



# Educational Development Plan

Shinawatra University No. 4

(Academic Year 2024 – 2028)



## **Introduction**

This 5-year educational development plan of Shinawatra University (Academic Year 2024-2028) is prepared as a framework for faculties and departments of the university. Implementation of the University's core vision and mission To achieve the mission of the private institution of higher education completely and in accordance with the National Strategic Plan National Economic and Social Development Plan Higher Education Development Plan including regulations and standards for educational management of various relevant agencies This University Development Plan has been drafted through a process of participation from various departments and presented to the administrators and the University Council for approval respectively.

Shinawatra University  
January 2024

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## **Part 1**

### **Executive Summary**

The 5-year Education Development Plan of Shinawatra University (2024 - 2028) has been prepared from a review of various situations and trends affecting higher education management, both nationally and globally. By joining the brainstorming of the Sub-Committee for the University Development Plan Recommendations from institutional and faculty administrators, as well as applying useful information from various sources, there is an analysis of higher education, such as the 20-year National Strategic Plan (2018-2037), the 12th National Economic and Social Development Plan (2017-2021), The Second 15-Year Long-Term Plan on Higher Education (2008-2022) announced the Higher Education Standards B.E. and the development objectives of the university.

The university will use this university development strategy as a tool to drive educational development. which consists of 5 important strategies as follows:

Strategy 1 Strengthen the management of international education *meeting QS and QA standards.*

Strategy 2: Build quality assurance of educational management and graduate quality *(meeting QS and QA standards)*

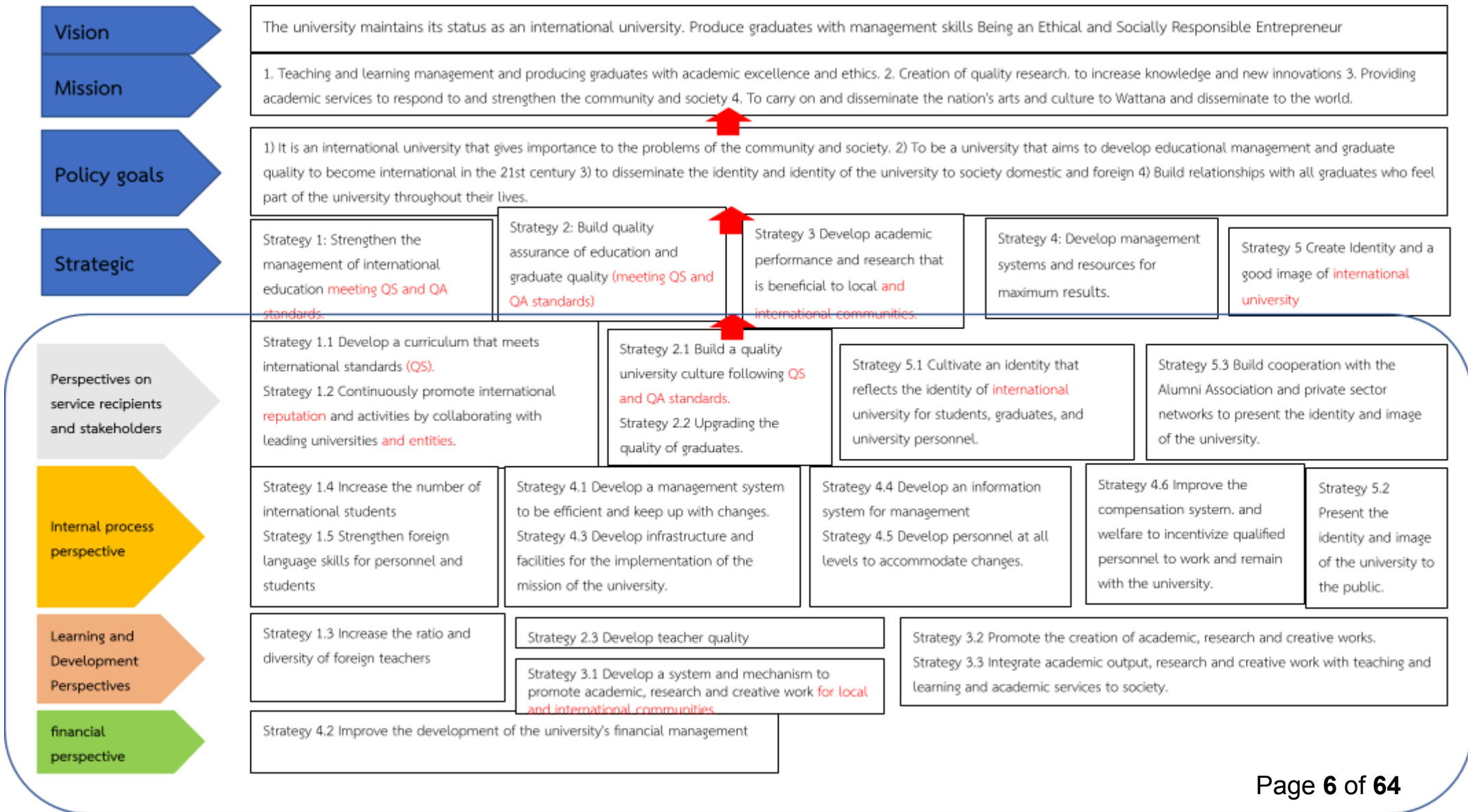
Strategy 3 Develop academic performance and research that is beneficial to the *and international communities*

Strategy 4: Develop management systems and resources for maximum results.

Strategy 5 Create Identity and a good image of the *international university.*

There are 19 objectives aligned with the overall strategy, there are 20 strategies that correspond to the overall strategy and objectives, and there are 28 indicators corresponding to the strategy, objectives, and total strategies.

# Educational Development Plan Strategy and Strategy Shinawatra University (2019 - 2023)



## The connection between the strategy of the 3rd Shinawatra University Development Plan and the relevant national development plans

	Strategies of the 3rd Shinawatra University Development Plan (Academic Year 2019-2023)				
1. The 20-Year National Strategic Plan(2018-2037)	Strategy 1: Strengthen the management of international education	Strategy 2: Build quality assurance of education and graduate quality	Strategy 3 Develop academic performance and research that is beneficial to the community and society	Strategy 4: Develop management systems and resources for maximum results.	Strategy 5 Create Identity and a good image of the university
Strategy No. 1 National Strategy on Security			✓		
Strategy 2 The national strategy for build competitiveness	✓		✓		✓
Strategy 3 The national strategy for Develop and enhance human resource capacity	✓	✓	✓		
Strategy 4: National Strategy on Create opportunities and social equality	✓		✓		
Strategy 5: National Strategy on Growing up on a friendly quality of life with the environment				✓	✓

Strategy 6: National Strategy on Balance and develop the public administration system.				✓	✓
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	Strategies of the 3rd Shinawatra University Development Plan (Academic Year 2019-2023)				
2. National Economic and Social Development Plan No. 12 (2017 – 2021)	Strategy 1: Strengthen the management of international education	Strategy 2: Build quality assurance of education and graduate quality	Strategy 3 Develop academic performance and research that is beneficial to the community and society	Strategy 4: Develop management systems and resources for maximum results.	Strategy 5 Create Identity and a good image of the university
strategy 1. Enhancing and developing human capital potential	✓	✓			
Strategy 2. Creating Justice and reduce inequality in society	✓		✓		
Strategy 3. Strengthening economic and sustainable competitiveness			✓		✓
Strategy 4. Growth that is friendly to environment for sustainable development				✓	✓



Strategies of the 3rd Shinawatra University Development Plan (Academic Year 2019-2023)					
2. National Economic and Social Development Plan No. 12 (2017 – 2021)	Strategy 1: Strengthen the management of international education	Strategy 2: Build quality assurance of education and graduate quality	Strategy 3 Develop academic performance and research that is beneficial to the community and society	Strategy 4: Develop management systems and resources for maximum results.	Strategy 5 Create Identity and a good image of the university
Strategy 5. Strengthening national security for the development of the country towards prosperity and sustainability	✓		✓		
Strategy 6. Management Strategy handled in the public sector Prevention of corruption, misconduct and good governance in Thai society				✓	
Strategy 7. Development Strategy Infrastructure and logistics					
Strategy 8. Science, Technology, Research and Innovation Development Strategy			✓		
Strategy 9. Strategies for developing sectors, cities and economic areas			✓		✓
strategy 10. Strategy international cooperation for development	✓			✓	✓

	Strategies of the 3rd Shinawatra University Development Plan (Academic Year 2019-2023)				
3. The 20-year National Education Plan, 2017-2036	Strategy 1: Strengthen the management of international education	Strategy 2: Build quality assurance of education and graduate quality	Strategy 3 Develop academic performance and research that is beneficial to the community and society	Strategy 4: Develop management systems and resources for maximum results.	Strategy 5 Create Identity and a good image of the university
Strategy 1: Educational Management for Security of society and nation	✓	✓	✓		
Strategy 2 Production and development of manpower, research and innovation to build the country's competitiveness	✓		✓		
Strategy 3 Developing the potential of people of all ages and building a learning society	✓	✓			
Strategy 4: Creating Opportunity, Equality and Equality in Education	✓	✓	✓		
Strategy 5 Educational Management for Enhancing the quality of life that is friendly to the environment	✓				✓

Strategy 6: Developing the efficiency of education management system				✓	
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Strategies of the 3rd Shinawatra University Development Plan (Academic Year 2019-2023)					
4. 20-Year Long-Term Higher Education Plan (2018-2037)	Strategy 1: Strengthen the management of international education	Strategy 2: Build quality assurance of education and graduate quality	Strategy 3 Develop academic performance and research that is beneficial to the community and society	Strategy 4: Develop management systems and resources for maximum results.	Strategy 5 Create Identity and a good image of the university
Strategy 1: Higher education is the source Develop manpower and build capacity both thinking skills and knowledge to support the development of the country according to the national strategy	✓	✓	✓		
Strategy 2 Developing Potential and student quality, enhancing knowledge and professional skills to be ready to support the changes that happen in the future	✓	✓			
Strategy 3 Enhance capacity principles of Thai higher education as a source Develop the ability to use knowledge, create research			✓		

Strategies of the 3rd Shinawatra University Development Plan (Academic Year 2019-2023)					
4. 20-Year Long-Term Higher Education Plan (2018-2037)	Strategy 1: Strengthen the management of international education	Strategy 2: Build quality assurance of education and graduate quality	Strategy 3 Develop academic performance and research that is beneficial to the community and society	Strategy 4: Develop management systems and resources for maximum results.	Strategy 5 Create Identity and a good image of the university
results, find answers that will be useful in solving problems. and economic development at the local level and national level					
Strategy 4: Higher education is the source. Support job creation and apply knowledge to solve problems through cooperation with Private and Local			✓		
Strategy 5: Improve the system Manage to be efficient, effective, and have a system of governance. responsible for the performance of university in all aspects				✓	
Strategy 6: Restructuring, auditing, budget allocation and effective follow-up reporting				✓	

Strategies of the 3rd Shinawatra University Development Plan (Academic Year 2019-2023)					
5. The Second 15-Year Long-Term Plan on Higher Education (2008-2022)	Strategy 1: Strengthen the management of international education	Strategy 2: Build quality assurance of education and graduate quality	Strategy 3 Develop academic performance and research that is beneficial to the community and society	Strategy 4: Develop management systems and resources for maximum results.	Strategy 5 Create Identity and a good image of the university
Goal: Raise the quality of higher education in Thailand in order to produce and develop quality personnel for the labor market and develop higher education potential. to create knowledge and innovation to increase capacity in the country's competitiveness in globalization, including supporting the sustainable development of local Thais by using mechanisms of good governance, finance, governance and higher education networks based on academic freedom, diversity and systemic unity.					
Issue 1: The connection with other education levels	✓	✓			
Issue 2 Solving problems in higher education at present	✓	✓			

Issue 3 Governance and Management				✓	
Issue 4 Developing the country's competitiveness	✓	✓	✓		✓
Issue 5 Higher Education Finance				✓	
Issue 6 Personnel Development in Higher Education		✓		✓	
Issue 7 Higher Education Network	✓		✓		✓

6. QS Asia Ranking (2008-2022)	Strategy 1: Strategy 6	Strategy 2: Strategy 7	Strategy 3 Strategy 8	Strategy 4: Strategy 9	Strategy 5 Strategy 10, 11
Issue 1: The connection with other education levels	✓	✓			
Issue 2 Solving problems in higher education at present	✓	✓			
Issue 3 Governance and Management				✓	
Issue 4 Developing the country's competitiveness	✓	✓	✓		✓
Issue 5 Higher Education Finance				✓	
Issue 6 Personnel Development in Higher Education		✓		✓	
Issue 7 Higher Education Network	✓		✓		✓



## **part 2**

# **Information for Strategic Planning of Shinawatra University**

### **History and current conditions**

OAI Education Company Limited as a licensee Received permission from the Ministry of Universities to establish Shinawatra University on December 27, 1999. The main campus is located on an area of approximately 300 rai, Bang Toei Subdistrict, Sam Khok District, Pathum Thani Province. And there is a Bangkok school located at BBD - Vibhavadi Building, Bangkok, which is an academic service center.

The university has implemented a vision. by aiming to become an international university giving importance to producing graduates It also produces graduates with leadership, management skills, entrepreneurship, ethics and social responsibility. It is classified as a university in Group B, which is an institution that focuses on the bachelor's degree. which has performed the main mission of all 4 institutions of higher education, namely bachelor's degree and graduate studies in specific courses cross-disciplinary courses (Interdisciplinary) Interdisciplinary courses (Multidisciplinary) and various professional courses to meet the needs of the community and society. Promote basic and applied research and creative activities; provide academic services that meet the needs of the community and society. and continually preserving the arts and culture of the nation until it is accepted by society in general.

physical condition

### **1. Location**

The university has an office



1. The main campus is located at 99 Moo 10, Bang Toei Subdistrict, Sam Khok District, Pathum Thani Province 12160. Telephone 02-599-0000 Fax 02-599-3350

2. Bangkok University (Academic Service Center) is located at 1010 BBD-Vibhavadi Building, Phayathai District, Bangkok. Telephone 02-650-6014

**2. Website:** <http://www.siu.ac.th>

Location of the main campus which is the teaching and learning place of the university The general environment outside the university is an agricultural area, mostly rice farming. Make the air fresh, clear, free from air pollution. Peaceful, suitable for study and research including exercise playing sports by students, teachers and staff of the university with building and premises management to support education management student activities Teachers and staff in unison which can adequately support teaching and learning management for students, including:

The school building has an area of 13,693 square meters, consisting of classrooms of various sizes ranging from a capacity of 20-50 seats to a capacity of 150-180 seats, computer laboratories, specialized laboratories of the disciplines. Large and medium-sized meeting rooms, Study room for students' self-study. both in the form of a common room and small rooms as appropriate for use

The total operating room area of 6,977 square meters consists of basic science laboratories such as physics laboratories. chemistry lab biology lab Quality safety standards for laboratories Specialized laboratories of various disciplines

are nursing laboratories. which is in accordance with the standards of the Professional Council, etc.

The university is ready to take care of the quality of life of students in parallel with educational management, by providing services such as dormitories for female students and male dormitories, a restaurant (Canteen), a nursing room, as well as a 2-storey sports building (gymnasium) with an area of 1,830 square meters. and outdoor sports fields and fields for various activities, totaling approximately 80,000 square meters, including a standard football field. Basketball courts, tennis courts for student service faculty and staff

In regards to putting safety measures in the use of buildings and places for teaching and learning and the performance of teachers and students the university places importance on having a professional and legal management of the building system. On the control of large buildings, the university has organized an initial fire drill. and regular emergency evacuation drills in case of fire both in the common school building and the student dormitory building for students Instructors and staff have an understanding of primary firefighting. And understand the procedures and methods of evacuation in the event of a fire. In addition, the university has hired engineers from specialized companies to inspect the building systems, electrical systems, elevator systems and fire extinguishing systems of the university. University on a regular basis

For the security system the university attaches great importance to by organizing security personnel to take care of every building area Alternating 24 hours a day, including having a police officer come to check the designated acting point. including a CCTV system Guarding in important parts at every

point, including the school building and student dormitory building

### **Equipment and technology to support education management**

The organization of teaching equipment of the university This is an important factor in promoting student learning. In order to produce quality graduates according to the objectives of the university, the university has provided teaching equipment in each classroom that is fully standardized, such as projectors or projectors. 3D projector (Visualizer), high-performance computer, video switch, sound amplification system, screen size 120 inches - 180 inches for receiving images according to the size of the classroom. Video cable for connecting lab top Wifi Internet high-speed covering various school buildings and student dormitories

Educational management support research and promote self-learning Through the development of a digital library system, the university provides library services and information technology at the library on the 5th and 6th floors, a combined classroom on an area of 800 square meters, consisting of a hall for Sit and read or do group work, research room, small group meeting room. and online information search area which is open during business hours Students and teachers can search through the Library Automation System (PhPMyBib) and online browsing. This will allow students to access information of the university and information on the Internet at any time conveniently and quickly. In addition, the university provides students with an English self-learning program (SPEEXX) by providing services in the area. computer lab Library and student

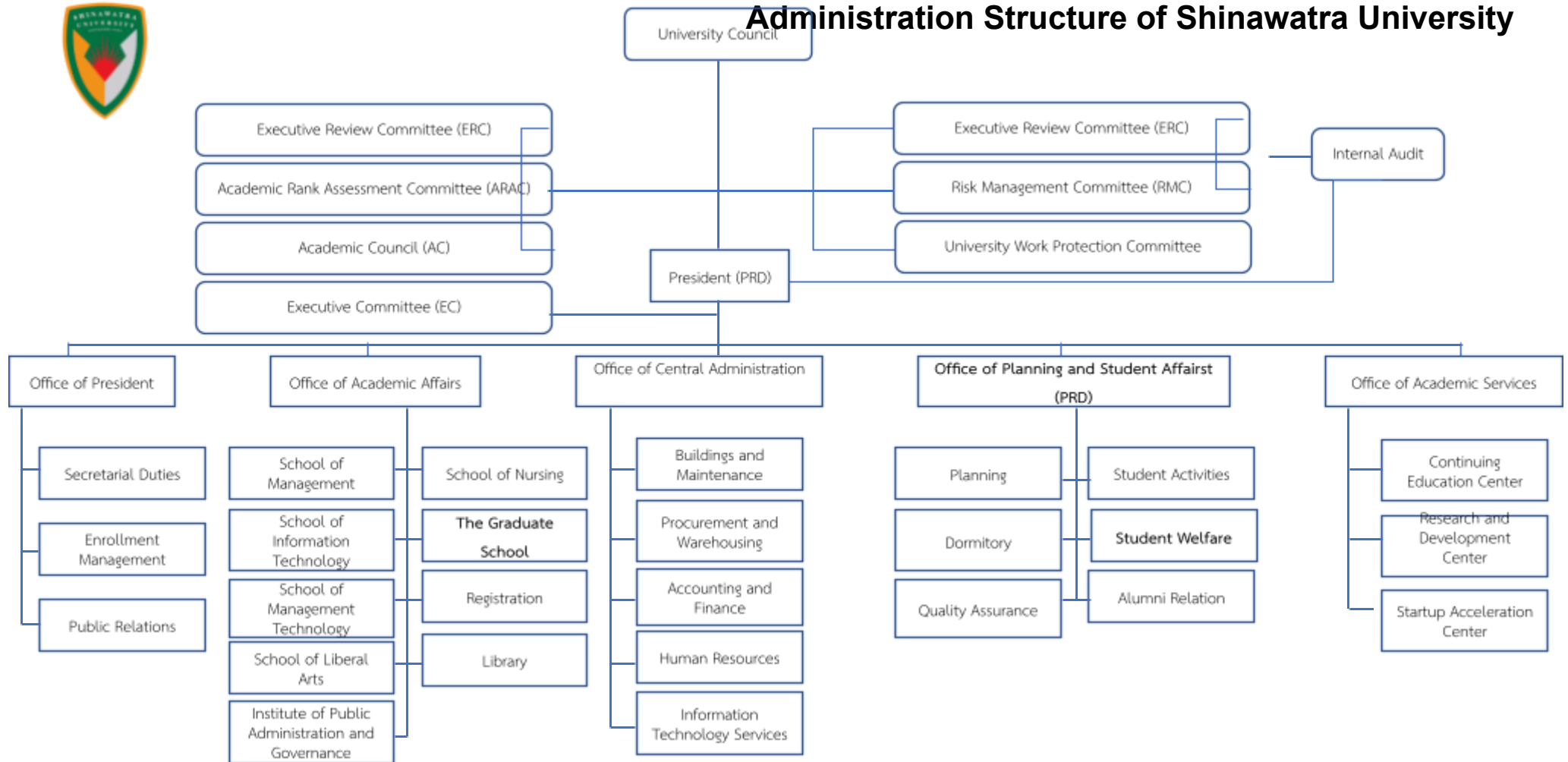
dormitory building to encourage students to develop their English language skills at their own pace at all times.

For various information resources, besides the preparation of academic books, textbooks, academic journals in both Thai and English in general, the university also has a system of E-Books that can be searched via the Internet and smartphones at all times. There is also a service to search for academic information in an online database covering the subject areas that the university offers, such as the EBSCO database that the university subscribes to, consisting of sub-databases divided by disciplines in 9 bases: Academic Search Premier Database, Business Database. Source Premier CINAHL Plus with Full Text Databases Political Science Complete Databases Environment Complete Databases Computers & Applied Sciences Complete Databases Education Research Complete Databases ERIC Databases Regional Business News Databases. It is an Open Access Resources for users to access such as ScienceDirect Open Access Journals/ Springer Open Journals/ Cogent OA –scientific and scholarly research/ Australasian Digital Theses Program (ADT)-Australia & New Zealand thesis/ DART-Europe E-theses Portal/ ERIC-Area of education/ Hire Wire- Archive of full text science journal articles/PubMed-National Library of Medicine/ Med line Plus-Health information and medicine e/ Econpapers (RePEc)/ Public Library of Science (PLoS)-Scientific and medical literature/ ThaiJO –Journal articles in TCI/ ThaiLIS-Thai Digital Collections/ Digital Research Information Center (DRIC)-Datacenter of the National Research Council of Thailand/ ThaiScience- Science and engineering journals/ SIU Library Catalog/ Union Catalog of Thai Academic Libraries (UCTAL) etc.





# Administration Structure of Shinawatra University



## Units in the university/faculty/office

### 1. Faculty of 5 faculties

- 1) Faculty of Management
- 2) Faculty of Science and Technology
- 3) Faculty of Arts
- 4) Faculty of Nursing
- 5) Institute of Public Administration and Governance

### 2. 5 academic support offices

- 1) Office of the President consists of secretarial work, student recruitment works public relations
- 2) Office of Academic Affairs consists of the Graduate School Department, Registration, Academic Support, Library, Academic Position Consideration.
- 3) Office of Planning and Student Affairs, consisting of planning, quality assurance Student Activities Student Welfare Alumni relations, dormitory work
- 4) Administrative Office consists of building and premises work. Purchasing and Supplies Finance and Accounting, Human Resources, Information Services
- 5) The Academic Service Office consists of the Center for Continuing Education. Research and Development Center for Promotion and Development of New Entrepreneurs





student information

1. Number of newly admitted students' Academic year 2014 – 2018 classified by faculties

Faculty	2014 Academic Year				2015Academic Year				2016Academic Year				2017Academic Year				2018Academic Year			
	B.A	M.A	Ph. D.	Total	B.A	M. A.	Ph. D.	Total	B.A	M. A.	Ph. D.	Total	B.A	M. A.	Ph. D.	Total	B.A	M. A.	Ph. D.	Total
Faculty of Management	25	111	10	146	14	92	20	126	25	90	39	154	55	46	35	136	71	2	129	202
Faculty of Science and Technology	3	10	24	37	14	3	29	46	12	2	7	21	-	2	2	4	-	-	-	0
Faculty of Management Technology	11	20	-	31	3	13	-	16	-	-	-	0	-	-	-	0	-	-	-	0
Faculty of Arts	12	33	5	50	14	16	-	30	2	2	2	6	-	-	-	0	15	-	-	15
Faculty of Nursing	98	-	-	98	79	-	-	79	93	-	-	93	83	-	-	83	105	-	-	105
Institute of Public Administration and Governance	23	122	88	233	79	7	12	98	50	-	1	51	-	-	1	1	-	-	-	0
Total	172	296	127	595	203	131	61	395	182	94	49	325	138	48	38	224	191	2	129	322

## 2. Total number of students Academic year 2014 – 2018 classified by course

No.	Course	2014 Academic Year				2015Academic Year				2016Academic Year				2017Academic Year				2018Academic Year			
		B.A	M.A	Ph. D.	Tota l	B.A	M. A.	Ph. D.	Tot al	B.A	M. A.	Ph. D.	Tot al	B.A	M. A.	Ph. D.	Tot al	B.A	M. A.	Ph. D.	Tot al
Faculty of Management																					
1	Bachelor of Business Administration Program Management (Int.)	84	-	-	84	50	-	-	50	54	-	-	54	19	-	-	19	13	-	-	19
2	Master of Business Administration Program Management	-	19	-	19	-	15	-	15	-	18	-	18	-	5	-	5	-	6	-	6
3	Master of Business Administration Program Management (Int.)	-	137	-	137	-	200	-	200	-	274	-	274	-	160	-	160	-	95	-	95
4	Doctorate of Business Administration Program Management	-	-	40	40	-	-	45	45	-	-	60	60	-	-	92	92	-	-	33	33
5	Doctor of Philosophy Program Management (Int.)	-	-	29	29	-	-	25	25	-	-	49	49	-	-	51	51	-	-	64	64

No.	Course	2014 Academic Year				2015 Academic Year				2016 Academic Year				2017 Academic Year				2018 Academic Year			
		B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total
Faculty of Management   HUAXIA International Program																					
6	Bachelor of Business Administration Program Finance and Accounting (Int.)	-	-	-	-	-	-	-	-	11	-	-	11	23	-	-	23	39	-	-	39
7	Bachelor of Business Administration Program Hospitality and Tourism Business Management (Int.)	-	-	-	-	-	-	-	-	8	-	-	8	10	-	-	10	16	-	-	16
8	Bachelor of Business Administration Program International Trade Department (Int.)	-	-	-	-	-	-	-	-	2	-	-	2	14	-	-	14	35	-	-	35
9	Master of Business Administration Program Accounting (Int.)	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	10	-	24	-	24
Faculty of Science and Technology (Faculty of Information Technology)																					
1	Bachelor of Science Program Computer Science Program (Int.)	38	-	-	38	20	-	-	20	32	-	32	-	10	-	-	10	4	-	-	4

No.	Course	2014 Academic Year				2015 Academic Year				2016 Academic Year				2017 Academic Year				2018 Academic Year			
		B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total
2	Master of Science Program Information Technology (Int.)	-	15	-	15	-	10	-	10	-	12	-	12	-	3	-	3	-	2	-	2
3	Master of Science Program Information Technology	-	14	-	14	-	8	-	8	-	8	-	8	-	-	-	-	-	-	-	-
4	Doctor of Philosophy Program Information Technology (Int.)	-	-	7	7	-	-	4	4	-	-	-	-	-	-	3	3	-	-	3	3
5	Doctor of Philosophy Program Information Technology	-	-	15	15	-	-	37	37	-	-	-	-	-	-	15	15	-	-	15	15

2. Total number of students Academic year 2014 – 2018 classified by course(continued)

No.	Course	2014 Academic Year				2015 Academic Year				2016 Academic Year				2017 Academic Year				2018 Academic Year			
		B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total	B.A.	M.A.	Ph. D.	Total
Faculty of Management Technology																					
1	Bachelor of Science Program Technology Management Program (Int.)	49	-	-	49	26	-	-	26	26	-	-	26	7	-	-	7	-	-	-	-
2	Master of Science Program Technology Management Program (Int.)	-	4	-	4	-	3	-	3	-	3	-	3	-	-	-	-	-	-	-	-
3	Master of Science Program in Technology	-	31	-	31	-	30	-	30	-	30	-	30	-	1	-	1	-	-	-	-
4	Management, Master of Science Program Department of Energy and Environmental Management	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
5	Doctor of Philosophy Program Technology Management Program (Int.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Faculty of Arts																					

No.	Course	2014 Academic Year				2015 Academic Year				2016 Academic Year				2017 Academic Year				2018 Academic Year			
		B.A	M.A	Ph. D.	Total	B.A	M.A	Ph. D.	Total	B.A	M.A	Ph. D.	Total	B.A	M.A	Ph. D.	Total	B.A	M.A	Ph. D.	Total
1	Bachelor of Arts Program Department of English and Communication (Int.)	23	-	-	23	40	-	-	40	42	-	-	42	13	-	-	13	7	-	-	7
2	Master of Education Program Department of Teaching English as an International Language	-	25	-	25	-	15	-	15	-	17	-	17	-	3	-	3	-	-	-	-
3	Master of Arts Program in Media, Information and Communication	-	8	-	8	-	16	-	16	-	18	-	18	-	7	-	7	-	-	-	-
4	Bachelor of Arts Program Digital Arts (Int.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3
5	Doctor of Philosophy Program in Media, Information and Communication	-	-	5	5	-	-	3	3	-	-	-	-	-	-	5	5	-	-	4	4
Institute of Public Administration and Governance																					
1	Bachelor of Public Administration Program	76	-	-	76	105	-	-	105	155	-	-	155	87	-	-	87	77	-	-	77

No.	Course	2014 Academic Year				2015Academic Year				2016Academic Year				2017Academic Year				2018Academic Year			
		B.A	M.A	Ph. D.	Total	B.A	M. A.	Ph. D.	Total	B.A	M. A.	Ph. D.	Total	B.A	M. A.	Ph. D.	Total	B.A	M. A.	Ph. D.	Total
2	Master of Public Administration, Master of Public Administration (Thai language course)	-	208	-	208	-	111	-	111	-	111	-	111	-	2	-	2	-	-	-	-
3	Doctor of Public Administration Program (Thai language course)	-	-	184	184	-	-	90	90	-	-	91	91	-	-	62	62	-	-	56	56
Faculty of Nursing																					
1	Bachelor of Nursing Program	135	-	-	135	233	-	-	233	325	-	-	325	287	-	-	287	320	-	-	320
Total number of students in every year		405	461	280	1146	474	408	204	1086	655	491	253	1399	470	192	228	890	514	127	175	816

### 3. Information on the number of newly admitted students at all levels Classified as Thais and foreigners, academic year 2014 – 2018

level	Number of new students Classified as Thais and foreigners (people)
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	2014 Academic Year			2015Academic Year			2016Academic Year			2017Academic Year			2018Academic Year		
	Thai	foreign n	Total	Thai	foreign n	Total	Thai	foreign n	Total	Thai	foreign n	Total	Thai	foreign n	Total
Bachelor's degree	172	9	181	190	20	210	165	24	189	83	55	138	107	84	191
Master's degree	188	98	286	44	87	131	5	77	82	12	50	62	-	32	32
Ph.D.	119	11	130	67	20	87	34	15	49	8	30	38	4	96	100
Total	479	118	597	301	127	428	204	116	320	103	135	238	111	212	323



## Graduate Production

Information on the number of graduates classified by generation/academic year admitted to study

Model/academic year accepted		Number of graduates (persons)			
		Bachelor's degree	Master's degree	Ph.D.	Total
1	2010	17	11	9	37
2	2011	11	20	3	34
3	2012	25	29	7	61
4	2013	54	47	7	108
5	2014	43	104	8	155
6	2015	45	108	11	164
7	2016	57	133	24	214
8	2017	101	87	21	209
9	2018	124	104	34	262
total		<b>477</b>	<b>643</b>	<b>124</b>	<b>1,244</b>

## Personnel Information

The university recruits and selects teachers with knowledge and abilities. and have qualifications as required by law and curriculum standards as a teacher There is a system and mechanism for supervision and continuous development of teachers. Professors and personnel in the academic support line of the university 2014-2018 can be classified as follows:

Qualifications of personnel

1. Summary table of the number of instructors classified by educational qualifications.

Year	Bachelor's degree		Master's degree		Ph.D.		Total
	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage	
2014	3	3.09	46	47.42	48	49.48	<b>97</b>
2015	3	2.38	64	50.79	59	46.83	<b>126</b>
2016	2	1.75	60	52.63	52	45.61	<b>114</b>

2017	1	0.68	86	58.50	60	40.82	<b>147</b>
2018	1	0.93	59	54.63	48	44.44	<b>108</b>

(Information as of August 1 of each year)

## 2. Summary table of the number of instructors classified by academic position

Year	lecturer		Asst. Prof.		Assoc. Prof.		NS.		Total
	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage	
2014	74	76.29	14	14.43	7	7.22	2	2.06	<b>97</b>
2015	99	78.57	13	10.32	10	7.94	4	3.17	<b>126</b>
2016	93	81.58	11	9.65	7	6.14	3	2.63	<b>114</b>
2017	123	83.67	12	8.16	11	7.48	1	0.68	<b>147</b>
2018	92	85.19	8	7.41	7	6.48	1	0.93	<b>108</b>

(Information as of August 1 of each year)

## 3. Number of support personnel classified by educational background

Year	under bachelor's degree		Bachelor's degree		Master's degree		Ph.D.		Total
	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage	
2014	11	21.57	20	39.22	<b>19</b>	37.25	1	1.96	<b>51</b>
2015	8	14.04	26	45.61	22	38.60	1	1.75	<b>57</b>
2016	10	17.24	30	51.72	17	29.31	1	1.72	<b>58</b>
2017	8	19.05	25	59.52	8	19.05	1	2.38	<b>42</b>
2018	8	18.60	23	53.49	10	23.26	2	4.65	<b>43</b>

(Information as of August 1 of each year)

## Personnel Development

A professor who received a scholarship to continue at the university. and graduated from 2014-2018 are as follows:

### Master's scholarship

Year	Master's degree		Ph.D.		Total
	domestic	abroad	domestic	abroad	
2014 academic year	-	-	1	-	1
2015 academic year	-	-	-	-	-
2016 academic year	-	-	1	-	1
2017 academic year	-	-	2	-	2
2018 academic year	-	-	1	-	1

(Information as of August 1 of each year)

### Scholarships for academic support personnel

Year	Master's degree		Ph.D.		Total
	domestic	abroad	domestic	abroad	
2014 academic year	-	-	-	-	-
2015 academic year	2	-	-	-	2
2016 academic year	-	-	-	-	-

2017 academic year	1	-	-	-	1
2018 academic year	-	-	-	-	1

(Information as of August 1 of each year)

### Scholarships, training, job visits, seminars and academic presentations

item	2014 academic year		2015 academic year		2016 academic year		2017 academic year		2018 academic year	
	numb er of peopl e	amou nt	numb er of peopl e	amou nt	numb er of peopl e	amou nt	numb er of peopl e	amou nt	numb er of peopl e	amou nt
Teacher scholarship	1	476,5 00	-	-	1	461,5 00	2	943,6 00	1	471,8 00
scholarship for supporting personnel	-	-	2	539,8 00	-	-	1	268,8 00	1	169,5 00
Scholarships and seminars in the country	69	153,3 00	97	300,0 00	103	330,0 00	90	350,0 00	86	350,0 00
<b>Total</b>	<b>70</b>	<b>629,8 00</b>	<b>99</b>	<b>839,8 00</b>	<b>104</b>	<b>791,5 00</b>	<b>93</b>	<b>1,562, 400</b>	<b>88</b>	<b>991,3 00</b>

### Education Management

Information of courses in operation for the academic year 2018

Shinawatra University Provide education at the bachelor's and graduate levels. In this academic year 2018, there are a total of 19 programs in operation, categorized into 9 bachelor's degree programs, 4 master's degree programs, and 6 doctoral programs as follows:

### Science and Technology Department

## **Faculty of Science and Technology (School of Science and Technology)**

1. Bachelor of Science Program Computer Science  
(International Program)
2. Master of Science Program Information Technology  
(International Program)
3. Doctor of Philosophy Program Information Technology
4. Doctor of Philosophy Program Information Technology  
(International Program)

## **Health Sciences Group**

### **School of Nursing**

1. Bachelor of Nursing Program

## **Humanities Department and social sciences**

### **School of Management**

1. Bachelor of Business Administration Program  
Management (International Program)
2. Master of Business Administration Program Management
3. Master of Business Administration Program Management  
(International Program)
4. Doctorate of Business Administration Program  
Management
5. Doctor of Philosophy Program Management Science  
(International Program)

### **School of Management | HUAXIA International College**

6. Bachelor of Business Administration Program Finance  
and Accounting (International Program)
7. Bachelor of Business Administration Program Hospitality  
and Tourism Business Management (International  
Program)

8. Bachelor of Business Administration Program  
International Trade (International Program)
9. Master of Business Administration Program Accounting  
(International Program)

### **School of Liberal Arts**

1. Bachelor of Arts Program Department of English for  
Communication (International Program)
2. Bachelor of Arts Program Digital Arts (International  
Program)
3. Doctor of Philosophy Program in Media, Information and  
Communication

### **Institute of Public Administration and Governance**

1. Bachelor of Public Administration Program Department of  
Public Administration
2. Doctor of Public Administration Program Department of  
Public Administration

### **Research**

Information on research results of the university in the past 4 years (Academic year 2014-2017)

Shinawatra University supports university professors to produce research work by having a committee to review results, and compensation for academic positions and compensation for publishing academic results. In the academic year 2014-2017, the university has research results. as the following details

Number of research papers published for the academic year 2014-2017

Faculty	year			
	2014	2015	2016	2017
Faculty of Management	10	19	16	15
Faculty of Science and Technology	9	8	15	10
Faculty of Management Technology*	3	1	1	-
Faculty of Arts	9	9	8	1
Faculty of Nursing	4	5	8	13
Institute of Public Administration	3	1	4	4

\* Faculty of Management Technology Closing operations in the 2018 academic year

\*\* In the process of summarizing the information of the academic year 2018

Educational Quality Assessment Results University level, academic year 2014-2017

Indicator	Component	2014	Quality Level	2015	Quality Level	2016	Quality Level	2017	Quality Level
<b>Component 1 Production of Graduates With 5 Indicators</b>									
Indicator 1.1	Overall Curriculum Management Results	1.88	Need To Improve	2.53	Fair	3.08	Fair	3.21	Fair
Indicator 1.2	Lecturer At the Institute with A Ph.D.	5.00	Very Good	5.00	Very Good	4.83	Very Good	5.00	Very Good
Indicator 1.3	Lecturer of the Institute Holding an Academic Position	1.72	Need To Improve	1.75	Need To Improve	1.51	Need To Improve	1.44	Need Urgent Improvement
Indicator 1.4	Undergraduate Student Administration	5.00	Very Good	5.00	Very Good	5.00	Very Good	5.00	Very Good
Indicator 1.5	Undergraduate Student Activities	5.00	Very Good	5.00	Very Good	5.00	Very Good	5.00	Very Good
	<b>1st Element Average</b>	<b>3.72</b>	<b>Good</b>	<b>3.86</b>	<b>Good</b>	<b>3.88</b>	<b>Good</b>	<b>3.93</b>	<b>Good</b>
<b>Component 2 Research Number 3 Indicators</b>									
Indicator 2.1	Systems And Mechanisms for Managing and Developing Research or Creative Works	4.00	Good	4.00	Good	5.00	Very Good	5.00	Very Good



Indicator	Component	2014	Quality Level	2015	Quality Level	2016	Quality Level	2017	Quality Level
Indicator 2.2	Funding For Research and Creative Work	0.78	Need To Improve	0.64	Need Urgent Improvement	2.38	Fair	1.05	Fair
Indicator 2.3	Academic Works of Full-Time Professors and Researchers	3.60	Good	2.89	Fair	3.92	Good	3.59	Good
	<b>2nd Element Average</b>	<b>2.79</b>	<b>Fair</b>	<b>2.51</b>	<b>Fair</b>	<b>3.77</b>	<b>Fair</b>	<b>3.21</b>	<b>Fair</b>
<b>Component 3 Academic Service Number 1 Indicator</b>									
Indicator 3.1	Academic Service to Society	5.00	Very Good	5.00	Very Good	5.00	Very Good	5.00	Very Good
	<b>3rd Element Average</b>	<b>5.00</b>	<b>Very Good</b>	<b>5.00</b>	<b>Very Good</b>	<b>5.00</b>	<b>Very Good</b>	<b>5.00</b>	<b>Very Good</b>
<b>Component 4: Preserving Arts and Culture, Number 1 Indicator</b>									
Indicator 4.1	Systems And Mechanisms for Preserving Arts and Culture	5.00	Very Good	5.00	Very Good	5.00	Very Good	5.00	Very Good
	<b>4th Element Average</b>	<b>5.00</b>	<b>Very Good</b>	<b>5.00</b>	<b>Very Good</b>	<b>5.00</b>	<b>Good</b>	<b>5.00</b>	<b>Very Good</b>
<b>Component 5 Management Number 2 Indicators</b>									
Indicator 5.1	Institutional Administration for Monitoring and Monitoring Results	4.00	Good	4.00	Good	4.00	Good	5.00	Very Good

Indicator	Component	2014	Quality Level	2015	Quality Level	2016	Quality Level	2017	Quality Level
	Based on Mission, Institutional Group, And Institutional Identity.								
Indicator 5.2	Faculty Administration Results	3.33	Fair	3.46	Fair	4.03	Good	3.90	Good
Indicator 5.3	Curriculum And Faculty Quality Assurance Supervision System	3.00	Fair	4.00	Good	5.00	Very Good	5.00	Very Good
	<b>5th Element Average</b>	<b>3.44</b>	<b>Fair</b>	<b>3.82</b>	<b>Good</b>	<b>4.34</b>	<b>Good</b>	<b>4.63</b>	<b>Very Good</b>
<b>Average Score Of 13 Indicators</b>		<b>3.64</b>	<b>Good</b>	<b>3.71</b>	<b>Good</b>	<b>4.13</b>	<b>Good</b>	<b>4.09</b>	<b>Good</b>

## **Analysis of Weaknesses, Strengths, Opportunities and Threats**

### **University Strengths (Strength)**

- 1) International University: 63.2 percent of international programs
- 2) Physical readiness and learning environment
  - 2.1 Beautiful buildings and places, clean, shady and an atmosphere of an international learning environment.
  - 2.2 Classrooms, laboratories, libraries, computers are sufficient to support teaching and learning.
- 3) Stable financial status

### **University weaknesses (Weakness)**

- 1) The location of the university is far from the city community.
- 2) Location is a limitation in recruiting teachers and personnel with high potential.
- 3) Instructors with academic positions disproportionate to quality standards
- 4) Lack of funding sources from external agencies for researching professors
- 5) The course of teaching is not diverse.
- 6) the quality of the students

### **University Opportunities (Opportunity)**

- 1) The location is close to the community. enabling students to learn about problems in real-life situations in the community
- 2) Entering the globalization era (Globalization) makes it necessary to study international programs.
- 3) There is a demand for learners from China.
- 4) Shinawatra University is on the list of institutions accredited by the Ministry of Education of China.
- 5) Government policy in granting student loans

## **University Threat**

1) Launching a large number of international programs by Thai educational institutions, both public and private.

2) Opening of Off-shore campus in Thailand as a result of WTO (World Trade Organization)

3) The population of the school age has decreased.

4) Adapting to changes in technology requires constant high investment.

## **Part 3**

### **Development Strategy of Shinawatra University**

#### **Vision, Mission, Identity, Identity and Goals**

##### **University Vision**

The image of Shinawatra University during the next 5 years is endowed with the following characteristics:

“The University maintains its status as an international university. Produce graduates with management skills Being an ethical and socially responsible entrepreneur.”

##### **University mission**

1. Teaching and learning management and producing graduates with academic excellence and ethical
2. Creation of quality research to increase the body of knowledge and new innovations
3. Providing academic services to meet and strengthen communities and society
4. The continuation and dissemination of the nation's arts and culture for Wattana and disseminating to the world.

##### **Unique**

"Shinawatra University is an international university that focuses on strengthening the community and society.”

Uniqueness means success according to the focus and strengths that are reflected as one of the outstanding characteristics of an educational institution (ONESQA).

identity

"Shinawatra University graduate have management skills communicate in international languages Keep up with technology"

Identity refers to the characteristics that occur to learners according to the philosophy, resolutions, visions, missions and objectives of higher education institutions (NESDB).

### **Desirable Graduate Qualifications**

- 1) Graduates have knowledge in the field of study have skills that match the needs of the job market
- 2) Have a habit of learning for life
- 3) Have communication skills in global languages (Global Communications)
- 4) Have morals, ethics and social responsibility
- 5) Entrepreneurship
- 6) Able to use technology that keeps pace with changes

### **Policy goals**

- 1) It is an international university that focuses on community and social problems.
- 2) To be a university that aims to develop educational management and graduate quality to become international in the 21st century.
- 3) Disseminate the identity and identity of the university to society at home and abroad
- 4) Build a relationship with all graduates to feel part of the university for life.

University Strategy

**Developing the university to achieve the vision There are main strategies as follows:**

Strategy 1 Strengthen the management of international education

Strategy 2: Build quality assurance of educational management and graduate quality

Strategy 3 Develop academic performance and research that is beneficial to the community and society

Strategy 4: Develop management systems and resources for maximum results.

Strategy 5 Create Identity and a good image of the university

**Strategy 1 Strengthen the management of international education goal**

1.1 Develop the university's international curriculum to be diverse to meet the needs of Thai and international society

1.2 The university has a ratio of international programs and international students. more than 50 percent

1.3 Graduates can communicate in English. (And other international languages) at a highly usable level.

**Strategy 1.1 Develop a curriculum that meets international standards (Por. 1.1 1.2 1.3)**

1.1.1 Open international courses that meet international standards

1.1.2 Launch courses that are responsive to the job market.

**Strategy 1.2 Continuously promote international relations and activities by collaborating with leading universities and various agencies (P. 1.1 and 1.2)**

1.2.1 There is a student exchange program. and professors with foreign universities

1.2.2 Increase proactive role in marketing and institutional relations educational agencies abroad

**Strategy 1.3 Increase the ratio and diversity of foreign teachers (Grade 1.2)**

1.3.1 Create a system and mechanism to continuously motivate foreign teachers to work.

**Strategy 1.4 Increase the ratio of the number of international students (Grade 1.1 and 1.2)**

1.4.1 Make an international cooperation agreement especially in ASEAN

1.4.2 Increase the role of public relations by having representatives from all committees to participate

1.4.3 Direct access to the target group of international schools

**Strategy 1.5 Strengthening foreign language skills for personnel and students (Grade 1.1 and 1.3)**

1.5.1 Enhancing standardized English communication skills for personnel and students

1.5.2 Promoting the use of English as a medium of communication outside the classroom.

**Strategy 2: Build quality assurance of educational management and graduate quality goal**

2.1 The university's courses are accredited by the educational authority.

2.2 Graduates of the university have qualifications according to the identity of the university.

2.3 There are number of professors, qualifications, and academic positions according to the criteria of the field of study.



2.4 The curriculum and instructional process focuses on learners.

**Strategy 2.1 Build a quality university culture (Grade 2.1 2.2 and 2.3)**

2.1.1 Develop qualitative thinking and participation of personnel and students

2.1.2 Continuously develop internal quality assurance systems and mechanisms at the disciplines, faculties, departments and universities.

2.1.3 Supervise and supervise the curriculum management to ensure that it meets the standards of relevant agencies.

**Strategy 2.2 Upgrading the quality of graduates (Gor. 2.2 2.4)**

2.2.1 Develop a process of teaching and learning that focuses on learners.

2.2.2 Develop and promote morality, ethics, responsibility and social consciousness

2.2.3 Promote and develop communication skills analytical thinking and creativity

**Strategy 2.3 Develop teacher quality (Grade 2.3 2.4 and 2.5)**

2.3.1 Develop new instructors to have the ability to transfer knowledge

2.3.2 Regular and continuous development of academic instructors

2.3.3 Encourage teachers to enter academic positions

**Strategy 3 Develop academic performance and research that is beneficial to the community and society goal**

3.1 Teachers have more academic, research, and creative works.

3.2 Academic, research, and creative works are beneficial to the community and society.

3.3 Academic, research and creative works are published nationally and internationally.

**Strategies 3.1 Develop systems and mechanisms to promote academic, research and creative works (Por. 3.1 3.2 3.3)**

3.1.1 Develop and improve systems and mechanisms for managing academic work, research work, and creative work.

3.1.2 Promote the search for funding and resources for academic, research and creative works.

3.1.3 Support publishing Academic, research, and creative works of teachers and students

3.1.4 Review the compensation system for academic performance, research work and creative work to be appropriate for the situation.

**Strategy 3.2 Promote the creation of academic, research and creative works (Por. 3.1 3.2 3.3)**

3.2.1 Promote and develop the potential of creating academic works, research and creative works for teachers and students

3.2.2 Increase motivation to create academic works, research and creative works for teachers and students.

**Strategy 3.3 Integrate academic output, research, and creative work with teaching and learning and academic services to society (P. 3.3)**

3.3.1 Encourage instructors to bring academic work, research work, and creative work. to apply in teaching and academic services to society or vice versa

**Strategy 4: Develop management systems and resources for maximum results.**

## **goal**

4.1 The management system is efficient and effective in accordance with the principles of good governance.

4.2 Infrastructure is developed and facilities that support effective teaching, research and management.

4.3 The university personnel are continuously developing their potential.

4.4 Personnel have a relationship with the University

### **Strategy 4.1 Develop management system to be efficient and keep up with changes (P. 4.1, 4.2 and 4.4)**

4.1.1 Improve the system and work processes for efficiency and quality.

4.1.2 Create a culture of teamwork and analysis of results

4.1.3 Develop risk management systems and mechanisms

4.1.4 Improve the rules to facilitate the promotion and support of personnel in carrying out the mission of the University.

### **Strategy 4.2 Improve the development of the university's financial management (P. 4.1)**

4.2.1 Develop a system and mechanism for allocating funds to carry out the mission of the University.

4.2.2 Develop systems and mechanisms for managing expenses and investments

### **Strategy 4.3 Develop infrastructure and facilities for the implementation of the mission of the university (Por. 4.2)**

4.3.1 Renovation of buildings utilities and various facilities to be modern and sufficient to meet the needs of personnel and students

4.3.2 Create a classroom environment laboratory, work rooms, libraries, and campus areas to create an atmosphere of learning

## **Strategy 4.4 Develop information systems for management (Por. 4.1 4.2)**

4.4.1 Develop information systems to support the administration, planning, and decision-making in accordance with the mission of the university. and quality assurance

4.4.2 Develop information systems for knowledge management

Strategy 4.5 Develop personnel at all levels to accommodate changes (P.4.3 4.4)

4.5.1 Organize personnel development activities both academically management and recreational activities on a regular basis

4.5.2 Develop knowledge management in the organization

4.5.3 Support scholarships and continuous human resource development activities at all levels

## **Strategy 4.6 Improve the compensation system and welfare to motivate qualified personnel to work and stay with University (Grade 4.3 4.4)**

4.6.1 Improve the compensation system appropriately.

4.6.2 Improve welfare to create incentives for work performance

4.6.3 Award / Reward and honor outstanding personnel

## **Strategy 5 Create Identity and a good image of the university goal**

5.1 Graduates have knowledge, abilities, and are accepted by graduate users and society.

5.2 Students, graduates and personnel receive awards or glorifying from various departments in society

5.3 The university provides academic services to the community and society continuously.

5.4 The University has the preservation of arts and culture.

5.5 Academic development of the university has been collaboratively made by experts. and various departments in the development of the university

5.6 The University is recognized for its quality from the domestic authorities. or abroad

**Strategy 5.1 Cultivate an identity that reflects the identity of the university for students, graduates, and university personnel (Grade 5.1, 5.2 and 5.3).**

5.1.1 Cultivate a good attitude in learning morality and social service

5.1.2 Create atmosphere and an environment that stimulates and nurtures the identity of students, graduates and personnel that reflect the identity of the university.

**Strategy 5.2 Present the university's identity and image to the public (Grade 5.1 5.2 5.3 5.4 and 5.5)**

5.2.1 Disseminating and promoting the status of an international university that cares about the community and society

5.2.2 Disseminate and publicize information showing the development, progress and success of the university. and alumni for the society to know continuously

5.2.3 Promote and create a platform for the expression of knowledge, abilities and potential of personnel and students

5.2.4 Maintaining a green university that enhances the quality of life that is environmentally friendly

**Strategy 5.3 Build cooperation with the Alumni Association and private network in presenting the identity and image of the university (Grade 5.3 5.4 5.5 and 5.6)**

5.3.1 Develop alumni database and two-way communication channels using modern technology

5.3.2 Develop a strong alumni association to coordinate with the university in continually organizing various activities together

5.3.3 Cooperate with the Alumni Association and agencies to recruit and spread the reputation of successful alumni. and has outstanding contributions to society

5.3.4 Establish effective cooperation with educational institutions establishment and various agencies for mutual benefits in education and business operations of the private sector

### **Strategic Level Indicators according to the university development plan**

for the implementation of the University Development Plan Able to achieve the objectives and development goals set Therefore, five indicators for evaluating university development at the strategic level have been set as follows:

Strategy 1 Strengthen the management of international education

Strategy 2: Build quality assurance of educational management and graduate quality

Strategy 3 Develop academic performance and research that is beneficial to the community and society

Strategy 4: Develop management systems and resources for maximum results.

Strategy 5 Create Identity and a good image of the university



## Strategy 1 Strengthen the management of international education meeting QS and QA standards.

Target	Indicator	Year				
		2023	2024	2025	2026	2027
1.1 Develop the university's international curriculum to be diverse to meet the needs of Thai and international society	1.1.1 The level of satisfaction of graduate users with a variety of international programs that meet their needs	> 3.51	> 3.70	> 3.90	> 4.00	> 4.20
1.2 The university has a proportion of international programs and international students. more than 50 percent	1.2.1 Percentage of courses that are international courses	>60 %	>60 %	>80 %	>80 %	>80 %
	1.2.2 Percentage of foreign students	10%	12%	15%	18%	20%
1.3 Graduates can communicate in English. (And other international languages) at a highly usable level.	1.3.1 The degree of satisfaction of graduate users towards the graduates' ability to communicate in English	> 3.51	> 3.70	> 3.90	> 4.00	> 4.20
	1.3.2 Percentage of graduates with a bachelor's degree who have passed the university's English language proficiency test	>60 %	>60 %	>70 %	>70 %	>80 %
<p>Strategy 1.1 Develop a curriculum that meets international standards (Por. 1.1 1.2 1.3)</p> <p>1.1.1 Open international courses that meet international standards</p> <p>1.1.2 Launch courses that are responsive to the job market.</p> <p>Strategy 1.2 Continuously promote international relations and activities by collaborating with leading universities and various agencies (P. 1.1 and 1.2)</p> <p>1.2.1 There is a student exchange program. and professors with foreign universities</p> <p>1.2.2 Increase proactive role in marketing and institutional relations educational agencies abroad</p> <p>Strategy 1.3 Increase the ratio and diversity of foreign teachers (Grade 1.2)</p> <p>1.3.1 Create a system and mechanism to continuously motivate foreign teachers to work.</p> <p>Strategy 1.4 Increase the ratio of the number of international students (Grade 1.1 and 1.2)</p>						



- 1.4.1 Make an international cooperation agreement especially in ASEAN
- 1.4.2 Increase the role of public relations by having representatives from all committees to participate
- 1.4.3 Direct access to the target group of international schools
- Strategy 1.5 Strengthening foreign language skills for personnel and students (Grade 1.1 and 1.3)
  - 1.5.1 Enhancing standardized English communication skills for personnel and students
  - 1.5.2 Promoting the use of English as a medium of communication outside the classroom.

**Strategy 2: Build quality assurance of educational management and graduate quality (meeting QS and QA standards)**

Target	Indicator	Year				
		2023	2024	2025	2026	2027
2.1 The university's courses are accredited by the educational authority.	2.1.1 Percentage of programs of study that are accredited by the Ministry of Higher Education, Science, Research and Innovation (MHESI)	100%	100%	100%	100%	100%
	2.1.2 Percentage of vocational courses accredited by professional bodies	100%	100%	100%	100%	100%
2.2 University graduates have qualifications according to the identity of the university.	2.2.1 The level of satisfaction of graduate users according to the identity of the university	> 3.51	> 3.70	> 3.90	> 4.00	> 4.20
2.3 There are number of professors, qualifications, and academic positions according to the criteria of the field of study.	2.3.1 Percentage of courses with the ratio of the number of instructors to the number of students according to the MHESI criteria	80%	90%	100%	100%	100%
	2.3.2 Percentage of full-time instructors holding academic positions	15%	17%	20%	25%	30%
2.4 Curriculum and teaching process Student focus is important	2.4.1 Percentage of student-center courses	>80 %	>80 %	>90 %	>90 %	>100 %
Strategy 2.1 Build a quality university culture (Grade 2.1 2.2 and 2.3)						
2.1.1 Develop qualitative thinking and participation of personnel and students						

2.1.2 Continuously develop systems and mechanisms for internal quality assurance at the disciplines, faculties, departments and universities.

2.1.3 Supervise and supervise the curriculum management to ensure that it meets the standards of relevant agencies.

Strategy 2.2 Upgrading the quality of graduates (Gor. 2.2 2.4)

2.2.1 Develop the process of teaching and learning that focuses on learners.

2.2.2 Develop and promote morality, ethics, responsibility and social consciousness

2.2.3 Promote and develop communication skills analytical thinking and creativity

Strategy 2.3 Develop teacher quality (Grade 2.3 2.4 and 2.5)

2.3.1 Develop new instructors to have the ability to transfer knowledge

2.3.2 Regular and continuous development of academic instructors

2.3.3 Encourage teachers to enter academic positions

**Strategy 3 Develop academic performance and research that is beneficial to society and international communities.**

Target	Indicator	Year				
		2023	2024	2025	2026	2027
3.1 Teachers have more academic, research, and creative works.	3.1.1 Percentage of full-time instructors with academic, research or creative work	>80 %	>80 %	>80 %	>80 %	>80 %
	3.1.2 Academic Articles Ratio to Number of Full-Time Instructors	0.5	0.5	0.75	0.75	1.00
3.2 Academic, research and creative works are recognized nationally and internationally.	3.2.1 Percentage of academic, research, or creative work published or published nationally or internationally per full-time instructor	>20 %	>30 %	>40 %	>50 %	>50 %
	3.2.2 Percentage of academic, research, or creative works of graduate students that have been published or disseminated per number of graduate students	>50 %	>55 %	>60 %	>60 %	>60 %

3.3 Academic, research, and creative works are beneficial to the community and society.	3.3.1 Percentage of academic, research, or creative works that are beneficial to the community and society for the number of full-time instructors	5%	5%	10%	15%	20%
<p>Strategies 3.1 Develop systems and mechanisms to promote academic, research and creative works (Por. 3.1 3.2 3.3)</p> <p>3.1.1 Develop and improve systems and mechanisms for managing academic work, research work, and creative work.</p> <p>3.1.2 Promote the search for funding and resources for academic, research and creative works.</p> <p>3.1.3 Support publishing Academic, research, and creative works of teachers and students</p> <p>3.1.4 Review the compensation system for academic, research and creative works to be appropriate for the situation.</p> <p>Strategy 3.2 Promote the creation of academic, research and creative works (Por. 3.1 3.2 3.3)</p> <p>3.2.1 Promote and develop the potential of creating academic works, research and creative works for teachers and students</p> <p>3.2.2 Increase motivation to create academic works, research and creative works for teachers and students.</p> <p>Strategy 3.3 Integrate academic output, research, and creative work with teaching and learning and academic services to society (P. 3.3)</p> <p>3.3.1 Encourage instructors to bring academic work, research work, and creative work. to apply in teaching and academic services to society or vice versa</p>						

#### Strategy 4: Develop management systems and resources for maximum results.

Target	Indicator	Year				
		2023	2024	2025	2026	2027
4.1 The management system is efficient and effective in accordance with the principles of good governance.	4.1.1 Level of stakeholder satisfaction regarding the management system	> 3.51	> 3.60	> 3.70	> 3.80	> 3.90

4.2 Infrastructure and facilities that support effective teaching, research and management.	4.2.1 Student satisfaction level regarding infrastructure and facilities that support teaching, administration and research.	> 3.51	> 3.60	> 3.70	> 3.80	> 3.90
4.3. The university personnel are continuously developing their potential.	4.3.1 Percentage of personnel participating in personnel promotion and development activities organized by external agencies	5%	10%	15%	20%	25%
	4.3.2 Percentage of personnel participating in personnel promotion and development activities organized by the university	> 80%	> 80%	> 80%	> 80%	> 80%
4.4 Personnel have a relationship with the University	4.4.1 The level of satisfaction of personnel towards the administration of the University	> 3.51	> 3.60	> 3.70	> 3.80	> 3.90
<p>Strategy 4.1 Develop a management system to be efficient and keep up with changes (Por. 4.1, 4.2 and 4.4)</p> <p>4.1.1 Improve the system and work processes for efficiency and quality.</p> <p>4.1.2 Create a culture of teamwork and analysis of results</p> <p>4.1.3 Develop risk management systems and mechanisms</p> <p>4.1.4 Improve the rules to facilitate the promotion and support of personnel in carrying out the mission of the University.</p> <p>Strategy 4.2 Improve the development of the university's financial management (P. 4.1)</p> <p>4.2.1 Develop a system and mechanism for allocating funds to carry out the mission of the University.</p> <p>4.2.2 Develop systems and mechanisms for managing expenses and investments</p> <p>Strategy 4.3 Develop infrastructure and facilities for the implementation of the mission of the university (Por. 4.2)</p> <p>4.3.1 Renovation of buildings utilities and various facilities to be modern and sufficient to meet the needs of personnel and students</p> <p>4.3.2 Create a classroom environment laboratory, work rooms, libraries, and campus areas to create an atmosphere of learning</p> <p>Strategy 4.4 Develop information systems for management (Por. 4.1 4.2)</p> <p>4.4.1 Develop information systems to support the administration, planning, and decision-making in accordance with the mission of the university. and quality assurance</p> <p>4.4.2 Develop information systems for knowledge management</p>						

Strategy 4.5 Develop personnel at all levels to accommodate changes (P.4.3 4.4)

4.5.1 Organize personnel development activities both academically management and recreational activities on a regular basis

4.5.2 Develop knowledge management in the organization

4.5.3 Support scholarships and continuous human resource development activities at all levels

Strategy 4.6 Improve the compensation system and welfare to incentivize qualified personnel to work and remain with the university  
(Grade 4.3 4.4 )

4.6.1 Improve the compensation system appropriately.

4.6.2 Improve welfare to create incentives for work performance

4.6.3 Award / Reward and honor outstanding personnel

## Strategy 5 Create Identity and a good image of the university of international university

Target	Indicator	Year				
		2023	2024	2025	2026	2027
5.1 Graduates have knowledge, abilities, and are accepted by graduate users and society.	5.1.1 The level of satisfaction of university graduate users towards desirable graduate characteristics	> 3.51	> 3.70	> 3.90	> 4.00	> 4.20
5.2 Students, graduates and personnel receive awards or glorifying from various departments in society	5.2.1 The number of students, graduates and personnel who have received awards or accolades in various fields from external agencies.	> 5	>10	> 15	> 20	>25
5.3 The university provides academic services to the community and society continuously.	5.3.1 Percentage of projects/activities that provide academic services to society per number of full-time instructors	10%	15%	20%	25%	30%
5.4 The University has the preservation of arts and culture.	5.4.1 Percentage of arts and culture preservation projects/activities per number of full-time instructors	3%	5%	5%	10%	10%
5.5 Academic development of the university is collaboratively made by experts. and various departments in the development of the university	5.5.1 Percentage of academic activities organized by the cooperation of the agency External agencies, both public and private sectors, or those with academic or professional experience	5%	10%	15%	20%	25%
5.6 The University is recognized for its quality from the domestic authorities. or abroad	5.6.1 Percentage of new agencies with academic cooperation agreements	5%	10%	15%	20%	25%

	5.6.2 Percentage of graduates working in international agencies or multinational corporations or foreign institutions or agencies	10%	15%	20%	25%	30%
<p>Strategy 5.1 Cultivate an identity that reflects the identity of the university for students, graduates, and university personnel (Grade 5.1, 5.2 and 5.3).</p> <ul style="list-style-type: none"> <li>5.1.1 Cultivate a good attitude in learning morality and social service</li> <li>5.1.2 Create atmosphere and an environment that stimulates and molds the identity of students, graduates and personnel that reflect the identity of the university.</li> </ul> <p>Strategy 5.2 Present the university's identity and image to the public (Grade 5.1 5.2 5.3 5.4 and 5.5)</p> <ul style="list-style-type: none"> <li>5.2.1 Disseminating and publicizing the status of an international university that values community and society</li> <li>5.2.2 Disseminate and publicize information showing the development, progress and success of the University. and alumni for the society to know continuously</li> <li>5.2.3 Promote and create a platform for the expression of knowledge, abilities and potential of personnel and students</li> <li>5.2.4 Maintaining a green university that enhances the quality of life that is environmentally friendly</li> </ul> <p>Strategy 5.3 Build cooperation with the Alumni Association and private network in presenting the identity and image of the university (Grade 5.3 5.4 5.5 and 5.6)</p> <ul style="list-style-type: none"> <li>5.3.1 Develop alumni database and two-way communication channels using modern technology</li> <li>5.3.2 Develop a strong alumni association to coordinate with the university to organize various activities together continuously</li> <li>5.3.3 Cooperate with the Alumni Association and agencies to recruit and spread the reputation of successful alumni. and has outstanding contributions to society</li> <li>5.3.4 Establish effective cooperation with educational institutions establishment and various agencies for mutual benefits in education and business operations of the private sector</li> </ul>						

