



Education Criteria for Performance Excellence Project

EdPEx200 9th Edition 2021

**Faculty of Management Sciences,
Prince of Songkla University**

Curriculum & Services

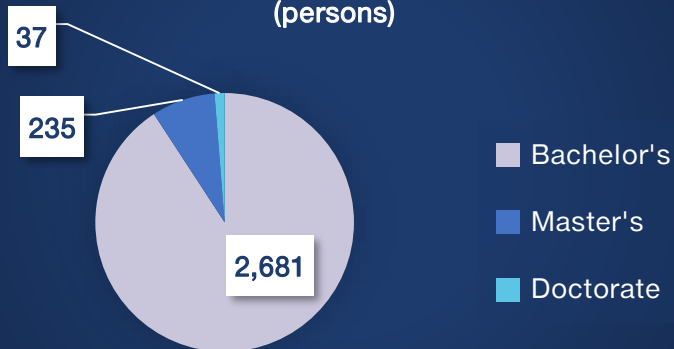
4 Undergraduate Degrees

- 2 Bachelor's of Business Administration (6 majors)
- 1 Bachelor of Accountancy
- 1 Bachelor of Public Administration

6 Graduate Degrees

- 3 Master's of Business Administration
- 1 Master of Accountancy
- 1 Master of Public Administration
- 1 Doctor of Philosophy

Number of Students academic year 2019
(persons)



Total students at all levels: 2,953



Curriculum & Services (continued)

Research



Service Guidelines

Conduct research according to the conditions of the funding source.

Publish in academic journals

Take problems from the southern regions as research challenges.

Utilize it to solve community and social problems.

Service Guidelines

Training

Consulting

Academic Services

Become a License Examination Center

Vision, Mission and Values

Vision “the national leading educational institution in management”

Mission Cultivating graduates, executives and entrepreneurs with leadership skills and digital creativity for the benefit of mankind. The curriculum and research activities are accredited according to international standards, developed in innovation management and academic services to drive the community and society towards sustainable development.

Values **PRIDE**

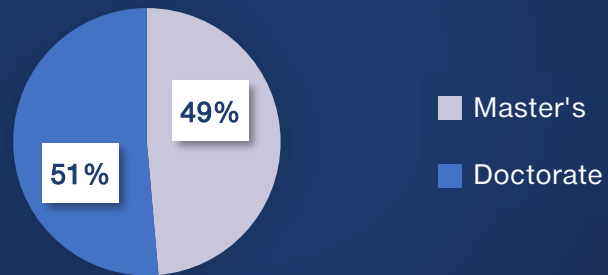


Personnel

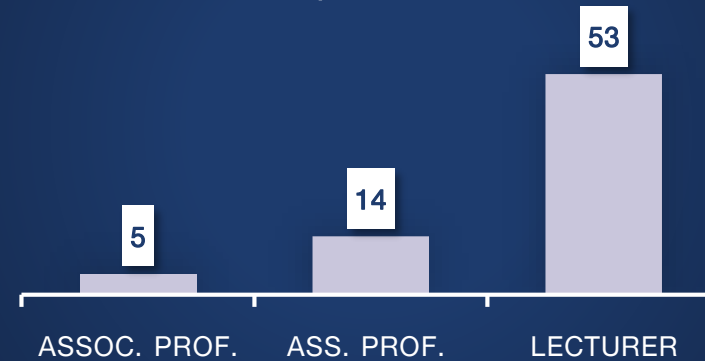
Academic Staff

Total of 72
people

Classified by educational
background



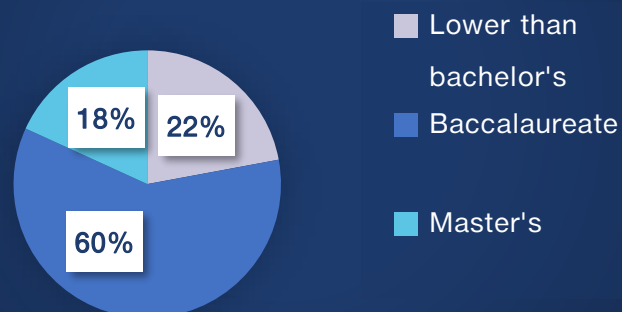
Classified by academic position
(person)



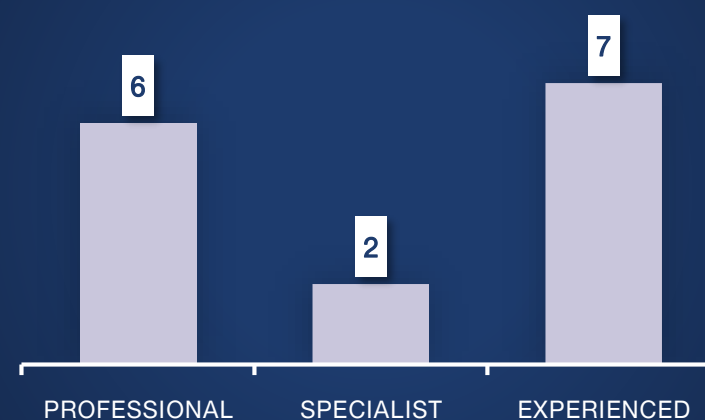
Support Staff

Total of 77
people

Classified by educational
background



Classified by position (person)



Cooperation Partnerships

6



Management Education

National and abroad educational institutions MOUs (e.g., Middlesex/ Nottingham, BSNT)

Internship/cooperative education



Academic Service

Business and Government organizations MOUs (e.g., Government Savings Bank SAO., OSMEP., Tesco Lotus)

Research

Educational institutions MOUs (e.g., CMU, TRBS-NET)

Community



Comparison

1

A university with a regional service mission and a vision to be accredited to international standards (i.e., AACSB).

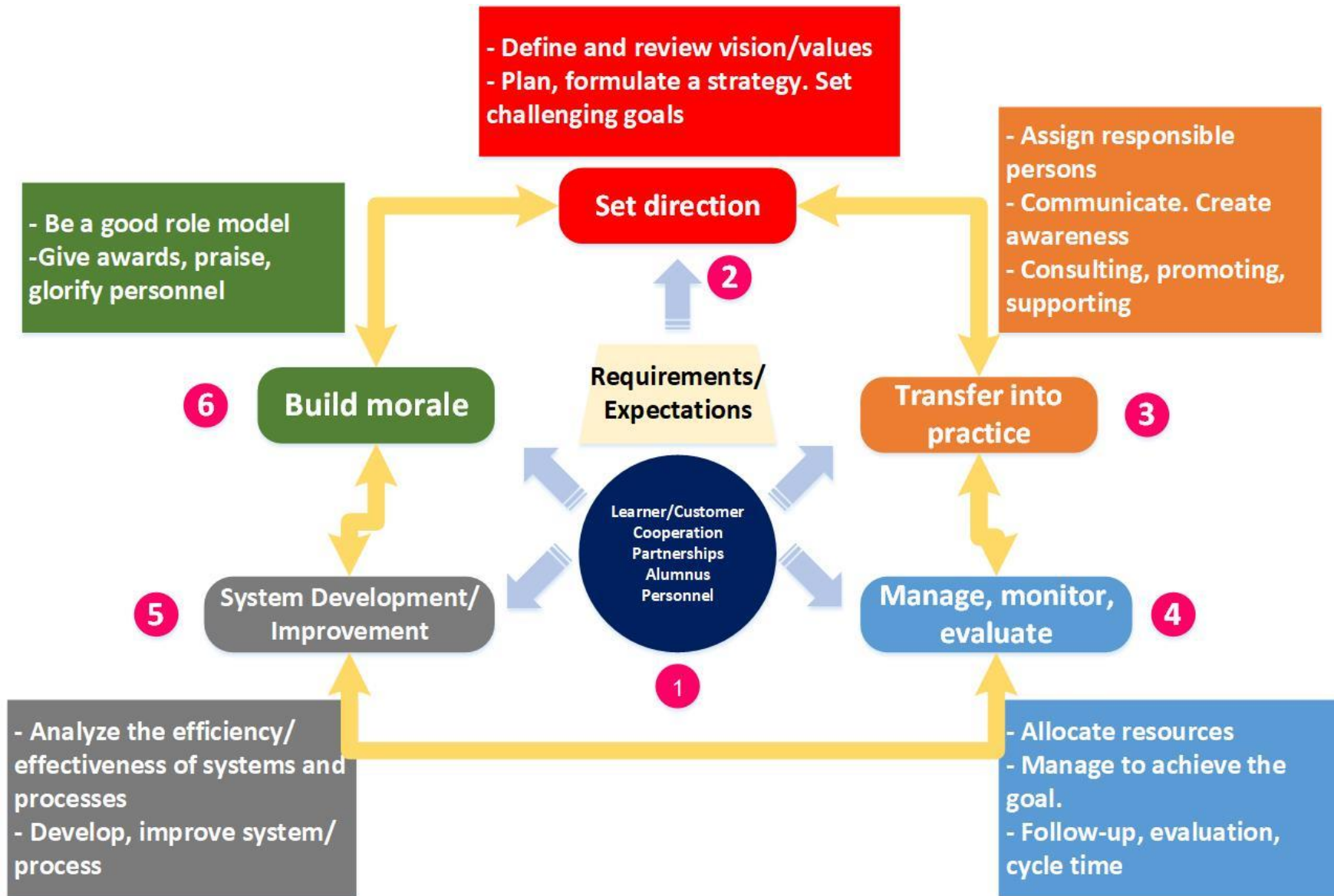
- Faculty of Business Administration and Accountancy, Khon Kaen University
- Faculty of Business Administration/Faculty of Political Science and Public Administration, Chiang Mai University

2

Accredited universities with international education quality in Thailand

- Faculty of Commerce and Accountancy, Thammasat University
- Faculty of Commerce and Accountancy/Faculty of Political Science, Chulalongkorn University





Professionalism

1. Punctuality
2. Responsible for the work received
3. Honor/respect others
4. Dress modestly
5. Have a positive attitude towards work
6. Have the ability to transfer knowledge

Integrity

1. Be honest
2. Be just
3. Stand up for what's right

Diversity

1. Work with a wide range of people, cross the line
2. Listen to the opinions of others
3. Apply a wide range of knowledge to work development
4. Capable of personal growth

Excellence

1. Appreciate one's own potential
2. Develop quality and adjust processes towards good/best practices.
3. Work proactively

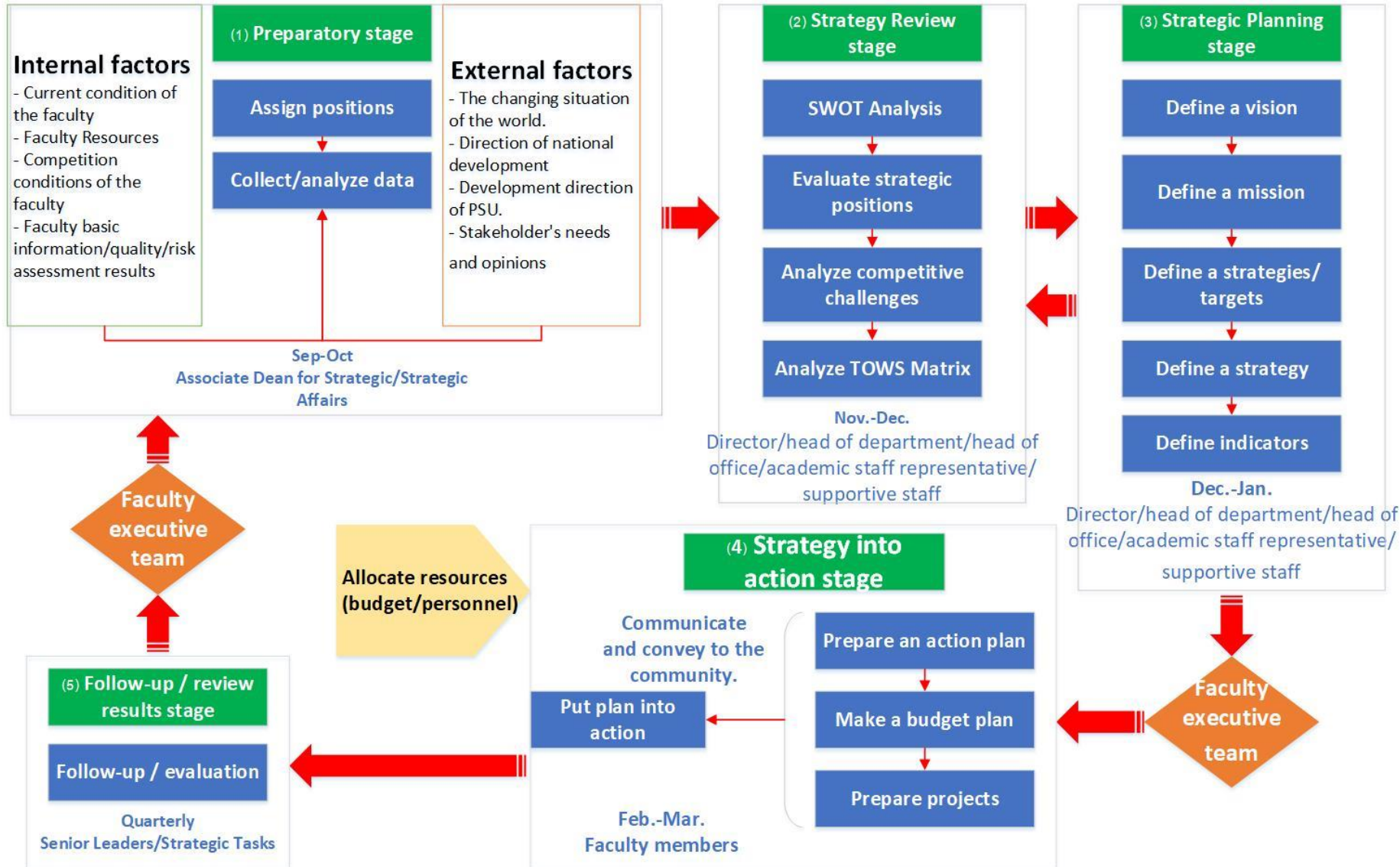
Research

1. Inquisitive, likes to observe or ask questions.
2. Plan systematic work to achieve the goal.
3. Have critical thinking to bring about a specific work method to work reasonably
4. Have the ability to search for information
5. Have new ideas in the work process to solve the problem.

Desirable Values and Behaviors

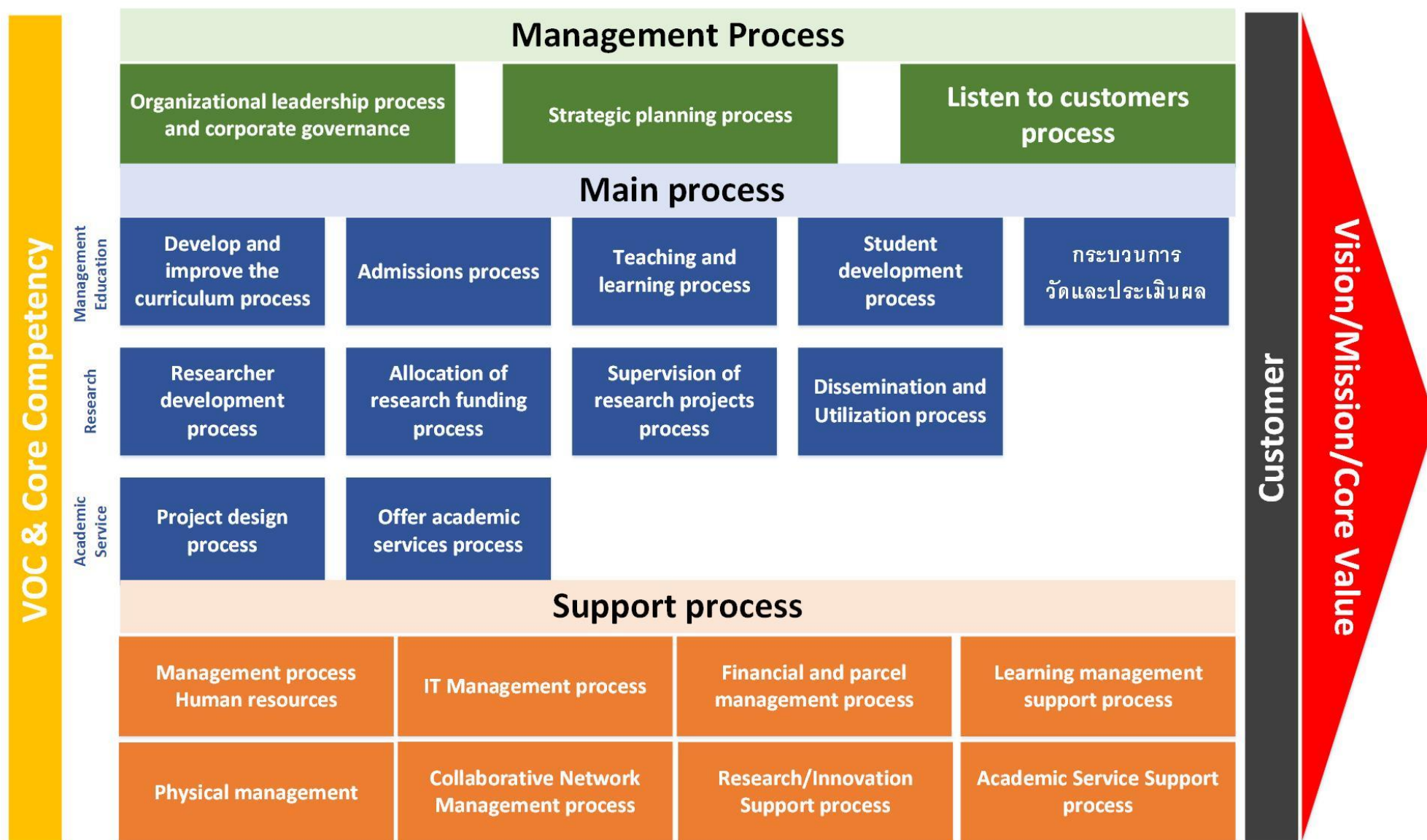
Strategy

FMS Strategic Planning Process



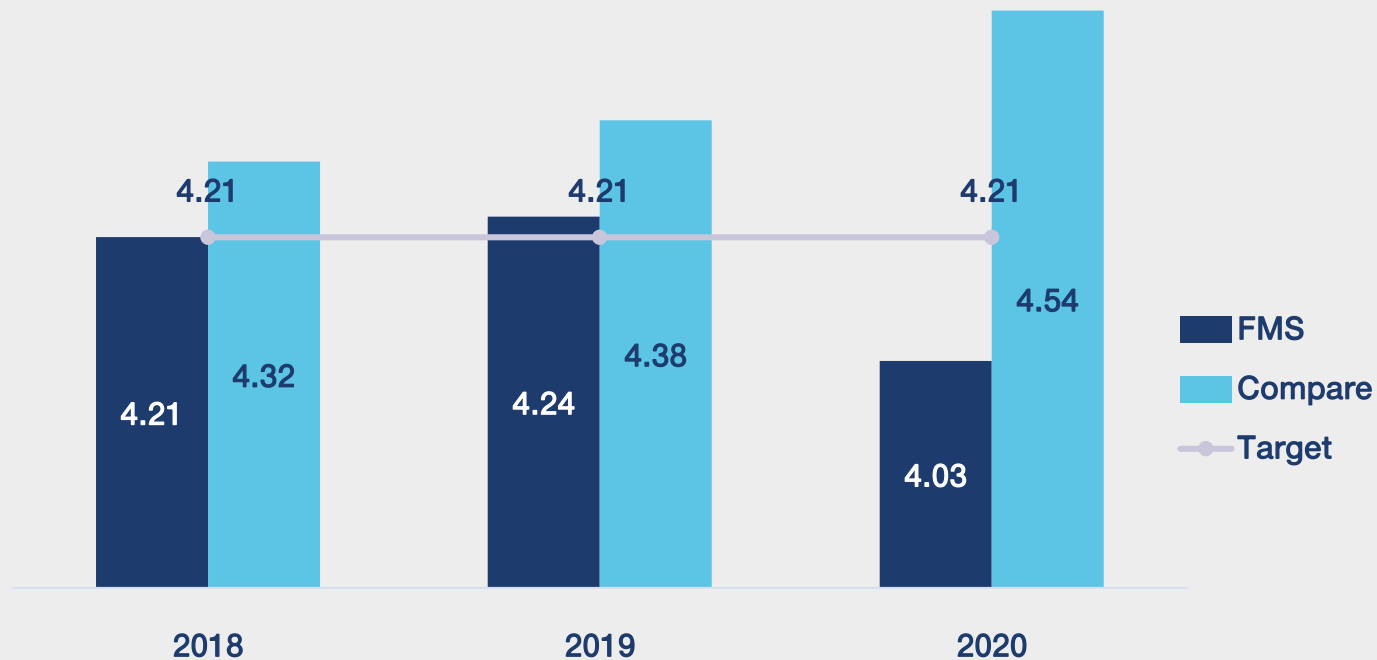
Strategy

FMS Work Process System



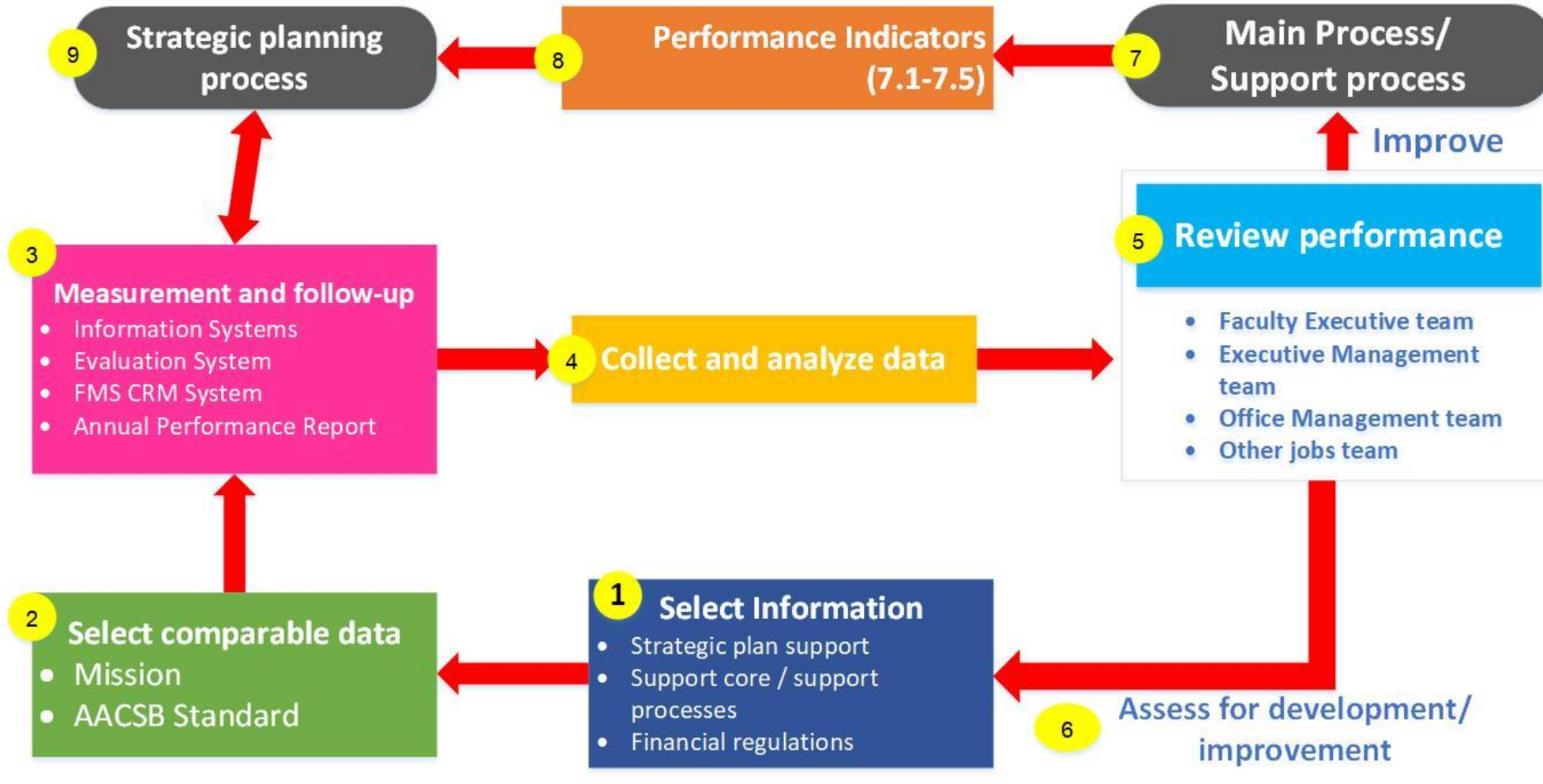


Satisfaction of Academic Service Recipients



Measurement Analysis

FMS Performance Measurement System



Measuring and Comparing Performance

Overall Success

Strategic indicators/rankings of
faculty and university are higher.

Review Strategic Plan

Daily Operations

Action Plan Indicators

Review Action Plan

Key Process Indicators

Update Foundational Procedures

Support Process Indicators

Update Supportive Procedures

Financial Status

Accumulated earnings.
Budget spending.

Plan finances / Seek for funding

Personnel

Manpower Management

(1) Need analysis according to the mission

- TOR/LU
- Number of programs
- Qualifications of the teacher leading the program
- Number of Thesis/Dissertation Advisors per Graduate Student
- FTEs
- Teaching workload

(2) Competency assessment Personnel competency

- Strategic Objectives
- Educational Qualifications
- Qualification criteria for the teacher leading the program
- AACSB Benchmark
- History of research
- Professional criteria in some courses

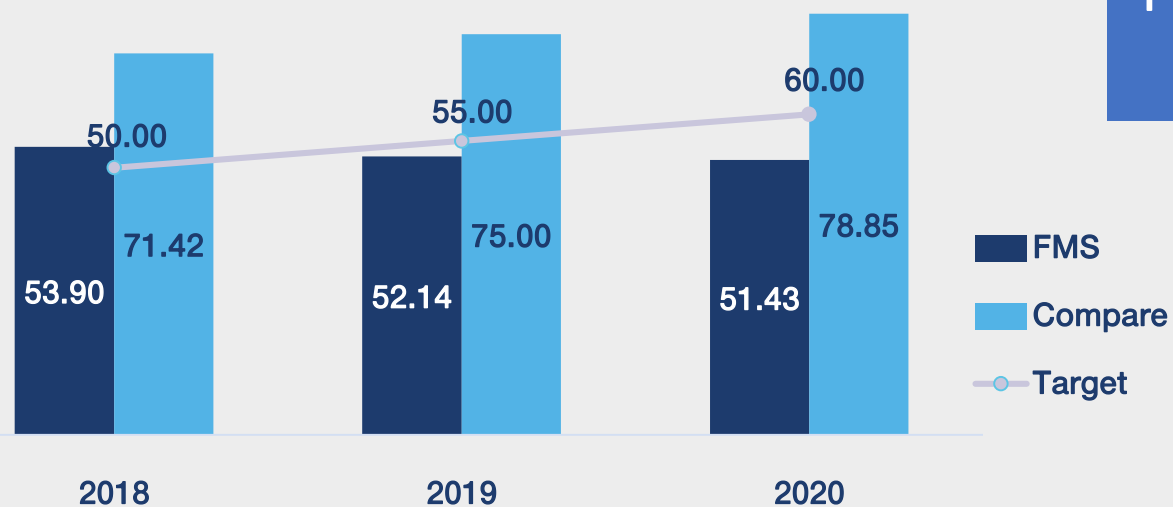
(4) Revise the workforce ratio

(3) Comparison of the required workforce framework of the faculty and the university

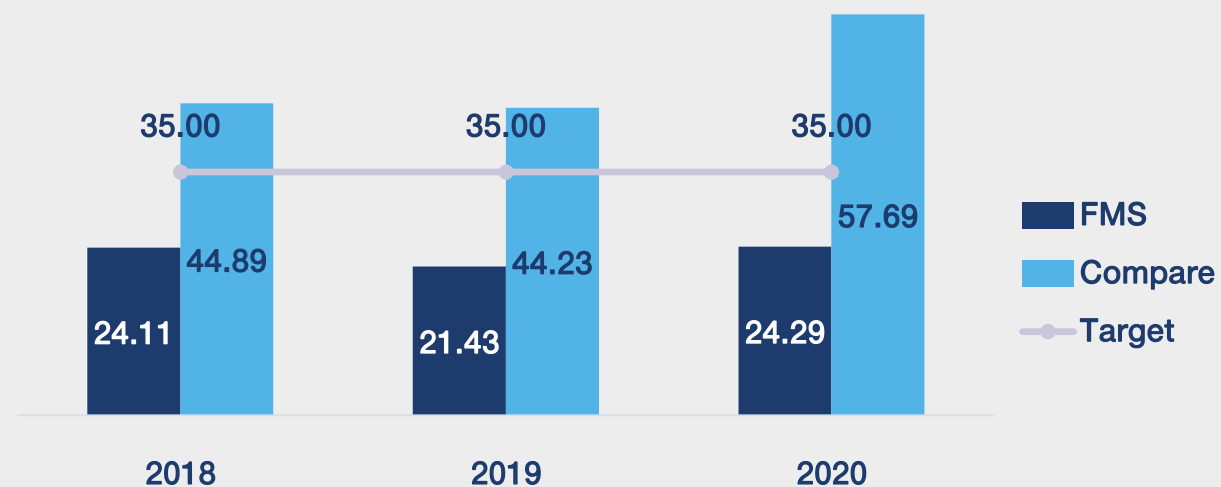


Personnel Outcomes

Percentage of full-time instructors with doctorate degrees to all full-time lecturers



Percentage of full-time instructors with academic titles per total number of full-time lecturers



Operating system

FMS Core Process

Management Education

Development and
improvement of programs

Admissions

Management of
teaching and learning

Student
development

Measurement and
Evaluation

Research

Researcher
development

Allocation of research
fundings

Supervision of
research projects

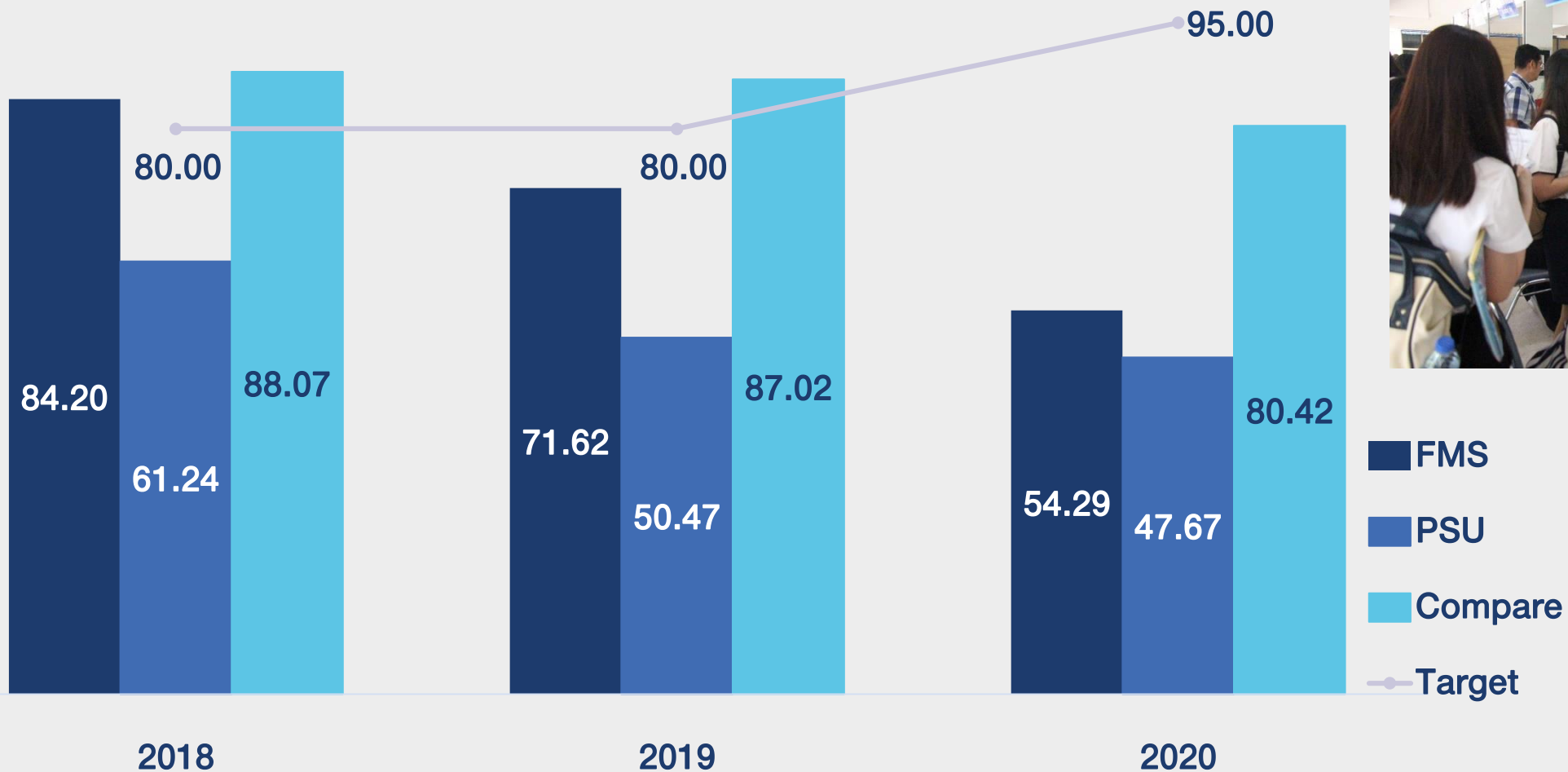
Dissemination and
utilization

Academic Service

Project design

Offer academic services

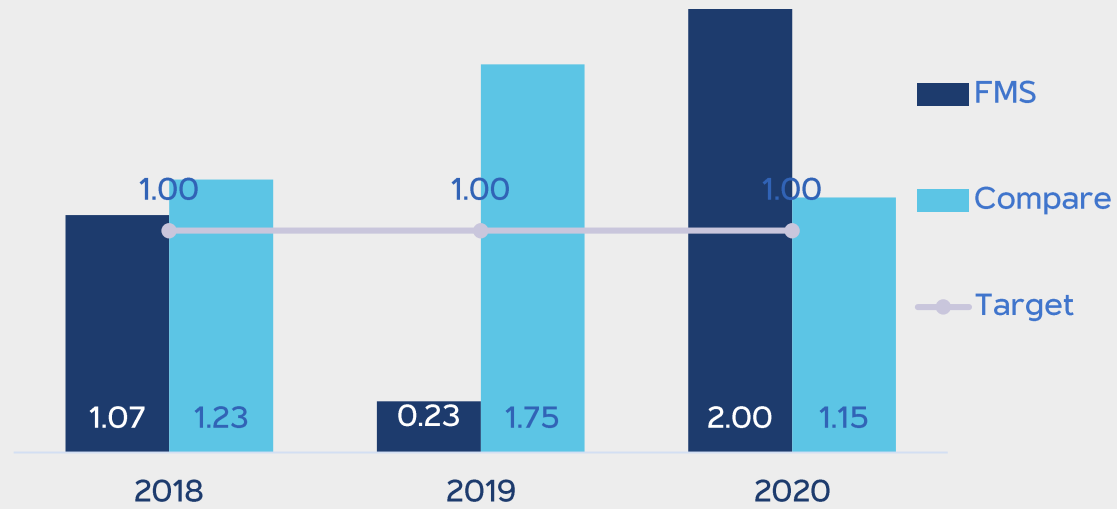
Undergraduate graduates who have a job or are self-employed within 1 year upon graduation



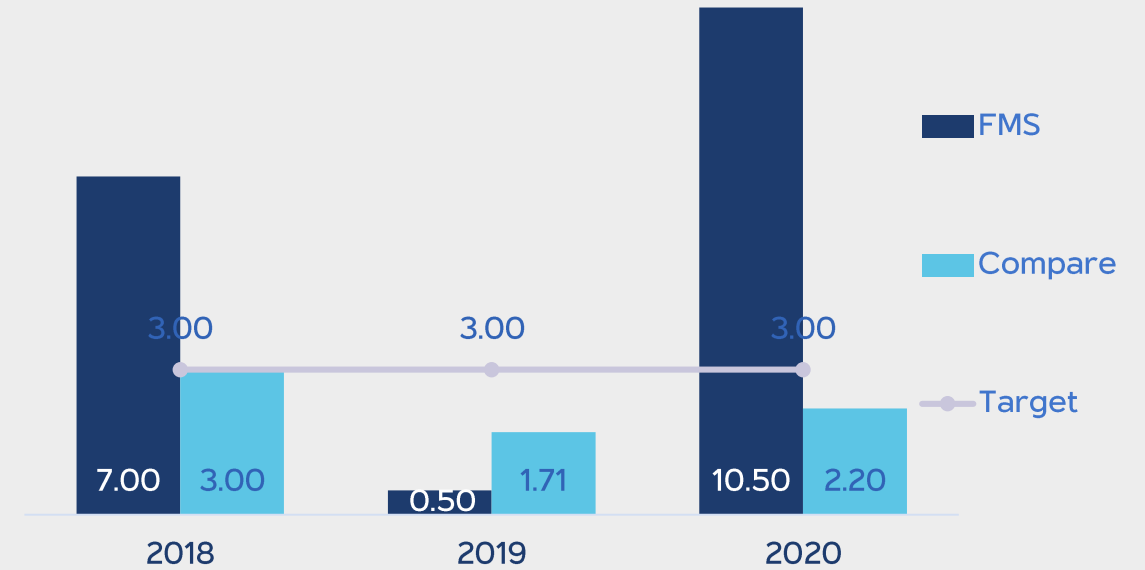
Student Research on Graduates



Master's degree



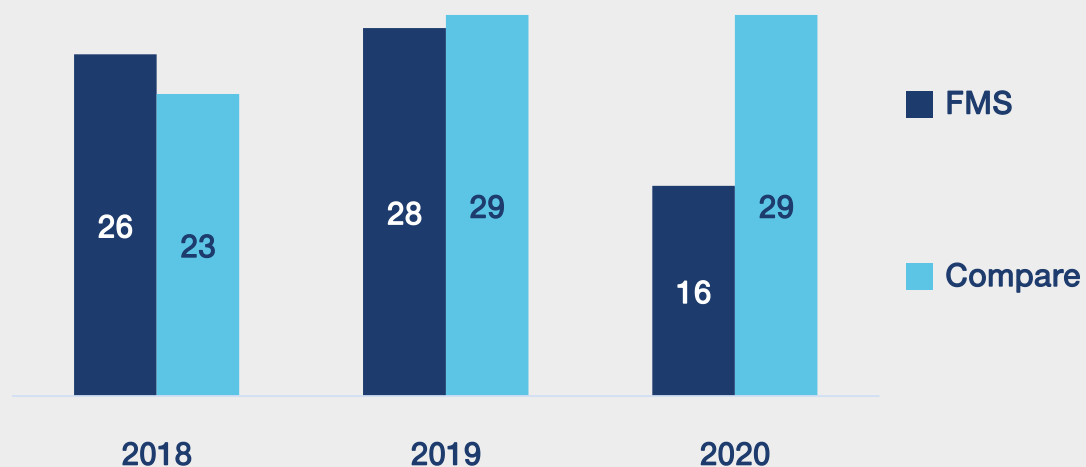
Doctoral degree



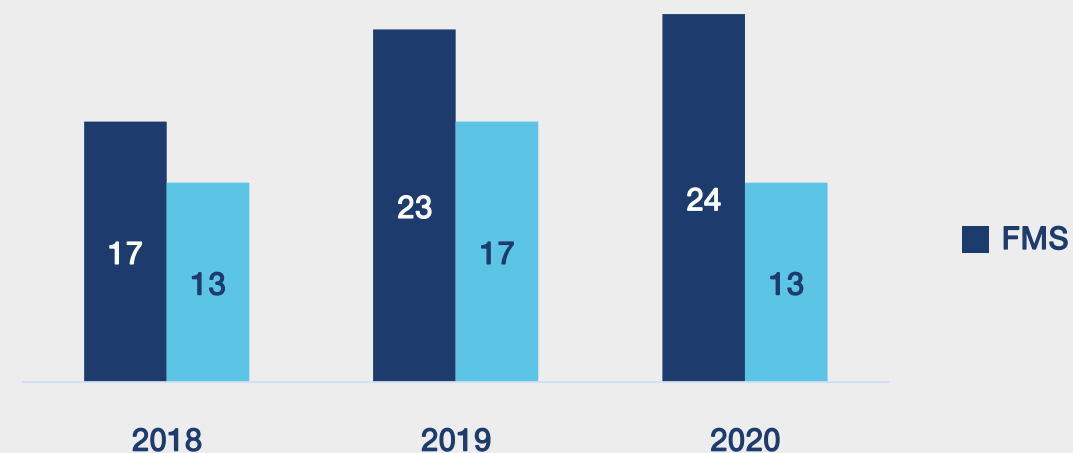
Research and Academic Service Results



Office of the Civil Service Commission (OCSC)

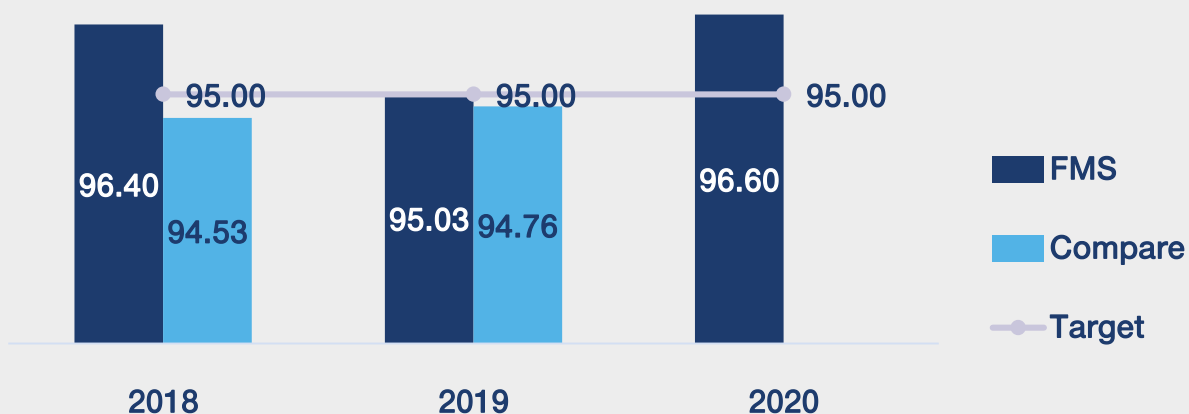


Number of Academic service projects



Percentage of students who graduated on time

Undergraduate level



Graduate level

