(Abridged Edition)

Strategic Plan

Faculty of Management Sciences, Prince of Songkla University

2020 - 2023 (Revised Version)

2021

Strategic, Revenue Management, and Information Innovation, Faculty of
Management Sciences

1. Current Status of Faculty of Management Sciences

Over the course of 45 years, it has been evolving. The Faculty of Management Science focuses on driving the production of qualified graduates and expertise in business administration, public administration and accounting, adhering to "our soul is for the benefit of mankind". Under a modern curriculum aimed at internationalization. With potential and multi- disciplinary personnel with resources to support Promote and support cooperation, networking professional organizations and solving problems of society and communities with a location in the Southern Economic Center.

Current Vision

Leading National Institutions in Management

Mission

Create graduates, executives and entrepreneurs with leadership Digital performance. Be creative for the sake of fellow human beings. With internationally certified curriculums, as well as research, innovation development in management and academic services to drive communities and society towards sustainable development.

Core Competencies

1) Competencies and expertise in management sciences
2) Ability to adapt to challenging situations and modern management concepts

Core Values

PRIDE

P	=	Professionalism	Professional practice
R	=	Research	Solve problems with research guidelines
I	=	Integrity	Adhere to moral principles
D	=	Diversity	Exchange learning in a management sciences interestedly.
E	=	Excellence	Striving for excellence

Identity

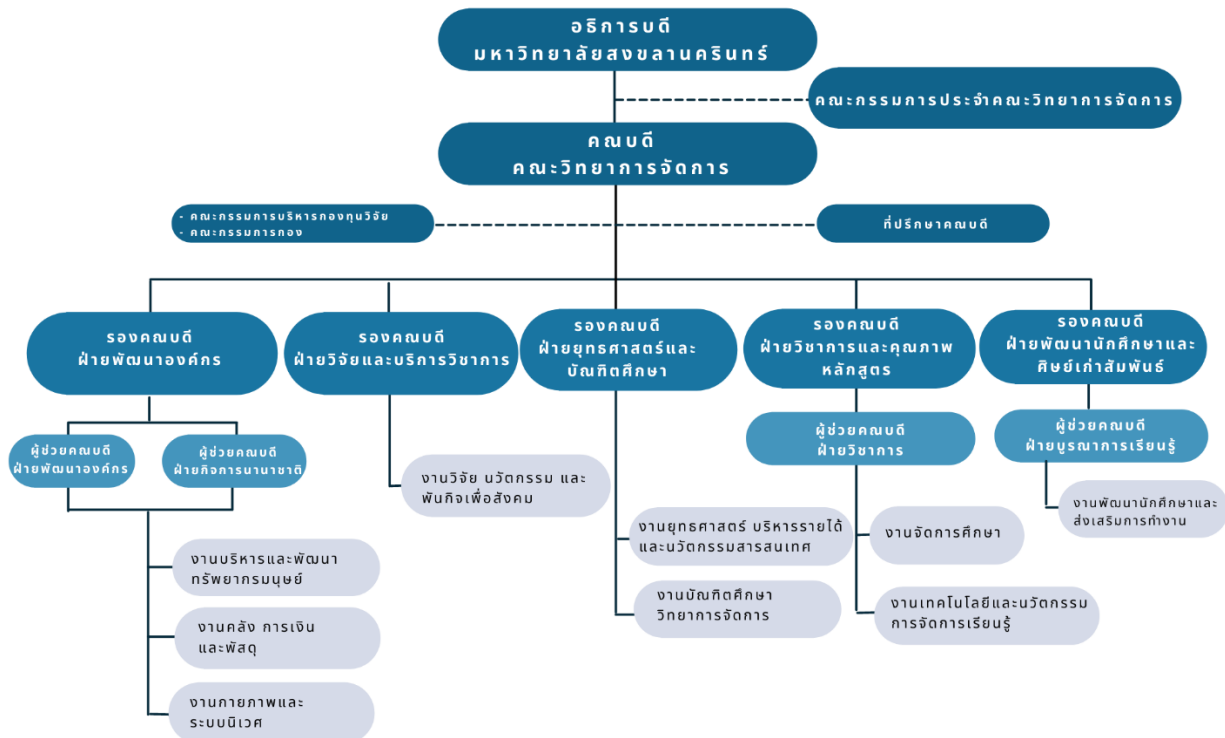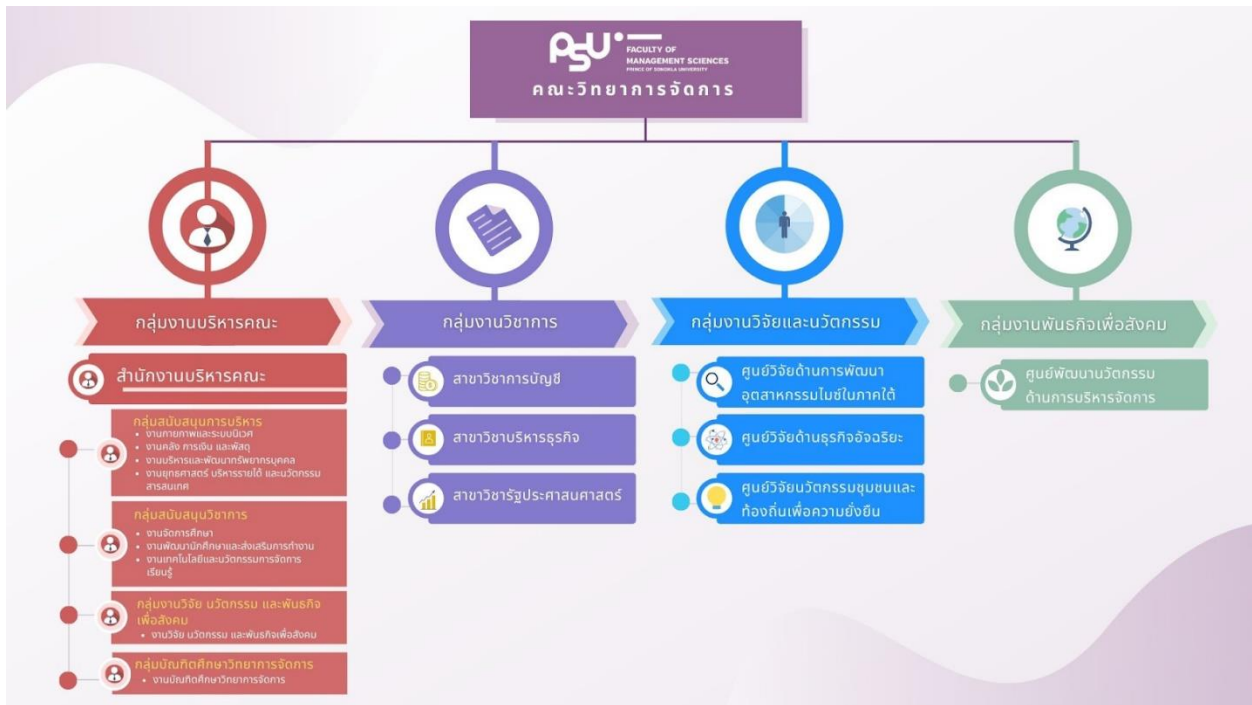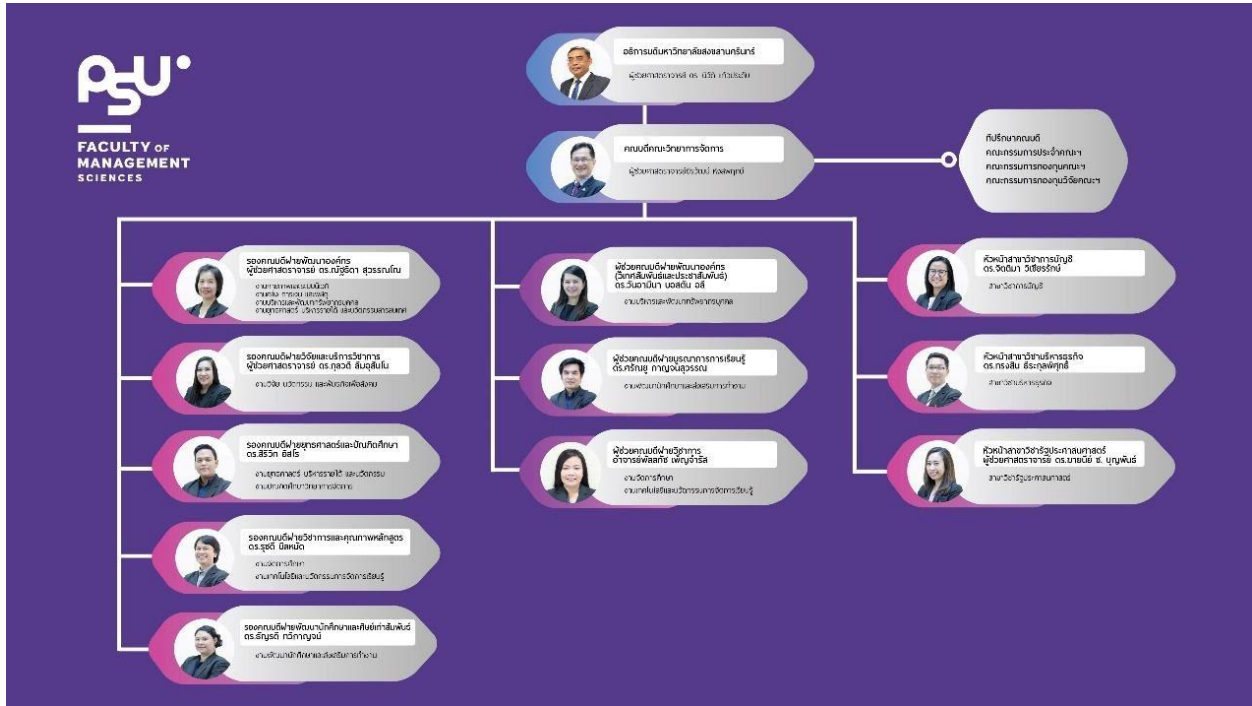**FMS**   :   Flexibility Merit Smart

Flexibility

Merit

Smart

Uniqueness

Faculty of integrated Business Administration, Public Administration, and Accounting

2. Management structure and organizational structure

4.3 4-Year Operational Strategy of Faculty of Management Sciences

The four-year drive of Management Sciences (2020-2023) aims to lead the Faculty of Management Sciences towards academic leadership in management and drive the faculty towards accrediting international standards in education under the teamwork of a committed management team. Dedicated and coordinated teamwork from all community sectors within the Faculty of Management Sciences to drive the strategy to meet the goals and strategies, consisting of 4 strategies and 30 key strategies as follows:

Strategy 1: Build an executive community: develop students' performance to professional executives and have the ability to maintain lifelong learning (Executive Community and Lifelong Learning)

Strategy 2: Integrating research and innovation: develop research and innovation in management to utilize (Research and Innovation for Social Impact)

Strategy 3: Power of social service: run and strengthening communities and society sustainably (Social Engagement)

Strategy 4: Increase management system to international standards: run the organization towards international certification (Global Standard)

"สถาบันการศึกษาชั้นนำระดับประเทศด้านการจัดการ"

ยุทธศาสตร์ที่ 1
สร้างชุมชนนักบริหาร: พัฒนาสมรรถนะของผู้เรียนสู่นักบริหารมืออาชีพและมีความสามารถในการเรียนรู้ตลอดชีวิต (Executive Community and Lifelong Learning)

ยุทธศาสตร์ที่ 2
บูรณาการงานวิจัยและนวัตกรรม: พัฒนางานวิจัยและนวัตกรรมทางการจัดการสู่การนำไปใช้ประโยชน์ (Research and Innovation for Social Impact)

ยุทธศาสตร์ที่ 3
สานพลังรับใช้สังคม: ขับเคลื่อนและสร้างความเข้มแข็งแก่ชุมชนและสังคมด้วยการพัฒนาที่ยั่งยืน (Sustainable Development Goals (SDGs))

ยุทธศาสตร์ที่ 4
เพิ่มประสิทธิภาพระบบบริหารจัดการสู่มาตรฐานสากล: ขับเคลื่อนองค์กรสู่มาตรฐานสากล (Global Standard) ด้วยระบบบริหารจัดการที่ทันสมัยภายใต้ชีวิตวิถีใหม่และมีธรรมาภิบาล

Image 1 Strategy for The Faculty of Management Sciences between 2020 and 2023

The details of the strategy and operational guidelines can be shown as follows:

Strategy 1 Build an executive community: develop students' performance to professional executives and have the ability to maintain lifelong learning (Executive Community and Lifelong Learning)

Table 1 Goals and strategies to run the Faculty in accordance with Strategy 1

Purpose	Strategies to run faculty
1) To have an administrative science that supports entrepreneurial executives. Alumni and individuals of all ages, including a proactive education management system that promotes lifelong learning. 2) To provide students with 21-century skills and towards global citizen 3) To enhance the performance of faculty to have modern skills and knowledge, keep pace with technology that is transformed and accepted by the community and society. 4) To create alliances and integrate academic cooperation networks to enhance the faculty's capacity 5. In order for the course to be certified in accordance with international standards	4.1 Develop/improve management courses to meet the needs of the labor market by integrating cross-science and entrepreneurial networks, as well as supporting credit accumulation (Credit bank) 4.2 Provide educational education that empowers management that supports executives, entrepreneurs, alumni and individuals of all ages. 4.3 Supporting mechanisms and activities to develop learner capacity in line with 21 century skills, focusing on leadership, digital performance and creativity in order to become a global citizen 4.4 Create educational opportunities among disadvantaged and vulnerable groups 4.5 Promoting/developing faculty to have the skills and knowledge of modern teaching and management, advance technology that has turned and is accepted by the community and society. 4.6 Build alliances and networks of academic cooperation and alumni networks 4.7 Allow the curriculum to be certified in accordance with international standards 4.8 Create an atmosphere and support academic activities in line with internationalization

Table 2 Goals and strategies to run the Faculty in accordance with Strategy 2

Purpose	Strategies to run faculty
1) In order to achieve increased high-quality research, it is recognized nationally and internationally. 2) To create an integrated research group in creating research and management innovation in line with the direction of national development and driving communities/society. 3) To achieve research and innovation in management to utilize and run society	2.1 Allow for publication in national and international academic journals 2.2 Allow effective research 2.3 Develop a system that allows different academic staff to conduct joint research on issues consistent with the direction of national development 2.4 Create and promote a network of local and international research to enhance research capabilities 2.5 Establish a specialized research center to drive research in line with the direction of national development and drive communities/society 2.6 Run research and management innovation towards the utilization and mobility of society (Social Impact)

Strategy 3 Power of social service: run and strengthen communities and society with sustainable development (Sustainable Development Goals (SDGs))

Table 3 Goals and strategies to run the Faculty in accordance with Strategy 3

Purpose	Strategies to run faculty
1) To achieve social engagement that contributes to intimacy and synergy between faculty of management science and community and society 2) To integrate teaching and learning research into academic services and enhance communities and society 3) To support the creation of cooperation networks to run economic, community and	3.1 Run academic services that engage with communities and society 3.2 Increased academic service management capabilities 3.3 Integrated teaching and learning research into academic services for community and social development 3.4 Promote collaboration mechanisms between disciplines/faculties/campuses/institutions 3.5 Promote networking and provide academic services according to the needs of communities and society to ensure the sustainability of the South and the country in the long term, as well as towards sustainable development goals (Sustainable Development Goals)

Purpose	Strategies to run faculty
society under the aim of sustainable development goals (SDGs)	

Strategy 4 **Optimize management system to international standards:** **run the organization to the global standard with modern management system under a new and good governance life.**

Table 4 Goals and strategies to run the Faculty in accordance with Strategy 4

Purpose	Strategies to run faculty
1) Allow the Faculty to have an approach to management to international standards 2) Allow the workforce to meet the vision of the Faculty and the University by moving towards proactive work 3) To make the faculty smart faculty and align with a new way of life 4) To provide stability and sustainable self-reliance 5) To strengthen the image and expand awareness of the faculty's potential	1.1 Support proactive personnel empowerment 1.2 Allow academic positions or professional certificates 1.3 Allow the development of career progression paths of support personnel 1.4 Support management mechanisms in accordance with the Educational Quality Criteria guidelines for excellence (EdPEx) 1.5 Support the creation of happy workplaces to build bonds and maintain talent 1.6 Allow information systems that support management and enhance the smart faculty atmosphere in line with a new way of life 1.7 Create financial stability and sustainable self-reliance 1.8 Provide emergency risk support 1.9 Support proactive corporate communication

5. Summary of expected results to run the Faculty of Management Sciences over the 4-year period (2020 - 2023)

        The expected results to run the Faculty of Management Science over the four years (2020 - 2023) include the expected results at the faculty level to lead academic management and run towards international accreditation in education and at the four strategic levels of the faculty, which have the following expected results:

	Expected results
It is a leading educational institution in management.	1. Collaborate with leading institutions both domestically and internationally 2. Research and innovation management is accepted 3. University competition rankings improved
Strategy 1 Build an executive community: develop students' performance to professional executives and have the ability to maintain lifelong learning (Executive Community and Lifelong Learning)	4. There are courses with cross-science integration. 5. Supply chain engagement management mechanism between courses within universities and target schools 6. There is a network of cooperation with entrepreneurs and alumni aimed to increasing the competitiveness and development of the country. 7. There are integrated courses that meet the needs of the university's markets and strategies. 8. Develop a wide range of WIL teaching and social activities. 9. Activities to develop learners into global citizens and have skills aligned with the 21st century. 10. An ecosystem conducive to learning with modern technology 11. Online/MOOC courses have been developed. 12. Enter AACSB certification
Strategy 2 Integrating research and innovation: develop research and innovation in management to utilize (Research and Innovation for Social Impact)	13. Research and innovation with social Impact and utilization 14. Leverage the Business Administration, Accounting and Public Administration research Network 15. The mechanism allows different departments to conduct joint research and research supply chain management.
Strategy 3 Power of social service: run and strengthen communities and society with sustainable development (Sustainable Development Goals (SDGs))	16. Research and academic services that use knowledge of holistic management or sustainable community empowerment.
Strategy 4 Optimize management system to international standards: run the organization to the global standard with modern	17. EdPEx200-300 certified 18. Financial stability and efficient in-house management system

	Expected results
management system under a new and good governance life	