



SHINAWATRA UNIVERSITY

FOSTERING INNOVATION

1ST EDUCATIONAL DEVELOPMENT PLAN

(ACADEMIC YEARS 2023 – 2027)

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Objectives

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2023-2027
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OUTLINES

SIU'S VISION, MISSION AND OBJECTIVES

Vision

The university maintains its status as an international university. Produce graduates with management skills Being an Ethical and Socially Responsible Entrepreneur

Mission

1. Teaching and learning management and producing academic excellence and ethics graduates.
2. Creation of quality research. to increase knowledge and new innovations
3. Providing academic services to respond to and strengthen the community and society
4. To carry on and disseminate the nation's arts and culture to Wattana and disseminate to the world.

Objectives

- 1.To produce graduates with ability to evaluate and apply theory and concepts in solving issues and problems.
- 2.To develop a flexible and innovative program in order to meet the local and global manpower needs.
- 3.To develop students with ability to generate new knowledge and solving national and global issues through research.
- 4.To disseminate the education and research to the benefits of society and economy for public nationally and internationally in term of academic services.
- 5 To be an active member of academic cooperation and economic contribution.
- 6 To preserve arts and cultures and apply graceful Thai and international cultures to students and staffs. nationally and internationally.

2023-2027 STRATEGIC THEME AND OBJECTIVES

Theme

HITS THE GROUND RUNNING!!!

Objectives

1. To be ranked at least 300 in QS Asia Ranking 2. To have at least international students from 20 countries. 3. All faculties will have local programs (degree, master and PhD) and International programs (degree, master and PhD) 4. To be known for quality staff and innovative teaching 5. To have a student population of 6000 students 6. To be known for high quality student experience



SIU SWOT ANALYSIS

Strength

- What do we do well?
Academic qualifications and experience of lecturers
Environment for learning
Student support
Staff welfare (transportation)
- What qualities separate us from our competitors
80% international curriculum
- What do our customers say we do well?
Tuition fee lower (local program)
Affordable tuition fee
- What is our unique selling proposition?
2+2 programs
- Do we have strong brand awareness?
None
- Do we have strong brand loyalty?
None
- What skills do we have that our competitors don't?
None
- Financial strength?
None

Weaknesses

- Where can we improve?
Curriculum
Vehicles too old
Location too far
Lack of manpower
Lack of teaching skills
Lack of Dorm space
IT resources
Lack of PR/branding
Internal and external communication problems
HR, compensation benefits
International network not strong
Research publications
Insufficient programs of study
What do our customers always complain?
Student support resources
Transportation
Food variety
Classroom equipment
Accommodation

- Are we new or not well-known?
None
- Are our resources outdated?
yes
- Is our quality acceptable?
Good according to EQA and IQA appraisals
- Are we lacking staff, skills, and talent?
High turnover with advisor:advisee ratio
problems
- Issues with finance?

SIU SWOT ANALYSIS

Opportunities

- Do our competitors have any weaknesses we could benefit from?
Strong back-up from China
- Target market shifting that is benefiting us?
Weekend market
Part-time market
On-line market (local)
- Is there an untapped market
- Upcoming events we could benefit from
Renaming and marketing activities
- Geographic expansion opportunities?
Learning center in Bangkok, Pattaya and overseas
- New technology that could benefit us?
None

Threats

- New competitors or expansion in existing competitors?
More private universities going for QS/THE
More curriculum being developed
Various types of learning
- Target marketing shrinking or shifting?
Local market shrinking
Many going to work straight
- Indirect competitors becoming our competitors?
- Economic trends that work against us?
None
- Political trends that work against us?
Internal and external policy changes
Chinese crimes
Visa issues
- New technology trends that work against us?
None

STRATEGIC PILLARS

Pillar 1. Administration and Management

Pillar 2. Research

Pillar 3. Learning and Teaching

Pillar 4. External Relationship and Internationalization

Pillar 5. Academic Development

Pillar 6. Academic Support Service

Pillar 7. Preservation of Arts and Culture



PILLAR I ADMINISTRATION AND MANAGEMENT

Objective 1: To ensuring university sustainability

Objective 2: To create efficient teaching and learning management according to international standards

Objective 3: To manage budgets, finances and assets efficiently.

Objective 4: To enable university personnel to have the potential and competence to support changes. and is an organic and vivid organization

Objective 5: To upgrade and renovate campus facilities and infrastructure to meet university strategic plans

Objective 6: To manage the university with governance and social responsibility

PILLAR 2 RESEARCH

Objective 1: To attract outstanding research talents and enhance the competency of current staff to increase papers for the faculty and university

Objective 2: To attract the outstanding students of our own to increase papers for the faculty and university

Objective 3: To build collaborative research network with local and international universities

Objective 4: To build collaborative research network with NGOs, governments, and industry

Objective 5: To build a research focus (Cluster or Centre) for every school in order to have a better positioning of our school and university.

Objective 6: To provide organizational support and resource to enhance faculty research and creative works

Objective 7: To build a critical mass of research publications through existing data available in the university.

PILLAR 3 LEARNING AND TEACHING

- Objective 1: To build a develop matrix to elevate the competency of the academic lecturers in learning and teaching
- Objective 2: To ensure consistent structure and alignment of the curriculum to the continuously needs and demands of MHESI, Industry partners, and Professional Bodies
- Objective 3: To ensure OBE will be fully implemented in SIU within 5 years and it has the ability to measure student outcome and attainment.
- Objective 4: To provide effective academic student support in the university
- Objective 5: To formulate a robust and fair assessment strategy and policy in the university.

PILLAR 4 EXTERNAL RELATIONSHIP AND INTERNATIONALIZATION

Objective 1: To build relationships and collaborations with other universities and academic institutions inside and outside of Thailand through program development, student exchange, staff exchange in order to achieve academic strength

Objective 2: To promote and develop collaborations and partnership with networking universities from overseas on research in various disciplines and exchange of knowledge about cultures and arts

Objective 3: To network with alumni inside and outside of Thailand through activities and projects

Objective 4: To foster ties with government agencies through collaborations, activities, and projects

Objective 5: To partner with industries through collaborations, activities, and projects

Objective 6: To collaborate with communities through activities and projects

PILLAR 5 ACADEMIC DEVELOPMENT

Objective 1: to ensure the curriculum built has appropriate support of resources and manpower

Objective 2: to build more programs in SIU to meet the current needs of Thailand and the international workforce

Objective 3: to build programs that create more pathways and increase recognition on top of the university certificate for students

Objective 4: to develop short courses, and workshops to build student skills, staff competencies and as revenue generation for external.

Objective 5: to create a student exchange program for local and international students

PILLAR 6 STUDENT SUPPORT SERVICE

Objective 1: To provide student support services and resources for student development

Objective 2: To provide comprehensive career development and direction through Career Service to prepare students for their desirable future careers

Objective 3: To offer outstanding student experience that enhances the social, personal, physical, ethical, and emotional development of students

Objective 4: To increase student engagement and involvement by facilitating increased participation in student clubs, Student Union

PILLAR 7 PRESERVATION OF ARTS AND CULTURE

Objective 1: To preserve, promote and develop cultural heritages, forms and practices to be well-known in Thailand as well as in other networking countries and cultures

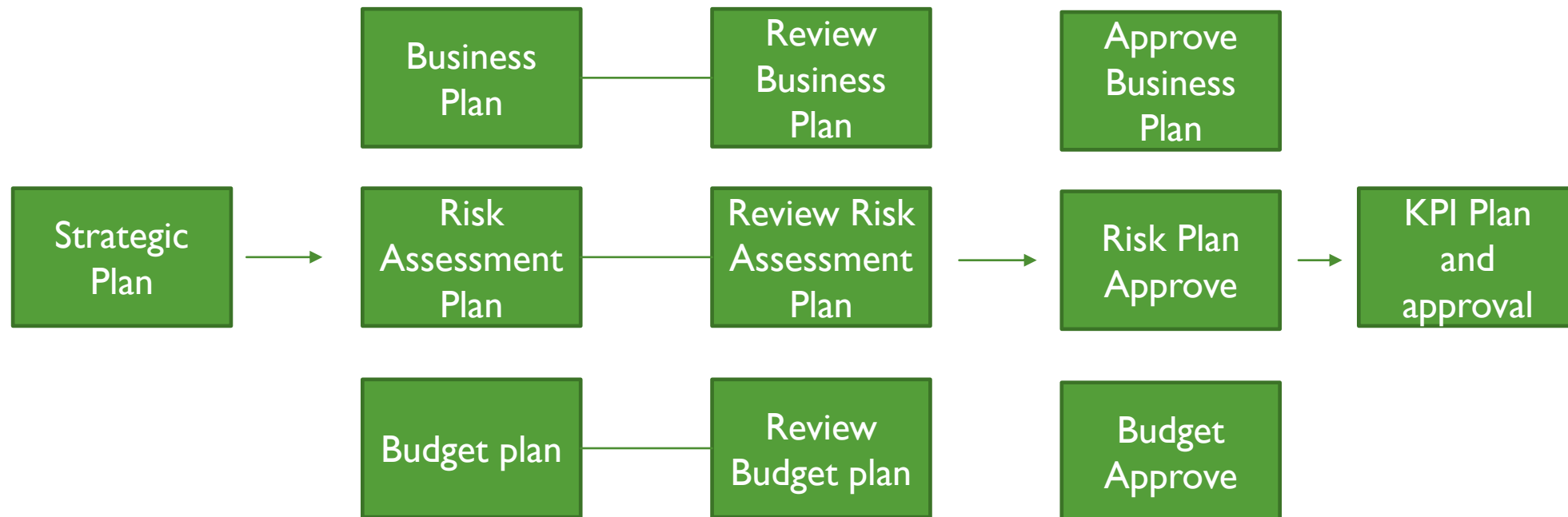
Objective 2: To create the awareness about the cultural expressions at the university, community, and public levels by establishing Arts and Culture Promotion office/center for preservation, promotion, research and development purposes.

Objective 3; To achieve absolute excellence in the field of the Arts and Culture by providing support, recognition, and awards to public artists and art organizations.



THANK YOU!

WAY FORWARD AFTER THIS



April 2023

May 2023

June 2023

July 2023