

## IC Action Plan, Academic Year 2019

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**Strategy 1** Develop graduate programs to be able to conduct teaching at the international level.

### Challenges of the University

- 1) Excellence in producing graduates who use the community as a learning resource
- 2) Strength in research that is in line with community needs

**Goal** International College is an international quality institution. Graduates have international competencies are recognized and trusted by society.

### Strategic objectives of University

Produce graduates with identities that meet the needs of society with a learning process based on direct experience in the community

### Definition

- 1) **International education management** means teaching management of graduate studies that use English in teaching and learning. Open for both Thai and foreign learners
- 2) **Community** means the context or area that is used as a base for further development and support for internationalization.

Strategies	Indicators	Projects/Activities
1.1) Teaching management of graduate studies	1.1.1) Arrange teaching and learning in English program with academic departments in University	Development of 5 English programs as follows, 1. MBA 2. Ph.D. in Energy- Engineering 3. Ph.D. in Biotechnology 4. DBA 5. Ph.D. in Education
	1.1.2) Lecturer qualifications	
	1.1.3) Supervising of course standard	
1.2) Reform learning management that emphasize integrative learning from real	1.2.1) Success result in arranging learning from real experience in community	

Strategies	Indicators	Projects/Activities
community learning resource and experience		
	<ul style="list-style-type: none"> <li>▪ Amount of research that meet the demand of community</li> </ul>	
	<ul style="list-style-type: none"> <li>▪ Amount of student's works that have been published</li> </ul>	
1.3) Develop student's identity to meet the need of community and character follow International capacity	1.3.1) Admission and graduation of students	1) Create advertising materials/channels in many forms such as brochure, roll up, Facebook 2) Offering graduate scholarship 3) Follow-up and report progress of student's 4) Voice of Customer
	1.3.2) The utilization in profession	
	<ul style="list-style-type: none"> <li>▪ Percentage of the dissertation that can utilize in profession</li> </ul>	
	1.3.3) Graduate quality	
	1.3.4) Student work	
	<ul style="list-style-type: none"> <li>▪ Percentage of PhD graduate's works that have been published               <ul style="list-style-type: none"> <li>- National level</li> <li>- International level</li> </ul> </li> </ul>	
	<ul style="list-style-type: none"> <li>▪ Amount of student's academic work and creative work that have been rewarded               <ul style="list-style-type: none"> <li>- National level</li> <li>- International level</li> </ul> </li> </ul>	
	1.3.5) Students and International College staffs attend academic activity with foreign University	1) Project: Negotiate business with foreign universities. 2) Operating activities with Udayana university, Indonesia (Joint research /

Strategies	Indicators	Projects/Activities
		sending students in the MBA English program to Participate in Udayana university courses) 3) Foreign lecturers as a thesis advisor 4) Overseas training of students
	<ul style="list-style-type: none"> <li>▪ Percentage of Program with Inbound and Outbound</li> <li>▪ Amount of Inbound and Outbound lecturer and student</li> <li>▪ Amount of Inbound and Outbound lecturer and student</li> <li>▪ Amount of Program with Inbound</li> </ul>	

**Strategy 2** Create research and integrative innovation to lead to sustainable society development.

**Challenges of the University**

- 1) Strength in research that is in line with social needs
- 2) Strength in art, culture and wisdom

**Goal**

- 1) Produce research and creative work with international quality or can be utilized for social or commercial use
- 2) Strengthening art, culture and wisdom

**Strategic objectives of University**

- 1) Produce research and creative work with quality that can be utilized for academic, social or commercial use
- 2) Strengthening art, culture and wisdom

**Definition**

- 1) **Research work** means academic work or research work of international college's lecturers and/or research works of PhD students in Sustainable Development Both in Thai and English program with the name of the advisors joining the work and publicizing.
- 2) **Lecturer** means lecturers of the PhD program in Sustainable Development that have been appointed as a dissertation advisor for doctoral students, PhD program in Sustainable Development Both in Thai and English program.

Strategies	Indicators	Projects/Activities
2.1) Define policy and focus of research process that meet the needs of society	2.1.1) Success level of research plan of International College	1) Research development plan of International College 2) Support research production for lecturers and staffs
2.2) Develop researcher's ability to create work in International level	2.2.1) Academic works of lecturers and researchers <ul style="list-style-type: none"> <li>▪ The percentage of lecturer's research work or creative work that has been published in national level and International level <ul style="list-style-type: none"> <li>- National level</li> <li>- International level</li> </ul> </li> </ul>	1) There is a system to support the production and publicizing of work. 2) Project : The establishment of the Sustainable Development research unit
	2.2.2) Research work that can be utilized for social and commercial use <ul style="list-style-type: none"> <li>▪ The percentage of lecturer's research or creative work that can be utilized for social and commercial use</li> <li>▪ Work that can be utilized for social use</li> </ul>	

**Strategy 3** Promoting academic services and continuing education management to transfer knowledge and develop quality human resources to support sustainable society development

**Challenge of the University** Financial security

**Goal** Provide academic services and continuing education management that can create value

**Strategic objectives of University**

Create financial stability by increasing revenue and efficient financial management

Strategies	Indicators	Projects/Activities
3.1) Promote commercial academic service	3.1.1) The increment of revenue, both in tuition fee and other revenues <ul style="list-style-type: none"> <li>▪ The increment of revenue, both in tuition fee and other revenues</li> </ul>	1) Academic services 2) International conference
3.2) Promote continuing program or short course to meet the needs of society	3.2.1) The success of continuing program or short course <ul style="list-style-type: none"> <li>▪ The amount of continuing program or short course to meet the needs of society</li> </ul>	Project : continuing program or short course to meet the needs of society

**Strategy 4**                    Develop International College management system to be a learning organization

**Challenges of the University**

- 1) Management for excellent operations
- 2) Financial security

**Goal**                            There is an organization management system to be a learning organization that can keep pace with the world and able to be self-reliant.

**Strategic objectives of University**

- 1) Develop an effective management system
- 2) Build financial stability by increasing revenue and academic services to be effective

**Definition**

Learning organization means a unit that communicate the knowledge to each other along with receiving knowledge from outside. In order to create an opportunity for best practices, leads to the development and build a strong knowledge base for the organization.

Strategies	Indicators	Projects/Activities
4.1) Develop effective management system to be a learning organization	4.1.1) The success level of management system development <ul style="list-style-type: none"> <li>▪ Performance appraisal of director of International College</li> </ul>	Preparation of strategic plan and annual action plan
	4.1.2) Performance according to the roles of the International College committee <ul style="list-style-type: none"> <li>▪ Self-assessment result of International College committee</li> </ul>	1) International College committee meeting 2) Self-assessment of International College committee
	4.1.3) Human Resource Development <ul style="list-style-type: none"> <li>▪ The percentage of administrators that have been developed</li> <li>▪ The percentage of <b>supporting staff</b> that has been developed</li> <li>▪ The percentage of <b>academic staff</b> that has been developed</li> </ul>	
4.2 Develop budget management system that leads to self-reliance	4.2.1) The ability to make money remain <ul style="list-style-type: none"> <li>▪ The percentage of money remain</li> </ul>	Academic Service