



THAMMASAT BUSINESS SCHOOL



SHARING INFORMATION ON PROGRESS (SIP) 2018-2019

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

1. Letter of Continued Commitment

February 2020

This letter confirms that Thammasat Business School continues to make a strong commitment to the Six PRME Principles and will implement actions that enhance the school's performance in responsible management education and further promote the sustainability of our institution, the Thai business community, and Thailand's economy and environment.

Best wishes,



Assoc.Prof.Dr.Ruth Banomyong
Dean
Thammasat Business School, Thailand

2. Principle and Achievement

Principle 1: Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Thammasat University has a historic identity as the People's University with a commitment to improve Thai society and democracy since its inception in 1934.

THAMMASAT CORE VALUE

“THAMMASAT SPIRIT”

Thammasat Spirit is defined as public consciousness and commitment to social responsibility.

Thammasat Business School (TBS) continuously implements this legacy of the People's University with a strong commitment to social responsibility, good governance, ethical conduct, and creating innovative education in business and accounting. Additionally, following the appointment of a new dean and management team, a new direction has been implemented focused on practical contributions to international business and logistics and with greater emphasis on the school's internationalization and research contributions. Building on successes made from the previous leadership (e.g. Triple Crown accreditation), the school's current vision and mission reflects a desire to position the school for the long-term and make advances in its overall prominence.

Thammasat Business School

VISION

To enhance the reputation of TBS as one of the leading business schools in the world

MISSION

We are here to develop entrepreneurs, managers, and leaders with the capability to deal with the dynamic challenges of global business through research and internationalization.

Direction and continuous improvement

Striding forward into a new decade the principal TBS mission is to develop dynamic and competent global entrepreneurs, managers and leaders who have built their knowledge base on a foundation of solid research covering a range of sustainable international perspectives. To achieve this mission three strategic goals have been agreed:

- I. To expand access to cutting-edge knowledge through dynamic curriculums for local and international industries.
- II. To deliver innovative instruction and lifelong learning through advancement in digital technology and online learning.
- III. To increase impact and recognition by hosting flagship international conferences to showcase faculty research.

Through achieving these goals, the school can make the necessary steps to build upon the strong reputation it has recently gained and truly establish itself as an international leader in dynamic and sustainable business education. Ethical issues and social responsibility are fully integrated into all program designs, delivery, and assessments. Subsequently, TBS has implemented the Assurance of Learning (AOL) System to ensure that the school's commitment to social responsibility is achieved. The AOL assessment guarantees that social responsibility is a key competency of graduates and the school's commitment to continuous improvement.

Achievement

This systematic continuous improvement process has led to the result that graduates of TBS are recognised for their independent thinking, creativity, and commitment to responsible management from employer to the wider community.

The quality of social responsibility of our graduates is evidenced by our triple accreditations awarded by the Association to Advance Collegiate School of Business (AACSB) from the USA, the European Quality Improvement System (EQUIS) from the EU, and the Association of MBAs (AMBA) from the UK.

EQUIS

TBS has high caliber students and alumni whom make strong commitments to ethics and social responsibility. The school is dedicated to teaching ethical business practices and making real efforts to improve the wider community.

AACSB

The underlying philosophy and culture of Thammasat University permeates the Business School and distinguishes it among its peers. In addition, it guides how it directs its impact, how it engages with its stakeholders, and where it creates innovation.

AMBA

AMBA are committed to raising the profile and quality standards of business education internationally for the benefit of business schools, students and alumni, employers, communities and society.

Principle 2: Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Through the legacy of Thammasat, the People's University, TBS commits to offer innovative programs which are value added, sustainable, and have high business and social impacts. Responsible management in TBS values are incorporated throughout the school as shown in the table below:

TBS VALUE FRAMEWORK		
School Emphasis	Program Emphasis	Graduates
Long term	Community committed	Competencies
Change oriented	Real practice	People-oriented
Entrepreneurial	Change	Champion
Good governance	Application oriented	Action-oriented
Democratic	Value added	Independent
Social responsibility	Sustainable	Creative
Service excellence	High impact	Socially committed
Ethical	Lifelong learning	Environmental awareness
Open minded	Innovative	Good citizens
Fairness	Moral	
Best workplace		
Green		

TBS integrates the value of social responsibility fully into all of its degree programs. All TBS curricula are designed based on the core values for program emphasis (See TBS Value Framework table). These values form the basis of TBS program's learning goals related to social responsibility and ethical conduct. The different levels of degree programs provide content area related to these learning goals. Curricular and extra-curricular activities are also designed and implemented in accordance with the school's learning goals. TBS provides extensive opportunities for students to participate in curricular and extra-curricular activities in support of its mission and responsible management education positioning.

Curricula Content and Activities

Different degree programs integrate content and discussion on matters of social responsibility and ethical conduct into their curriculum. This includes issues such as corporate governance, sustainability, and ethics.

Highlights

One example of an innovative curriculum program with focus on social responsibility and engagement with community and business organizations is the compulsory undergraduate course 'TU100 Civic Education'. The unique content of this course is aligned with 'Thammasat Spirit'. TU100 is focused explicitly on ethics, responsibility, and sustainability.

Innovative Curriculum Content - TU100 Civic Education

TU100 is a project-based course which assists small businesses in rural areas to develop new products, streamline operations, improve packaging design, and estimate costs for appropriate pricing. Students are required to work with community and business organizations to design and carry out business and social projects that benefit the community. The objectives of this project are 1) to promote interaction among student, faculty, business organizations and community, 2) to improve the real business practice learning experience, and 3) to encourage students to fulfill social responsibilities corresponding to Thammasat University's philosophy and contemporary good

governance principles. This project, so called “Thammasat Model,” creates impacts on the students learning as well as on the sustainability of Small and Medium Enterprises (SMEs) and the local communities. From 2018 to 2019, students studying TU100 launched a total of 29 projects in cooperation with 29 communities in Thailand.

TBS is committed to sharing its value with the local and international community. Recently, students from Elon University visited TBS to hear a talk focused on the Digital Business Global vs. Thailand by Asst. Prof. Dr. Laddawan Kaewkitipong. After the event, the students were given an introduction to the History of Thammasat University by Asst. Prof. Akkharaphong Khamkhun, an instructor from the Thai Studies Program.



Principle 3: Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

As part of TBS's commitment to PRME, TBS supports various curricula and extra-curricular activities to ensure a full student learning experience related to Ethics, Social Responsibility, and Sustainability. Student learning related to social responsibility and ethical conduct is assessed through the Assurance of Learning process (AOL) and the Employer Satisfaction Survey.

Effective Delivery Mode

In all programs, teaching delivery is a mixed approach of conventional, active, and experiential methods. The school employs a sufficiently diverse range of pedagogical approaches to optimize student learning and the practical application of learning outcomes. For social responsibility related courses, delivery methods are practically oriented through activities such as case studies, student discussions, debates, group project work, and experimental learning through simulation games.

Social Responsibility Related Activities

The school and individual degree programs encourage students to actively engage in social responsibility projects and to participate in volunteer work that helps to build students' professional skill sets. All interactive activities are relevant to specific degree programs and the achievement of the school's learning goals.

As the main focus of extra-curricular activities, TBS provides support for all degree programs, departments, and student organizations to implement social responsibility projects in underprivileged regions of Thailand. These include community development camps, CSR activities related to environmental preservation, and fund-raising projects for non-profit organizations that support the disabled and the economically disadvantaged. These activities are funded from the school's annual budget as well as some external organizations.

- *Social Camp:* This program is led by student organizations and is focused on various social responsibility projects (e.g., building or renovating schools for primary students in rural or underdeveloped areas).
- *BBA Charity Concert:* The BBA international program holds a BBA charity concert every year at the auditorium at Thaprachan campus. All profits from this event contribute directly to a number of charitable institutions (e.g., Thai Red Cross Society, Rajavithi Hospital). To successfully hold this event, students are required to cooperate with many internal and external stakeholders.
- *CSR Activities:* Students are urged to attend CSR activities as part of their extracurricular activities such as planting trees, donating learning materials and sports equipment to remote areas of Thailand, and donating money to those affected by flooding or other natural disasters. These activities help students learn how to give back to society and work effectively with others in difficult circumstances.
- *Business Plan/Case Competitions:* Students are encouraged to participate in business plan/case competitions. Many student awards from national and international competitions were received from projects related to social responsibility and sustainability.

- *Global Social Venture Competition (GSVC)*: TBS has organized GSVC- Southeast Asia since 2007. The Global Social Venture Competition continues to build the social entrepreneurship competencies of TBS students as well as participants from less developed countries in the region such as Cambodia, Vietnam and the Philippines. It also provides a network of experts in sustainable business, social entrepreneurship, and potential services of funding.

Highlights

Curricula Activities – TU100 Civic Education

TU100 course is one example of a TBS innovative course concerning social responsibility and sustainability. Students provide community service and development through a real practice project-based course. During the course, students have high engagement with small businesses in rural areas and make suggestions on how to develop products and improve business management for sustainability.

Achievements

At the end of each semester, each learning goal (including social responsibility) is evaluated in assigned courses. Results demonstrate that all programs achieved their targets in the academic years 2017 and 2018. These findings are reinforced by the employer satisfaction survey through which alumni are evaluated.

Principle 4: Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social environmental and economic value.

Research Strategy related to Ethics, Social Responsibility, and Sustainability

In relation to the school's new mission, TBS aims to produce dynamic entrepreneurs, managers, and leaders in accounting and business administration with the capability to deal with the challenges of the global environment and create economic value and business competitiveness. A key research type promoted is practice-oriented research emphasizing competitiveness, social responsibility and sustainability to improve the performance of businesses and organizations. TBS communicates this commitment to TBS faculty and provides support through the Business Research Center (BRC).

TBS has made substantial progress in responsible management research through both academic and non-academic contributions in three core areas: Competitiveness, Sustainability, and Social Responsibility.

Publications

Examples of international publications from the year 2018 to July 2019 related to the three key research areas can be found below:

Issarawornrawanich, Panya; Wuttichindanon, Suneerat (2019) "Corporate Social Responsibility Practices and Disclosures in Thailand", Social Responsibility Journal: Vol. 15: Iss.3, pp. 318-332

Srisuphaolarn, Patnaree; Assarut, Nuttapol (2019) "Winning CSR strategies for The Talent War", Social Responsibility Journal: Vol. 15: Iss.3, pp. 365-378

Setthasakko, Watchaneeporn (2018) "Drivers and Barriers of Sustainability Reporting in Thailand: A Case of Family Business", Journal of Accounting Professional (Thai): Vol. 14: Iss.44, pp. 22-31

Panichpathom, Supeecha; Saengsawang, Sariya (2018) "Green Office Building Environmental Perception and Job Satisfaction", SDMIMD Journal of Management: Vol. 9: Iss.2, pp. 23-31

Teerakapibal, Surat; Wongboonsin, Kua; Jindahra, Pavitra (2018) "The Influence of Neighbor Effect and Urbanization toward Organ Donation in Thailand", Progress in Transplantation: Vol. 28: Iss. 1, pp. 49-55

Srisuphaolarn, Patnaree; Assarut, Nuttapol (2018) "The Influence of Corporate Social Responsibility on Work Engagement and Organizational Commitment", Social Responsibility Journal: Vol. 9: Iss.1

Srijunpetch, Sillapaporn (2018) "Social Responsibility Accounting", Journal of Business Administration (Thai): Vol. 6: Iss. 1, pp. 25-36

Napathorn, Chaturong (2018) "Human Resource Management in Social Enterprises in Thailand: The Cases of Doi Chaang Coffee and the Doi Tung Development Project", Chulalongkorn Business Review (Thai): Vol. 40: Iss.156, pp. 26-56

Principle 5: Partnerships

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

In 2013, TBS initiated the '75 years - 75 partnerships' project to expand its network and strengthen its relationships with outstanding Thai and international firms through a Memorandum of Understanding (MOU). Since then, this project has been expanded to 89 corporate partners and a further 20 companies are in the process of joining.

TBS Partnership project aims to:

- Develop accounting and business curriculum and teaching methods to solve global business problems applicable to the real business world.
- Create academic research which is responsive to the needs of partnership companies.
- Support TBS in providing responsible management development that contributes to the local and global business society.

Partnership in action examples:

- A partnership with Standard Chartered to support CSR related community development in the poorer regions of Thailand.
- A partnership with Government Saving Bank (GSB) – Thammasat Model
- Other partnerships for responsible management continue with Bangkok Bank, Kasikorn Bank as well as MNCs like Publics, Mizuho, Aeon, and Huawei.

Highlights

Students from the IBMP program have developed a socially responsible mindset in terms of community service and development through a real practice project-based course (e.g., Business for Society TU100). The Business for Society projects of IBMP students have been recognized by small and medium enterprises in many regions of Thailand. Recently, the Rayong city governor and industry sectors created a collaboration with TBS to help improve the products of SMEs in Rayong province. This project was conducted by TBS students with the supervision of TBS faculty. This shows that TBS students and faculty have had a strong impact on Thai community development and engagement. (A video of the project can be views at: <https://goo.gl/J2JRSC>)

In January 2020, Team Thammasat Business School, Assoc.Prof.Dr. Ruth Banomyong (Dean) and Assoc.Prof.Dr. Peter Ractham (Associate Dean for Research and International Affairs) visited National Chung Cheng University in Chiayi, southwestern Taiwan. CCU has a very well-established program in Accountancy and Information Management and were wonderful hosts. Both AACSB accredited business schools are looking forward to successful collaborations in terms of student and faculty exchanges in the near future.



Principle 6: Dialogue

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

As a result of receiving triple accreditations by the Association to Advance Collegiate School of Business (AACSB) from the USA, the European Quality Improvement System (EQUIS) from the EU, and the Association of MBAs (AMBA) from the UK, TBS has recently hosted seminar sessions for other universities to visit the school and discuss the merits of accreditation and curriculum arrangement.



The school also hosted the annual free “Kesree Norongdej Forum,” which assists in the continuing professional development of accountants across Thailand.



In accordance with the school's third strategic goal *"to increase impact and recognition by hosting flagship international conferences to showcase faculty research,"* TBS aims to create communities for the sharing of research and ideas related to business sustainability. In October 2019, TBS hosted the 46th PIM Annual Conference in Bangkok and, in November 2019, organised the eleventh International Conference on Logistics Research in Hanoi, Vietnam. Both were high-profile international conferences, one focusing on partnership and networking between business schools and the other on academic research and links with business. TBS sees potential to capitalise on its growing research reputation and the benefits of Bangkok as a well-connected logistics hub to host more conferences and global networking events. It is believed that through knowledge sharing and collaboration we can maximize our ability to move forward with responsible economic success.

Highlights

TBS has recently cooperated with the Government Savings Bank (GSB) and the Community Partnership Association (CPA) to win the 2019 EFMD Excellence in Practice Silver Award in the special category "Ecosystem Development" on the topic of "The Thammasat Model: Sustainable Community Enterprises." This competition belongs to the European Foundation for Management Development (EFMD).



Principle 7: Organizational Practices

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

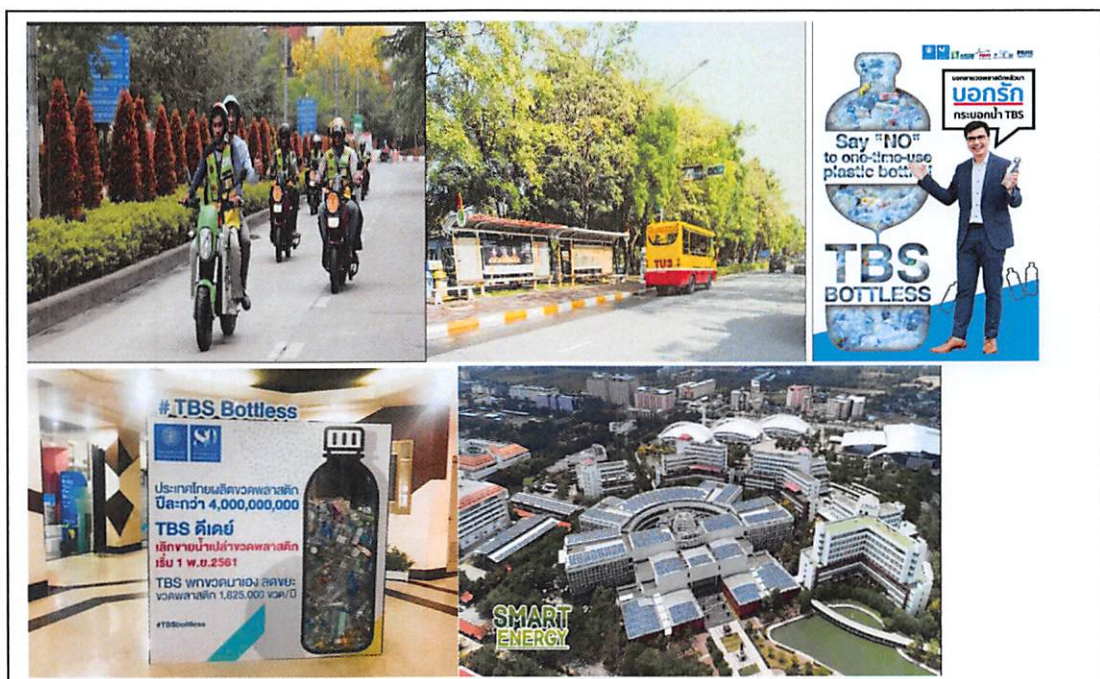
TBS not only realizes the significance of the organization's prosperity but also has a strong realization of the role it plays in remaining committed to the principles of social responsibility and the environment. Through continuing to be forward thinking and progressive concerning our practices we serve as models for our students and the wider community.

These values are conveyed through the following key areas: environment, social responsibility, and organizational prosperity.

Environmental Area

Our commitment to the environment is demonstrated through a host of waste reduction schemes. With concern for the amount of plastic waste the school produces, the following measures have been enacted:

- No plastic water glasses and straws in the university's cafeteria.
- The "TBS bottles project" provides each student with their own reusable bottle to avoid one-time-use plastic bottles at the school.
- No plastic bags at the university's bookstore. Students are encouraged to bring their own bag or can purchase paper bags instead.
- Green shuttle buses and motorcycles driven by green fuel (NGV and Solar) are provided around campus.
- The university has installed a solar panel roof at Rangsit campus in the attempt to reduce energy consumption from the national grid by 40%. It is credited as being the biggest solar roof in Asia and the fourth one amongst universities around the world.
- The university has introduced a new paperless evaluation system where instructors can complete student evaluations and grading online. Students can also find their course outlines and handouts online reducing the need for paper.



Social Responsibility Area

The Master of Business Administration in Global Business Management (GEMBA) provides scholarships for international students in every academic year. This helps to increase the internationalization of the school and ensure that outstanding international students are not kept from securing a place at the school due to financial reasons.

Both undergraduate and graduate programs conduct a host of CSR activities during their degree programs. For example, students studying on the Master of Business Administration Program (MBA) recently went on a field trip to the rural villages in Chiang Mai province to donate money and assist in local projects. In addition, the Master of Accounting Program (MAP), visited Nakhon Ratchasima province, in the South-East of Thailand and participated in a tree planting scheme to highlight the importance of sustainable forestry.

On the 19th May 2019, TBS hosted “TBS X Run” a charity marathon in cooperation with TBS and a group of XMBA’s alumni (Master of Business Administration Program in Strategic Management). Profits after expenses were donated to a rural school in Mae Hong son province, in the north of Thailand, to build a library.



In July 2019, a free research workshop titled “Insight into Existing Behavioral Research and Potential for Interdisciplinary Behavioral Research” was provided by the Doctor of Philosophy Program in Business Administration (Ph.D.).

July 22 2019
10AM – 12noon
VENUE: Meeting room 423
TBS Building

INSIGHT INTO EXISTING BEHAVIORAL RESEARCH AND POTENTIAL FOR INTERDISCIPLINARY BEHAVIORAL RESEARCH RESEARCH WORKSHOP

SPEAKERS : Dr.Siew Chan
Associate Professor of Accounting
University of North Georgia, USA
Thammawat Building Fellow
visiting Professor

Learn from the expert in behavioral research Find out what's on, what's new in the field Socialize and network with the group of behavioral researchers

MORE INFO
PHD PROGRAM THAMMAWAT BUSINESS SCHOOL PRACHIN CAMPUS
Tel: 643-2261 Email: phd@tbs.tu.ac.th PhD Thammawat University

In addition, the CONC (Thammasat Consulting, Networking, and Coaching center) has provided 13 free seminars over the past year. Examples of some of these can be seen in the posters below:

CONC

FREE FORUM

LESSON FROM SILICON VALLEY

25TH JUNE 6PM - 8PM

BY KAMRAN ELAHIAN

LESSON FOR THAI STARTUP
FROM LEADING SILICON VALLEY VENTURE CAPITALIST

Office: 201 Thammasat Business School, Thammasat University, Tha-Prachan
Register: 1906@Q21-41C

CONC

FREE FORUM

GOING OUT INTO THE STORM

HOW CAN THAI MULTINATIONALS EXPAND OVERSEAS IN THE CURRENT GLOBAL POLITICAL TURMOIL?

19 JUNE 2019

5:30 PM - 7:30 PM

@ ROOM 508 STAFFLOOR, THAMMASAT BUSINESS SCHOOL, THA-PRACHAN

FREE REGISTER: 600.GL/K7KQU @ SCAN HERE >>>>

BY MEREDITH MILLER, SENIOR VICE PRESIDENT AT ALBRIGHT STONEBRIDGE GROUP

MODERATED BY DR. SUTHIKORN KONGKAEM, CONC DIRECTOR

CONC

FREE

TQM FORUM #30

ประเทศไทยในเส้นทาง TQM สู่การยกระดับคุณภาพชีวิตของคนไทยโดยถ้วนหน้า

"ข้อเสนอแนะอย่างการนำ TQM มาใช้ในการบริหารราชการแผ่นดิน"

บรรยายโดย ดร.วิวัฒน์ สิทธิประสงค์กุล ดำเนินรายการโดย พ.ร.อ.ภัส ศรีโรจน์

วันเสาร์ที่ 10 พฤศจิกายน 2561

เวลา 13.00 - 16.00 น.

ณ ห้องประชุมศีกษการ ปธาน ชั้น 9 อาคารเรียนประสอศ 1 มหาวิทยาลัยธมมสารทาชพราชน

“การกิจหลักของรัฐบาล คือ ยกระดับคุณภาพชีวิตของประชาชน และพัฒนาประเทศให้เจริญก้าวหน้า เข้มแข็ง โดยมีเข็มมุ่งเร่งด่วน ที่จะต้องขจัดความยากจน ลดความเหลื่อมล้ำ และปฏิวัติการศึกษา”

ดร.วิวัฒน์ สิทธิประสงค์กุล
ศาสตราจารย์พิเศษ/คณบดีคณะบริหารธุรกิจ มหาวิทยาลัยธมมสาร

CONC

HR MANAGEMENT & LGBT @WORKPLACE

Real Case Studies and Global Leadership Practice

THURSDAY 20 JUN 2019 6-8PM

หลัง 500 คนจากบริษัทชั้นนำจะมาร่วมกันที่ มหาวิทยาลัยธมมสารทาชพราชน

OUR SPEAKERS

MONRUTAI TAMAKONG
MANAGING DIRECTOR
BKK KONGKUL TAI

JEANETTE ESTES
HR THAILAND
COMPANY LIMITED

PLOYPAULIN SAKDAPHETSIRI
MANAGING DIRECTOR
(THAILAND) LIMITED

KITISAK MANORATANA
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(THAILAND) LIMITED

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TRANSPIRA FOR POWER

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CONC THAMMASAT BUSINESS SCHOOL

Trap Tales: Outsmarting the 7 Hidden Obstacles to Success

Trap Tales wants to help you avoid the traps that are holding you back so you can be successful. Avoid old bad habits/routines that lead to failure and consider inviting a Trapologist.

- David Covey

4 JUL 2019 5-8 PM

THAMMASAT UNIVERSITY, THA-PRACHAN

PROF. YASUSHI KIYOKI
KEIO UNIVERSITY OF JAPAN

5 DIMENSIONAL WORLD MAP

THINKING NEW BUSINESS CREATION AND SOCIAL INNOVATION WITH ARTIFICIAL INTELLIGENCE AND TECHNOLOGY FOR KNOWLEDGE SHARING, ANALYSIS AND VISUALIZATION SYSTEM

15 AUG 2019 06.00 - 08.00 PM

ROOM 208 THAMMASAT BUSINESS SCHOOL, THAMMASAT UNIVERSITY, THA-PRACHAN CAMPUS

FREE REGISTER | BIT.LY/22NTRGJ | CONC THAMMASAT | 02-613-2247

Bitcoin

MONEY 4.0

โดย ศาสตราจารย์ ดร.อาณัติ สัมมเดช
คณ:พาณิชยศาสตร:การบัญชี มหาวิทยาลัยธมมสารทาชพราชน

และ: คุณชลเดช เหมรัตนนา
Chief Executive Officer, บริษัท ฟินเทค (ประเทศไทย) จำกัด

15 AUG 2019 18.00 - 20.00 น.

ห้อง 201

คณ:พาณิชยศาสตร:การบัญชี มหาวิทยาลัยธมมสารทาชพราชน

02-613-2247

The project *"Pay It Forward"*, a project designed for the Master's degree in Marketing program (MIM), aims to turn graduation gifts into monetary donations during the commencement ceremony. This project has been arranged continually for 7 years. The project uses monetary donations rather than traditional graduation gifts for the benefit of the community.

The project *"Forwarding the Royal Footsteps"* has been continued for another year due to enduring success. This project was launched in Chiang Mai Province, a northern province of Thailand, and has been arranged continually for 15 years to offer students a valuable opportunity to learn, to explore, and to understand the life of tribal communities. Students are guided to carry on projects first initiated by King Bhumibol Adulyadej aimed at economic and social development as well as the conservation of natural resources and the environment. Local people's overall well-being and happiness stands at the heart of this project.

Organization Prosperity Area

The mental and physical health of all staff working at TBS is greatly valued and supported. For this reason, the school organizes various free exercise and health groups through *"TBS Healthy Center"* on a weekly basis provided by professional trainers. Current activities include cardio sculpt, yoga, and aerobic dance (<https://goo.gl/DeeKhG>).



3. Conclusion

The above Sharing Information on Progress (SIP) report has outlined the continued commitment Thammasat Business School (TBS) is making to implement the six Principles for Responsible Management Education (PRME). Alongside triple crown accreditations, recent adjustments to the school's vision and mission will help secure a shift in focus to *“develop entrepreneurs, managers, and leaders with capability to deal with the dynamic challenges of global business through research and internationalization.”* The school recognizes that at the forefront of these global challenges is the increasing need to balance economic with sustainability goals. Therefore, through advances in dynamic curriculums, innovative instruction methods, life-long learning, and the integration of ethical and sustainability principals into all programs offered at the school (monitored through the Assurance of Learning (AOL) system), graduates can be successfully equipped with meeting these challenges.