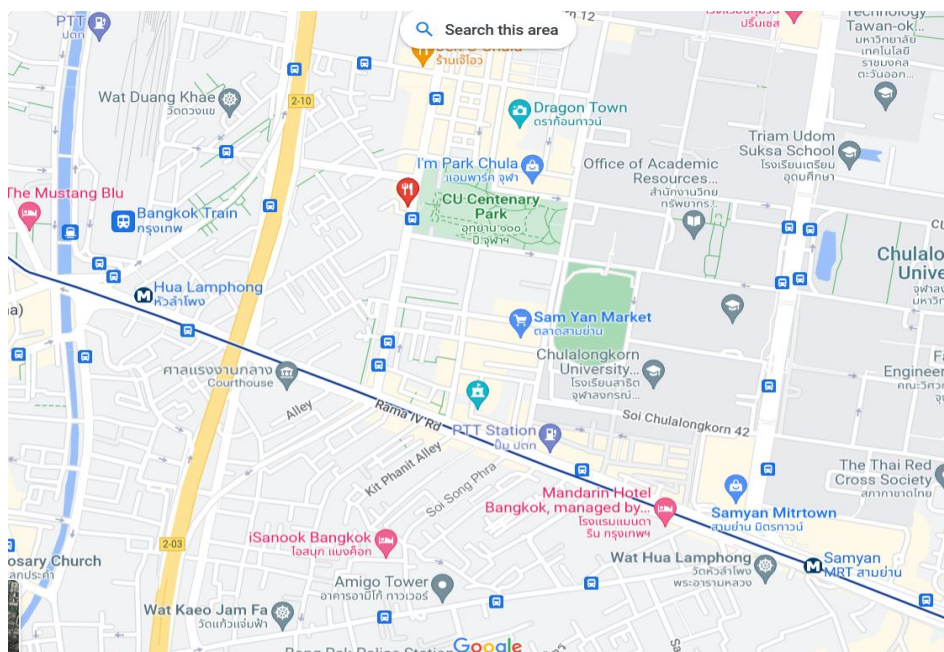


## Details

**Address:** 17 Banthatthong rd. Wang Mai, Pathum Wan, Bangkok 10330

**Contact:** <https://www.facebook.com/profile.php?id=100067812128759>

**Opening hours:** Daily 13:30-23:00



# Je Dang Somtum

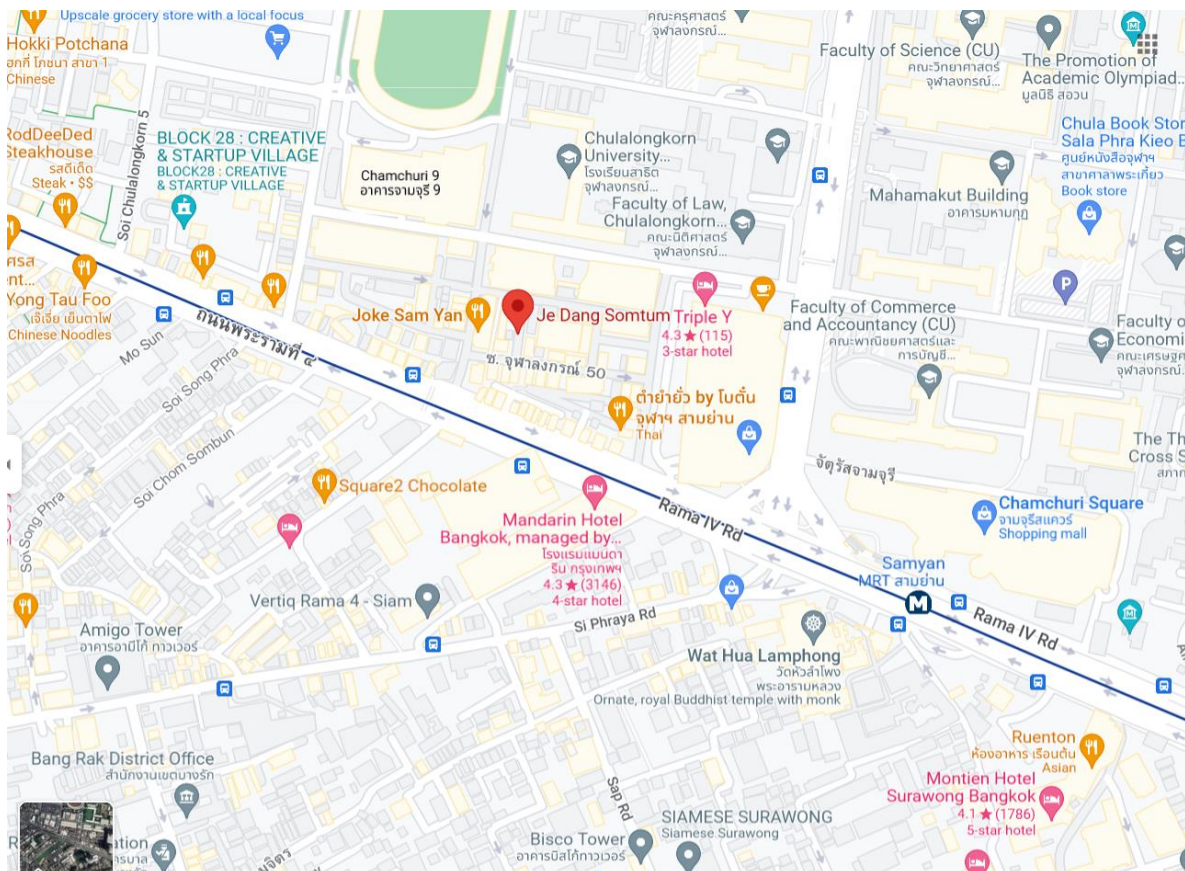


## Details

**Address: 17 Banthat Thong rd. Wang Mai, Pathum Wan, Bangkok 10330**

**Contact:** <https://www.facebook.com/profile.php?id=100067812128759>

**Opening hours: Daily 10:30 - 16:00**



# **Recommended Restaurants**

## Nuatair (เนื้อแท้) - Samyan Mitrtown B1 Floor



## Yana Restaurants - MBK Center 5th floor



**Al Saray - Silom Soi 2, below BTS Saladang Station, is opposite of Silom Complex building.**



**Royal India - Siam paragon G floor.**



The beef Master - MBK center G floor Zone A



## Longest grill by Ali - MBK Center



## Chaolay seafood - MBK Center

