



Strategic Plan

Fiscal Year 2022

Of the Faculty of Management Sciences, Prince of Songkhla University



Strategies, Revenue Management and Information Innovation

Faculty of Management Sciences

October 2021

Introduction

World-renowned strategists like Morris Chang, CEO of Taiwan of a Semiconductor Manufacturing Company, which was the world's first and largest silicon foundry has said that “Without a strategy (Strategy) to drive operations, management (Execution) is without a goal and if there is no management, the determination to have a strategy would be useless.”

The Faculty of Management Sciences Prince of Songkla University enters its 47th year as "the national leading educational Institution in management", to successfully execute a strategic plan to guarantee future success. Therefore, establishing an annual action plan is crucial. It will help all departments to work together on the mission that must be accomplished within 1 year, including helping in setting priorities and guidelines for concrete implementation within a short time Prescribed indication

Action Plan for the Fiscal Year 2022, Faculty of Management Sciences, this edition was born. Gathered from the changing directions and challenges that the Faculty of Management Sciences are facing at present, combined with the joint venture to determine the path for the development of joint agencies of the community of the Faculty of Management Sciences by identifying important plans, projects, activities and indicators which reflects the success of each step. As one of the faculty's leaders, I sincerely hope that the Annual Action Plan this year will be an efficient blueprint, accelerating the success of The Faculty of Management Sciences in having a clear goal and uniting everyone to a successful future.

Assistant Professor Teerawat Hangsapruerk

Dean of the Faculty of Management Sciences

Executive Summary

Faculty of Management Sciences, Prince of Songkhla University. Has set a vision to achieve by the year 2023, aiming to become "A leading educational institution in the country in management" with the mission to create graduates Executives and entrepreneurs with qualifications consistent with being a graduate. desirable in the 21st century under a curriculum that has been certified to international standards and community mobilization and society towards sustainable development.

To achieve the above vision and mission, there is a need for projects each year to achieve the weaving of success and the common pride of the community and the Faculty of Management Sciences in the fiscal year 2023, the director of operations under 4 key strategies has been determined as follows:

Strategy 1: Building a Community of Administrators: Developing the Competencies of Learners to Become Professional Administrators and have the ability to learn throughout life (Executive Community and Lifelong Learning) aims to have an administrative science that supports executives, entrepreneurs, alumni, and people of all ages including a proactive education management system that promotes lifelong learning. It means that learners qualify for 21st-century skills. and aiming for global citizenship under Faculty with high competence and modern knowledge Including the quality of the course has been certified according to international standards

Strategy 2: Research Integration: Develop research and management innovations (Research and Innovation for Social Impact) aims to have High-quality research is increasingly recognized nationally and internationally. including creating research groups Integrate science in creating research and management innovations that are in line with the development direction. country and drive community/society

Strategy 3: Join forces to serve society: drive and strengthen the community and society with sustainable development (Sustainable Development Goals s (SDGs) to create social engagement (Social Engagement) that creates intimacy and synergy between the faculty and the community and society including integration of teaching and learning research into service academic and upgrading the community and society under the striving towards the Sustainable Development Goals (SDGs)

Strategy 4 Increase the efficiency of the management system to meet international standards: drive the organization towards international standards (Global

Standard) with a modern management system under the new normal life and Good governance aims to provide the faculty with management guidelines for certification. international standards under personnel with the potential to meet the achievement of the Faculty's vision and the University to be a Smart Faculty and to have stability and sustainable self-reliance

In the fiscal year 2022, there are a total of projects/activities under the annual action plan. 37 projects/activities as follows:

1. Up Skill project to exchange knowledge between departments
2. Curriculum development project Non-Degree/Module
3. Funding project for the preparation of knowledgeable communication
4. Funding Project for the preparation of MOOCs
5. Information technology skills development project for undergraduate students
6. FMS Smart Leaders Program
7. SAP projects
8. Internship Program
9. Cooperative Education Project
10. Meeting Project International Research Symposium
11. Academic Personnel Potential Development Project to Support Learning Management modern teaching
12. Reinventing University Project
13. Meeting Project International Research Symposium
14. Practical research training project for graduate studies
15. Researcher/Teacher Support Program for publication in journals both domestically and internationally abroad
16. Teacher Development Project with Mentor System
17. Research Project to Drive AACSB
18. National joint research projects (4 institutions)
19. Preparatory project to develop research topics in line with the Research Roadmap of faculties, and universities and in line with the country's development direction to request Research funding
20. MOU project with companies in the EEC to develop research problems and support research together with private

21. Project to study the necessity It is necessary to develop a research problem and allocate funds for research projects in Areas in 5 southern border provinces
22. Management innovation transfer project to the community
23. Project Review and Preparation making an annual action plan
24. Education Quality for Excellence Program (EdPEX)
25. Seminar Project
26. Project organized by the Faculty Supporting Personnel Development Committee
27. Safety knowledge training project
28. Computer Training Program
29. Management information system development project
30. Project Review
31. Capital Activities
32. AACSB Awareness Training
33. Activities to develop and maintain academic qualifications according to AACSB international standards
34. 14th NCAM Event
35. Internal control activities
36. Individual Potential Development Plan (IDP)
37. Grants for making a practical manual Jobs of Support Personnel

The amount of support budget is set at 10,193,000 baht, divided by strategy as follows:

- o Strategy 1 Total budget amounting to 3,753,000 baht.
- o Strategy 2 Total budget amounting to 3,890,000 baht.
- o Strategy 3 Total budget amounting to 500,000 baht.
- o Strategy 4 Total budget amounting to 2,050,000 baht.

In addition, to ensure the success of the strategies to be successful and to monitor their success continuously, the Faculty has set indicators and challenging Goals for each strategy by integrating them with the mission of the university, it is expected that the implementation under the specified project and the cooperation of the community will lead Faculty to step further into the path as "The leader of academic intuitions in management" soon.

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1. Overview of the Faculty of Management Sciences

1.1 Vision

"Educational education institute national leader in management"

1.2 Mission

Create graduates, executives, and entrepreneurs with leadership, digital competency, and creative thinking for the benefit of fellow human beings with a curriculum that has been certified to international standards as well as creating Research and development of management innovation and academic services in driving communities and society towards sustainable development

1.3 Core Competencies

- 1) Ability and expertise in management science
- 2) Ability to adapt to challenging situations and management concepts modern management

1.4 Core Values

PRIDE

P = Professionalism act like a pro

R = Research Solve problems with research approaches.

I = Integrity

D = Diversity Exchange knowledge in management science at an integrated variety

E = Excellence Commitment to excellence

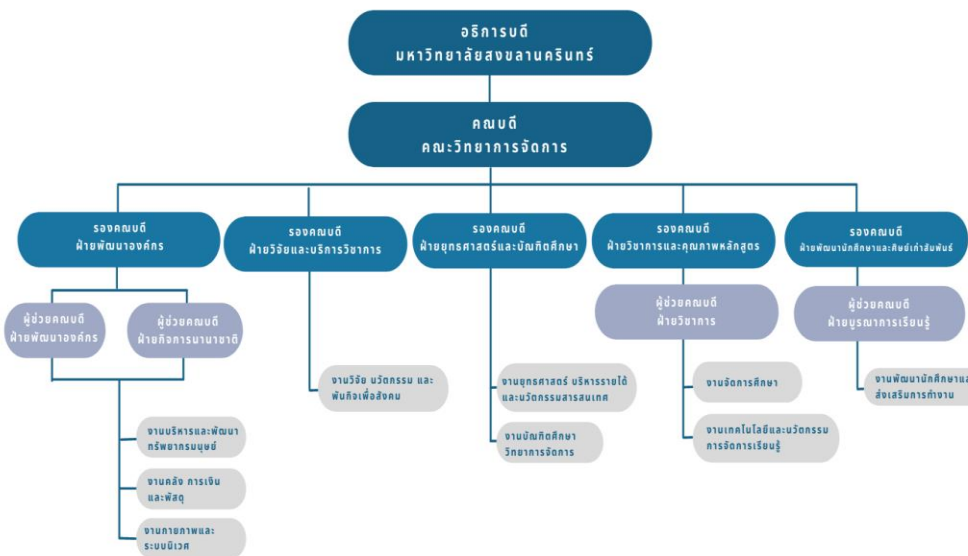
1.5 Structure

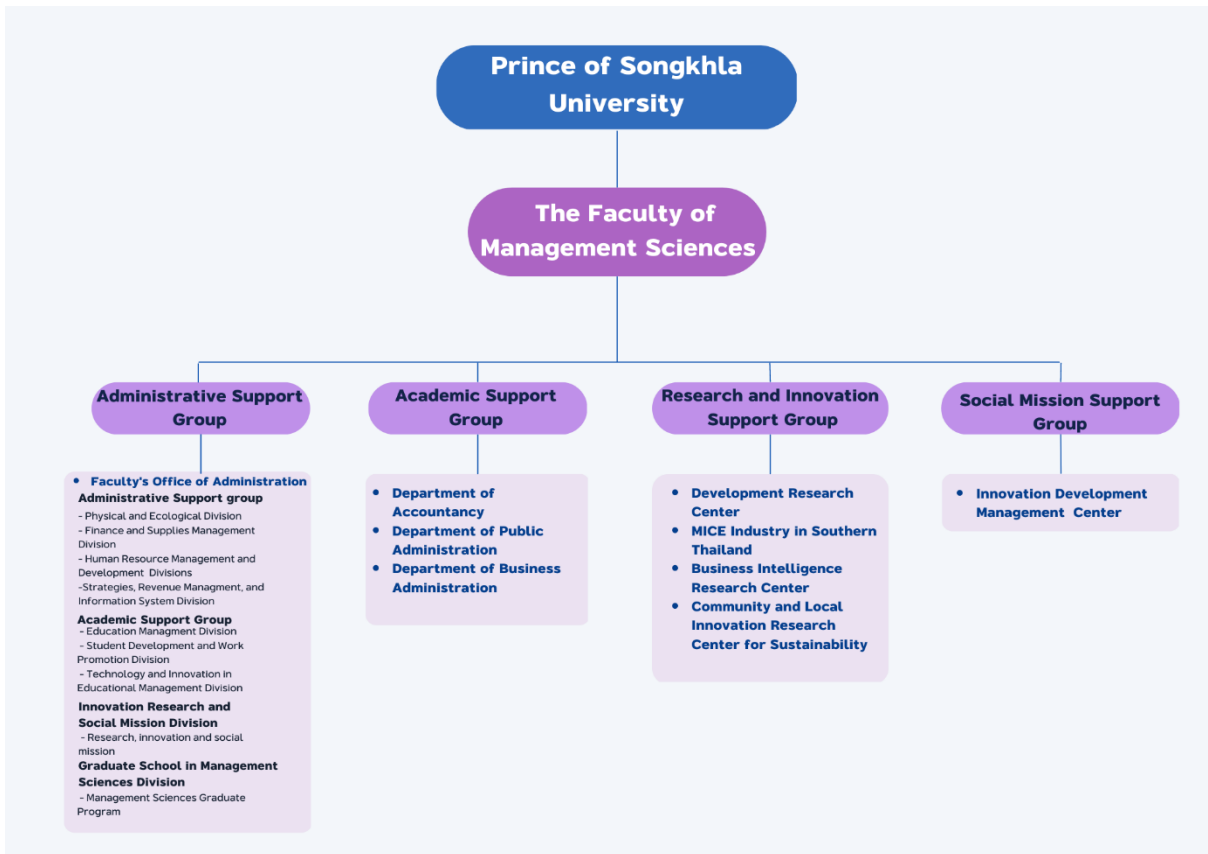
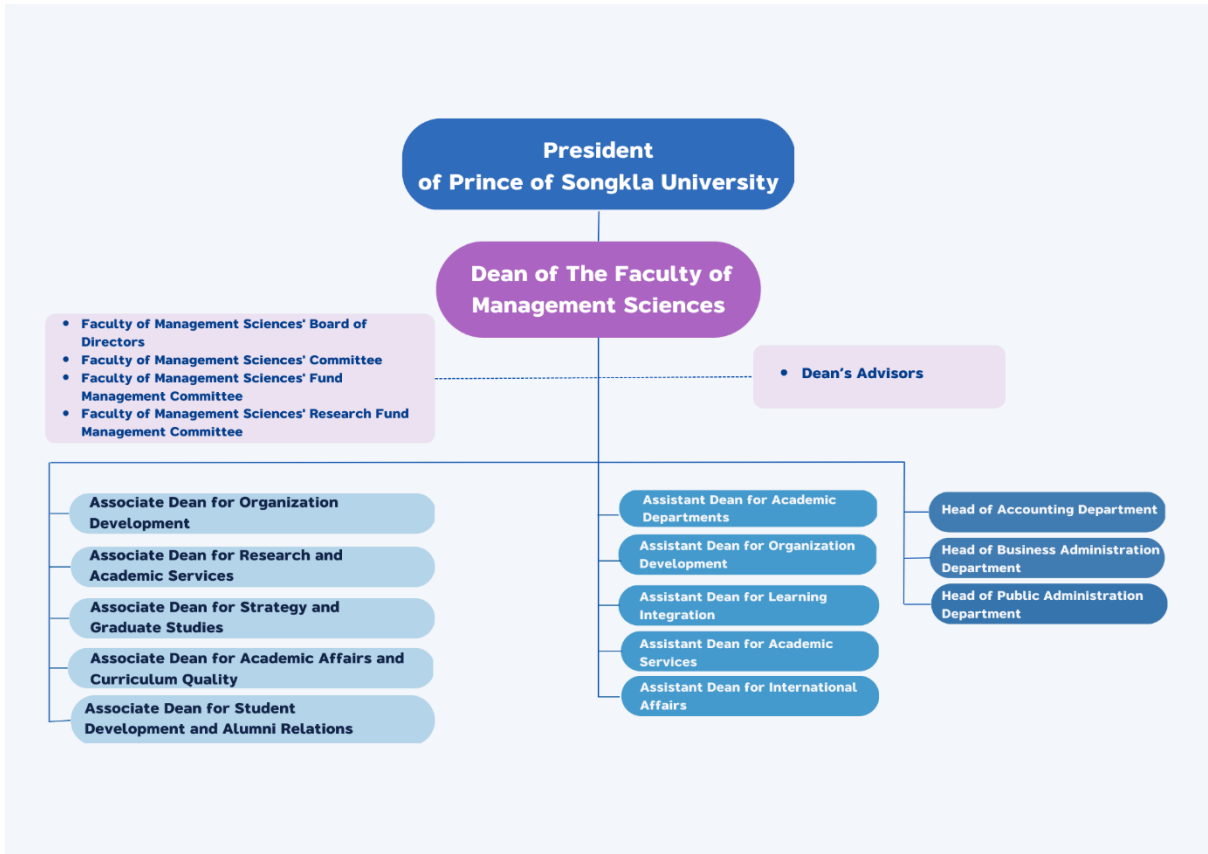
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โครงสร้างการบริหาร

ORGANIZATIONAL CHART

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2. Strategic structure of the Faculty of Management Sciences

2.1 Strategy 1: Building Executive Community: Develop learner competencies to professional can become a lifelong learner (Executive Community and Lifelong Learning).

Goals

1. To have an administrative science that supports executives, entrepreneurs, alumni, and people of all ages, as well as a proactive education management system that encourages lifelong learning.

2. To equip students with the competencies of 21st-century skills and for them to become Global Citizens.

3. To improve faculty members' competencies so that they have modern skills and knowledge to keep up with ever-changing technology and be accepted by the community and society.

4. To build alliances and integrate academic cooperation networks to increase the Faculty's capabilities.

5. To ensure that the curriculum is accredited with international quality standards

Strategies

1. Develop/enhance management courses to meet the needs of the labor market by integrating disciplines and a network of entrepreneurs, as well as facilitating the accumulation of credits (Credit bank)

2. Provide education that enhances management potential to support executives, entrepreneurs, alumni, and people of all ages

3. Support mechanisms and activities for student capacity development aligned with 21st-century skills, with a focus on leadership, digital skills, and creativity for global citizenship.

4. Creating educational opportunities for underprivileged and vulnerable groups.

5. Encourage/develop faculty members to have skills and knowledge in modern teaching and administration, embrace transformative technology, and be accepted by the community and society.

6. Build alliances and networks for academic cooperation and alumni networks.

7. Encourage curriculum certification according to international quality standards.

8. Create an environment and promote academic activities consistent with internationalization.

Indicators and Target Values

* are OKR University.

Indicators	target value			
	2020	2021	2022	2023
1. Number of courses integrated across disciplines	N/A	N/A	1	1
2. Number of courses taught in collaboration with entrepreneurs, society, and the community	6/N/A	6	8	10
3. Number of courses offered as modules that support executives, entrepreneurs, alumni, and people of all ages.	2	3	4	5
4. Satisfaction of Employers in the skills of management				
- Master's degree	4.21/4.41	4.40	4.40	4.50
- Bachelor's degree	4.21/4.29	4.30	4.35	4.40
5. Number of potential development projects for students to become Global Citizens.	8/57	10	15	20
*6. Percentage of students with the ability to speak English				
- Year 1	100/100	100	100	100
- Year 2	80/91.79	80	80	90
- Year 3	70/87.19	60	60	80
- Year 4	50/73.50	50	60	70
*7. Percentage of students with digital abilities (Digital Literacy) per total number of students	90/95	95	95	100
8. The satisfaction of graduates in leadership				
- Graduate level	4.21/4.74	4.75	4.75	4.80
- Bachelor's degree	4.21/4.40	4.40	4.45	4.45
9. Satisfaction of Employers in Digital Competency				
- Master's Degree	4.25/N/A	4.25	4.30	4.35
- Bachelor's degree	4.00/N/A	4.10	4.15	4.20

10. Employers' satisfaction with Creative Thinking				
- Master's Degree	4.21/4.44	4.45	4.50	4.55
- Bachelor's degree	4.21/4.49	4.50	4.55	4.60
11. Number of projects/activities/business plans by students that has won awards	36/18	40	40	40
12. Funding for vulnerable students	2,500,000/ 11,065,200	5 million	5 million	5 million

Indicators and Target Values

* are OKR University.

Indicators	Target value/result			
	2020	2021	2022	2023
*13. Percentage of lecturers who pass competency assessment of lecturers at level 2 and up per number full-time lecturers.	Percentage 2/ Percentage 2.86	Percentage 2	Percentage 3	Percentage 5
14. Number of lecturers who received teaching evaluation results from a score of 4.01 and above	98/99.24	80	85	90
*15. Number of courses taught through Online and MOOC platforms.	80/ Online = 84 MOOC=0	at least 1 subject/cours e	at least 1 subject/cours e	at least 1 subject/cours e
*16. Academic Impact	14/1	18	20	22
17. Number of textbooks or teaching materials that has been published according to each year	3/2	3	4	5
*18. Percentage of exchange students (Inbound /Outbound) per total number of students				
Undergraduate				
- Inbound	0.25/0	0.25	0.25	0.25
- Outbound	0.25/0.11	0.25	0.25	0.25
Graduate level				
- Inbound	0.25/0.56	0.50	0.50	0.50
- Outbound	0.25/0	0.25	0.25	0.25
19. The number of MOUs on academic teaching and learning or cooperative education/internship				
- Education Management	5/13	15	15	15

- Cooperative education/internship	10/8	10	10	12
20. The success rates of the development of curriculum operations based on AACSB standards.	2/1	1	2	2
21. Number of projects/activities that promote international standards	1/1	2	3	4
22. The percentage of courses with an internal quality assessment (AUN QA) at the program level of 3.25 or above	25	30	40	50
23. Percentage of lecturers who meet AACSB standards	5	10	15	20

Indicators and Target Values

* are OKR University.

Indicators	target value			
	2020	2021	2022	2023
* 24. Percentage of courses that are set on Outcome-based Education to the total number of courses	85	90	95	100
25. Number of projects/activities that create an environment or academic activities that are in line with international standards	2	3	4	5
* 26. Number of foreign lecturers working full time	2/2	2	2	2
* 27. Number of majors with international students	2/2	2	2	2
* 28 percent increase in scholarship fund	Hundreds increase 1 / Hundreds increase 263.0 each	more percentage 1	more percentage 1	more percentage 1

2.2 Strategy 2: Integrate research and innovation: Develop research and innovation management in practice (Research and Innovation for Social Impact).

Goals

1. To increase the number of high-quality research papers recognized nationally and internationally.

2. To create an integrative research group in research and innovation in management that is in line with the country's development direction and that contributes to community/society.

3. To produce research findings and management innovations that are useful and impactful to society.

Strategies

1. Encourage publication in national and international academic journals.

2. Promote effective and efficient research

3. Develop a system that enables academic staff from various disciplines to conduct joint research on issues aligned with the country's development plan.

4. Create and promote a domestic and international research network in order to expand research capabilities.

5. Establish a specialized research center to drive research in line with the country's development direction. and drive community/society

6. Push for research and innovation in management to drive Social impact (Social Impact)

Indicators and Target Values

* are OKR University.

Indicators	Target value/result			
	2020	2021	2022	2023
* 1. Number of works published internationally.	17/13	20	25	25
* 2. Number of published works that have been cited.	5/8	6	7	8
3. Increased number of researchers published from mentoring system	1	2	2	3
4. Number of award-winning research works/papers of lecturers/staff/students	3/2	2	2	3
5. Number of graduate student development projects related to research skills	2/11	10	10	12
* 6. External research funds (million baht)	6.05/0.2	6.6	7.15	8.5
7. The number of research projects that are integrated across disciplines or between the FMS with other agencies	3/0	2	2	3
* 8. Percentage of increased income through research	15	20	20	25
9. Number of specialized research centers	2	2	3	3
10. Percentage of research that engage with society and communities	10/56	15	20	25
11. Number of research results or innovations that are useful.	4/5	4	5	6
* 12. Number of research results for commercial use	2	2	3	3

2.3 Strategy 3: Strengthen the service of society: Driving and strengthening communities and society through Sustainable Development Goals (SDGs).

Goals

1. To achieve social participation (Social Engagement) that facilitates connection and synergy between the Faculty of Management Sciences and the Community and Society.

2. To incorporate teaching and learning into academic service that benefit the community and society.

3. To encourage the development of a cooperative network that will guide the economy, community, and society toward the Sustainable Development Goals (SDGs).

Strategies

1. To develop academic services that engage the community and society.

2. Enhance the capabilities of academic service management.

3. Integrate learning and research into academic services for the development of the community and society.

4. Encourage collaboration between departments/faculties/institutions/campuses.

5. Promote networking and academic services based on community and societal needs in order to improve the long-term viability of the Southern region and the country and to achieve the Sustainable Development Goals.

Indicators and Target Values

* are OKR University.

Indicators	Target value/result			
	2020	2021	2022	2023
1. Number of academic service projects with community and social engagement.	2/N/A	3	4	5
2. The percentage of academic service projects that generate revenue for organizations and universities.	40/N/A	40	45	50
3. Number of projects for consultation services	10/15	15	15	20
* 4. Number of short-term training courses	4/7	5	6	7
* 5. Percentage of increased income from specific academic and professional services.	more percentage 25 / percentage 459.72	more percentag e 25	more percentag e 25	more percentag e 25
6. Number of projects or academic service activities that created from the integration of teaching and research	5	5	7	10
7. Number of projects or academic service activities that are created from cross-disciplinary or cross-agency integration	2	2	3	3
8. Number of projects or academic service activities aimed at the Sustainable Development Goals (SDGs)	2	2	3	3
9. The number of academic services funding sources that are continuously allocated	5/4	5	8	10
* 10. The impact of academic service projects that respond to the vision	2	2	3	3

of the university and the government's policy and public policy for social mobilization.				
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2.4 Strategy 4: Enhancing the efficiency of the management system to international standards: Driving the organization towards the Global Standard with a modern management system under a new normal life and good governance.

Goals

1. To provide the Faculty with a management approach towards international standard accreditations.
2. To provide staff with the potential to achieve the vision of the faculty and university through proactive work.
3. To become a Smart Faculty
4. To have stability and sustainable self-reliance
5. To enhance the image and expand awareness of the faculty's potential.

Strategies

1. Support management mechanisms in accordance with educational quality criteria guidelines for excellence. (EdPEX)
2. Drive request Academic title or professional certificate
3. Encourage the development of career paths for supporting staff.
4. Proactively promote capacity building of personnel
5. Support the creation of a happy organization (Happy Workplace) to create bonds and Maintaining talented people
6. Pushing for an information system that supports management to create a Smart atmosphere. Faculty
7. Create sustainable financial stability and self-reliance
8. Push for measures to support emergency risks
9. Promote proactive corporate communication

Indicators and Target Values

* are OKR University.

Indicators	Target value/result			
	2020	2021	2022	2023
1. Faculty passed the educational quality criteria for Execution Excellence EdPEX 200	level 1	level 2	level 3	level 4
2. Assessment results according to good governance principles	4.25/4.25	4.25	4.30	4.35
3. Percentage of certified lecturers	50/30.77	32.00	33.00	35.00
4. Number of instructors applying for academic title	1/3	3	4	5
5. The number of instructors who received academic ranks academic	1/0	3	4	5
6. Number of Support Personnel Applied assign a higher position	1/3	3	4	5
7. Number of support personnel received higher position	1/0	3	4	5
* 8. Percentage of support staff employed with a bachelor's degree or higher that pass the knowledge criteria English proficiency (Tell Me More) Level Intermediate +, or E Testing at a score level of 5 or more	25 percent / 20.93 percent	percentage 30	percentage 35	percentage 35
9. Number of staffs invited as executives or advisors to agencies outside the Faculty.	5	6	7	8
10. The number of works of development projects of support staff (KAIZEN/LEAN)	8/N/A	8	8	8
11. The number of times that staff is invited to be Instructors/Lecturers by organizations outside the faculty.	30	30	35	40
12. Number of projects that develop staff's potential and capabilities	3	5	5	5
13. Average employee engagement per organization				
- Academic line	4/3.36	3.40	3.45	3.50
- Support line	4/3.31	3.40	3.45	3.50

14. Number of health promotion activities to staff	1	1	2	2
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Indicators and Target Values

* are OKR University.

Indicators	Target value/result			
	2020	2021	2022	2023
15. Number of information systems that support manage	20/24	25	26	27
16. The number of projects corresponding to the new standard of living	2	3	4	5
* 17. Percentage of income from educational management in various forms that increase	256,219,838.18	an increase of not less than 2 percent of previous accumulated earnings		
* 1 8. Increased percentage of income from educational management in various forms	more 1 percent	more 1 percent	more 1 percent	more 1 percent
19. Faculty's risk level	low level	low level	low level	low level
* 20. Social Network Visibility	1 point (1-20 percent)/ 2 points (2.17 percent)	1 point (percent 1-20)	1 point (percent 1-20)	2 point (percent 1-20)

3. Action Plan Fiscal Year 2023

Strategy 1: Building Executive Community:				
Develop learner competencies to professional has the ability to become a lifelong learner (Executive Community and Lifelong Learning).				
Goals	OKRs	Target	Projects/activities	Indicators
1. To have an administrative system that supports students executives, entrepreneurs, alumni and people of all ages including an active education system that promotes life-long learning. People Responsible: - Associate Dean for Academic Affairs and Curriculum Quality - Assistant Dean for Academic Affairs and Curriculum Quality - Associate Dean for Strategy and Graduate Studies Department	1. Number of courses with online learning style, MOOC		Short-Term Action Plan	1. Number of integrated cross-disciplinary integrated courses 2. Number of courses managed, learned and taught with entrepreneurs, society, and community 3. Number of courses offered as modules to support executives, entrepreneurs, alumni and people of all ages. 4. Employers' satisfaction with graduates management skills
			1. Up Skill project to exchange knowledge between departments Total Budget 10,000 baht	
			2. Curriculum development project for Non-Degree/Module Total Budget 25,000 baht	
			3. Scholarship Program Prepare knowledgeable communications Total Budget 15,000 baht	
			Long-Term Action Plan	
			4. Scholarship Program Prepare MOOC Total Budget 80,000 baht	

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Strategy 1: Building Executive Community:

Develop learners' competencies to professional has the ability to become a lifelong learner
(Executive Community and Lifelong Learning).

Goals	OKRs	Target	Projects/activities	Indicators
2. To equip students with the competencies of 21st century skills and for them to become a Global Citizen. <u>Person in charge:</u> - Associate Dean for Academic Affairs and Curriculum Quality - Associate Dean for Student Development and Alumni Relations - Assistant Dean for Academic Affairs - Assistant Dean for Learning Integration, - Associate Dean for Strategy and Graduate Studies Department	2. Percentage of students who have speaking abilities in English		Short-Term Action Plan 5. Information technology skills development project for undergraduate students Total Budget 50,000 baht	5. Employers' satisfaction in graduates' leadership skills
	3. Percentage of students with digital skills (Digital Literacy) per total number of students		6. FMS Smart Leaders Project Total Budget 50,000 baht	6. Employers' satisfaction in graduates digital skills.
	4. Number of potential development projects for students to become Global Citizens		7. SAP project Total Budget 350,000 baht	7. Employers' satisfaction in graduates' Creative Thinking skills
	5. Percentage of increased scholarship fund		8. Internship project Total Budget 200,000 baht	8. Number of award-winning projects / activities/business plans created by students
			9. Cooperative Education Project Total Budget 543,000 baht	9. Amount of funds for vulnerable students
			10. International Research Symposium Project	

			Total Budget 30,000 baht	
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Strategy 1: Building Executive Community

Develop learner competencies to professional has the ability to become a lifelong learner (Executive Community and Lifelong Learning).

Goals	OKRs	Targets	Projects/activities	Indicators
			11. Capital Activities	
			Long Term Action Plan	
<p>3. To improve faculty members' competencies so that they have modern skills and knowledge in order to keep up with ever-changing technology and be accepted by the community and society.</p> <p>Person in charge:</p> <ul style="list-style-type: none"> - Associate Dean for Academic Affairs and Course Quality - Assistant Dean for Academic Affairs - Associate Dean for Organization Development 	<p>6. Percentage of lecturers who passed the lecturer competency assessment at level 2 or higher per total number of full-time lecturers</p> <p>7. Academic Impact</p>		Short-Term Action Plan	<p>10. Number of lecturers that have received teaching evaluation scores of 4.50 or more</p> <p>11. Number of textbooks or teaching assistance materials published this year</p> <p>12. Number of MOUs on academic teaching or cooperative/internship</p>
			12. Academic staff potential development project to support modern teaching and learning management Total Budget 50,000 baht.	
			Long Term Action Plan	
			13. Potential Development Plan Individual Personnel (IDP)	

Strategies 1: Building Executive Community

Develop students' competencies to become professional executives and have the capabilities of life-long learning (Executive Community and Lifelong Learning)

Goals	OKRs	Targets	Projects/activities	Indicators
<p>4. To build alliances and integration of Academic Cooperation Network in enhancing the capabilities of the faculty</p> <p>Person in charge: - Associate Dean for Student Development and Alumni Relations - Assistant Dean for Learning Integration - Associate Dean for Strategy and Graduate Studies Department - Associate Dean for Research and Academic Services</p>			<p>Short-Term Action Plan</p>	
			<p>14. Flip project University (Reinventing University)</p> <p>15. International Research Symposium project</p>	
			<p>Long Term Action Plan</p>	
<p>5. To have the curriculum be accredited by international quality standards</p> <p>Person in charge: - Associate Dean for Academic Affairs and Curriculum Quality</p>	<p>8. Percentage of exchange students (Inbound /Outbound) per number of total students</p>		<p>Short-Term Action Plan</p>	<p>13. The level of success of developing the curriculum in accordance with AACSB standards.</p>
<p>16. AACSB training activities</p>				

Strategies 1: Building Executive Community

Develop students' competencies to become professional executives and have the capabilities of life-long learning (Executive Community and Lifelong Learning)

Goals	OKRs	Targets	Projects/activities	Indicators
- Associate Dean for Strategies and Graduate Studies - Assistant Dean for Academic Affairs - Associate Dean for Organization Development - Assistant Dean for Organization Development	9. Percentage of courses that are outcome-based Education per number of total courses			14. Number of projects/ activities that support access to international standard
	10. Number of foreign lecturers working full time		Long Term Action Plan	15. Percentage of courses with internal quality assessment (AUN QA) at the curriculum level of 3.00 or higher.
	11. Number of courses available to international students		17. Activities aimed at developing and maintaining educational qualifications in accordance with AACSB international standards Total Budget 2,000,000 baht	16. Percentage of lecturers who have qualifications that meet the AACSB standards
			18. Subsidize activities according to Strategy 1 Total Budget 350,000 baht	17. Number of projects/activities that foster an environment or academic activities that uphold to international standards
			Total Budget	

			amount 3,753,000 baht	
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Strategy 2: Integrate research and innovation

Develop research and innovation management in practice (Research and Innovation for Social Impact)

Person in charge: Associate Dean for Research and Academic Services

Goals	OKRs	Target	Project/Activity	Indicators
1. To increase high-quality research for national and international recognition	1. Number of works published internationally 2. Number of published works that were cited.		Short-Term Action Plan	1. The number of increased published research through the mentorship system 2. Number of research publications of lecturers/staff/students that received awards 3. Number of graduate student research skills development projects
			1. 14th NCAM conference Total Budget 450,000 baht	
			2. Research training project practice for graduate studies Total Budget 50,000 baht	
			3. Project to support researchers/lecturers for publication in both domestic and international journals Total Budget 500,000 baht	
			4. Lecturer development project Through the mentorship system Total Budget 200,000 baht	

Strategy 2: Integrate research and innovation

Develop research and innovation management in practice (Research and Innovation for Social Impact)

Person in charge: Associate Dean for Research and Academic Services

Goals	OKRs	Target	Project/Activity	Indicators
			<p>Long-Term Action Plan</p> <p>5. Research projects to drive AACSB amount 2,000,000 baht</p>	
2. To create an integrative research group in research and innovation in management that is in line with the country's development direction and that contributes to community/society.	<p>3. External research funds (million baht)</p> <p>4. Percentage of increased income from research</p>		<p>Short-Term Action Plan</p> <p>6. Joint research project in National level (4 institutions) Total Budget 200,000 baht</p> <p>7. Project preparation to develop research topics consistent with the faculty's Research Roadmap, the university, and that corresponds with the development goals of the country Total Budget 100,000 baht</p>	<p>4. Number of research projects that are integrated across sciences or collaborated between the faculty and another organization</p> <p>5. Number of specialized research centers</p>

Strategies 2 Research Integration

Develop research and management innovations to bring (Research and Innovation for Social Impact)

Person in charge: Associate Dean for Research and Academic Services

Goals	OKRs	Target	Project/Activity	Indicators
			<p style="text-align: center;">Long-Term Action Plan</p> <p>8. MOU project with companies in the EEC to develop Research problems and support conducting research with the private sector, amount Total Budget 100,000 baht</p>	
3. To produce research findings and management innovations that are useful and impactful to society	<p>5. Number of research results used for commercial benefits</p> <p>6. The number of research findings or innovations that can that can be utilized</p>		<p style="text-align: center;">Short-Term Action Plan</p> <p>9. A project of the importance of research problem development and the allocation of funds for research projects in the five southern border provinces. Total budget 190,000 baht</p>	6. Percentage of research that contributes to society and communities

<p style="text-align: center;">Strategy 2 Research Integration</p> <p style="text-align: center;">Develop research and management innovations to bring (Research and Innovation for Social Impact)</p> <p style="text-align: center;">Person in charge: Associate Dean for Research and Academic Services</p>				
Objectives	OKRs	Goals s	Projects/activities	Indicators
			<p style="background-color: #4a7ebb; color: white; padding: 2px;">Long-Term Action Plan</p> <p>10.Innovation management project for the community Total Budget 100,000 baht</p>	
			Total Budget amount 3,890,000 baht	

Strategy 3: Strengthen the service of society

Driving and strengthening communities and society through Sustainable Development Goals (SDGs)

Person in charge: Associate Dean for Research and Academic Services, Department Head

Goals	OKRs	Target	Project/Activity	Indicators
1. To increase social participation (Social Engagement), resulting in a stronger relationship and collaboration between the Faculty of Management Sciences, the community, and society	1. Number of short-term training courses short term 2. Percentage of increased income of from academic and professional Services 3. Number of academic service projects that engage with the community and society		Short-Term Action Plan	1. Percentage of academic service projects that generate income for departments and the university 2. Number of consulting service projects
			Long Term Action Plan	
			1. Innovation management project for the community	
2. To incorporate teaching and learning into academic services that benefit the community and society.			Short-Term Action Plan	3. Number of projects or activities of academic services that result from the integration of teaching and learning or research. 4. Number of projects or academic service activities that result from cross-disciplinary
			Long Term Action Plan	

				or cross-departmental collaboration
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Strategy 3: Strengthen the service of society

Driving and strengthening communities and society through Sustainable Development Goals (SDGs)

Person in charge: Associate Dean for Research and Academic Services, Department Head

Goals	OKRs	Target	Project/Activity	Indicators
3. To encourage the development of a cooperative network that will guide the economy, community, and society toward the Sustainable Development Goals (SDGs).	4. Impact of the project Academic service that responds vision of the university and government policy public to drive society		Short-Term Action Plan	
			Long-Term Action Plan	
			2. Support activities according to Strategy 3 amount 500,000 baht	

			Total Budget 500,000 baht	
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Strategy 4: Increase the efficiency of the management system to meet international standards

Developing the organization to international standards (Global Standard) with a modern management system and good governance.

Goals	OKRs	Target	Project/Activity	Indicators
1. To provide the Faculty with a management approach towards international standard accreditations. <u>Person in charge:</u> -Associate Dean for Strategy and Graduate Studies Department			Short-Term Action Plan	1. The faculty passing the education quality criteria for operational excellence of EdPEX 200 2. Assessment results in accordance with good governance principles
			1. Project Review and Preparation Annual Action Plan amount 200,000 baht	
			Long Term Action Plan	
			2. Quality projects education for excellence (EdPEX) amount 100,000 baht	
2. To provide staff with the potential	1. Percentage of support personnel		Short-Term Action Plan	

<p>to achieve the vision of the faculty and university through proactive work.</p> <p>Person in charge: - - Associate Dean for Organization Development - Assistant Dean for Organization Development - Associate Dean for Academic Affairs and Curriculum quality</p>	<p>employed with a bachelor's degree or higher who pass the English proficiency criteria (Tell Me More) at a score level of 4 or higher</p>		<p>3. Seminar project amount 1,000,000 baht</p> <p>4. Projects organized by the support staff development committee Total Budget 150,000 baht</p> <p>5. Grants for making practical work of line personnel support</p>	<p>3. Percentage of lecturers that have received professional certification</p> <p>4. Number of lecturers applying for academic tittle promotion</p> <p>5. Number of lecturers that have received academic titles</p> <p>6. The number of support staff who have applied for a higher rank</p>
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Strategy 4: Enhancing the efficiency of the management system to international standards

Developing the organization to international standards (Global Standard) with a modern management system and good governance.

Goals	OKRs	Target	Project/Activity	Indicators
			Total Budget 50,000 baht 6. Training Project in terms of safety, number 30,000 baht	7. Number of support staff that have received a higher position 8. Number of staff that have been hired to be an executive or a consultant by organizations outside the faculty
			Long-Term Action Plan	9. Number of work development projects of support staff (KAIZEN/LEAN) 10. Number of times that staff were invited to be speakers/external experts 11. Number of projects to develop staff potential 12. Average staff engagement per organization 13. Number of health promotion activities for staff

Strategy 4: Enhancing the efficiency of the management system to international standards

Developing the organization to international standards (Global Standard) with a modern management system and good governance.

Goals	OKRs	Target	Project/Activity	Indicators
3. To become a Smart Faculty <u>Person in charge:</u> - Associate Dean for Organization Development			Short-Term Action Plan 7. Computer training project, Total Budget 20,000 baht	14. Number of management information support systems 15. The number of projects conforming to the new way of life.
			Long-Term Action Plan	
			8. Information management system development project	
4. To provide stability and sustainable self-reliance <u>Person in charge:</u> - Associate Dean for Organization Development - Assistant Dean Organization Development - Associate Dean	2. Percentage increase in retained earnings 3. Percentage of increased income generated by various forms of education management		Short-Term Action Plan 9. Review project 10. Internal control activities	16. Faculty's risk level
			Long-Term Action Plan	

for Strategy and Graduate Studies Department				
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Strategy 4: Enhancing the efficiency of the management system to international standards

Driving the organization to international standards (Global Standard) with a modern management system under a new way of life and good governance.

Goals	OKRs	Target	Project/Activity	Indicators
5. To enhance the image and promote awareness about the potential of the faculty Person in charge: -Associate Dean for Organization Development -Assistant Dean for Organization Development -Associate Dean for Academic Affairs and Curriculum Quality	4. Social Network Visibility		Short-Term Action Plan	
			Long Term Action Plan	
			10. Subsidize activities according to Strategy 4 Total Budget 500,000 baht	
			Total Budget 2,050,000 baht	



Strategic work, revenue management, and information innovation

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