Strategic Plan

Fiscal Year 2023

Of Faculty of Management Sciences Prince of Songkhla University

Strategies, Revenue Management, and Information Innovation

Faculty of Management Sciences

October 2022

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 plathatat guarantee future success. Therefore, establishing of an annual action plan is therefore absolutely crucial. It will help all departments to work together on the mission that must be accomplished within a period of 1 year, including Helps in setting priorities and guidelines for concrete implementation within a short time Prescribed indication

Action Plan for the Fiscal Year 2023, 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 steps. As one of the faculty's leaders 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 unite everyone to a successful future.

Assistant Professor Teerawat Hangsapruek

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:

Strategies 1: Building a Community of Administrators: Developing the Competencies of Learners to Become Professional Administrators And have the ability to learn lifelong learning. (Executive Community and Lifelong Learning) Aims to have an administration science that supports executives, entrepreneurs, alumni, and people of all ages. Including a proactive education management system that promotes lifelong learning. Qualified with 21st-century skills and striving for global citizenship. under the faculty with high performance and modern knowledge Including having a curriculum that has been certified according to international quality standards.

Strategies 2: Research Integration: Develop research and management innovations to Utilization (Research and Innovation for Social Impact) Aims to increase high-quality research and national and international recognition Including giving birth to groups 'Integrative research in creating research and management innovations in line with the direction country development and drive community/society.

Strategies 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 which creates intimacy and synergy between the faculty and the community and society. including integrating teaching and learning Research toward academic service and community and society upliftment under the striving toward 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 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 2023, there are projects/activities under the annual action plan totaling 55 projects/activities as follows:

1. A project to drive the production of knowledge media to the public, type of subject or knowledge
2. Curriculum development project according to Platform Policy
3. Seminar project for lecturers of the program for the academic year 2022
4. Funding Project for the preparation of MOOCs
5. Upskill ReSkill Project, Necessary Skills in the New Century
6. Upskill ReSkill project to exchange knowledge between agencies on education management and learning innovation
7. Project to promote digital skills development for students
8. FMS Smart Leaders 2023 Program
9. International Research Symposium Program
10. The Stock Master@University Project
11. Growth Mindset Project
12. Clay molding project for language potential development
13. Project "Audit Camp" for the academic year 2022
14. Workshop project "Manuscript Writing and Publication Workshop for Graduate Academic Advisors"
15. New graduates project to build confidence to get a job in the academic year 2023
16. The Path to Professional Entrepreneurship Project, Academic Year 2023
17. Academic Staff Potential Development Project Promote the use of technology and innovative teaching
18. Project to visit business organizations in ASEAN countries in the ASEAN +6 countries for 3rd-4th year students
19. Relationship Building Project to promote integrated teaching and learning Collaboration with the work of the Faculty of Management Sciences online form

20. Learning Exchange Project on Preparing Comparable Data for Curriculum Development (TRBS Net Benchmark)

21. Relationship Building Project to integrate learning with work

22. A project to create a network of cooperation with high school guidance teachers in 14 southern provinces.

23. Master of Business Administration Research Incubation Program

24. .Research Proposal Pitching Project

25. Workshop project on research trends in tourism

26. Research Talk Project

27. Project of the 15th National Academic Conference on Management Year 2023

28. Research Training Program for graduate studies

29. Teacher Development Project with Mentor System

30. Researcher/Teacher Support Program for publication

31. National joint research projects (4 institutions)

32. Preparatory project for research topic development in line with the Faculty's Research Roadmap university and in line with the country's development direction.

33. MOU project with companies in ECC to develop research problems and support work research with private

34. Knowledge transfer to the community project

35. Project to study the necessity of It is necessary to develop a research problem. And allocate funds for research projects in Area 5 southern border provinces

36. Academic service projects consultant type

37. Academic service projects in the category of training

38. Academic Service Project Type of Testing Center

39. Teaching-type academic service projects

40. Academic service project (major field)

41. Accounting Profession Continuing Knowledge Training Program, the Year 2023

42. Happy Money Happy Life Project

43. Academic service projects in the category of Startup

44. Faculty of Management Science Strategic Plan Review Project

45. Annual Action Plan Project

46. Education Quality for Excellence Program (EdPEx)

47. Cooperative Education Teacher Training Program

48. Workshop project to develop writing skills course of study Amount

49. KM EDx project in educational management and learning innovation 5 faculties

50. Online Data Management Workshop with Microsoft OneDrive for Business

51. Project to develop touch typing skills by computer

52. Square Information System Improvement Project

53. Project for training and testing skills in the use of CCTV cameras of the Faculty

54. .Explore the FMS for a week's project

55. TCAS FMS Virtual Project

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 institutions in management" soon.

List of Contents

1. Overview of the Faculty of Management Sciences

1.1 Vision

"Educational education institute national leader in management"

1.2 Mission

To create graduates, executives, and entrepreneurs with leadership, digital capabilities, 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

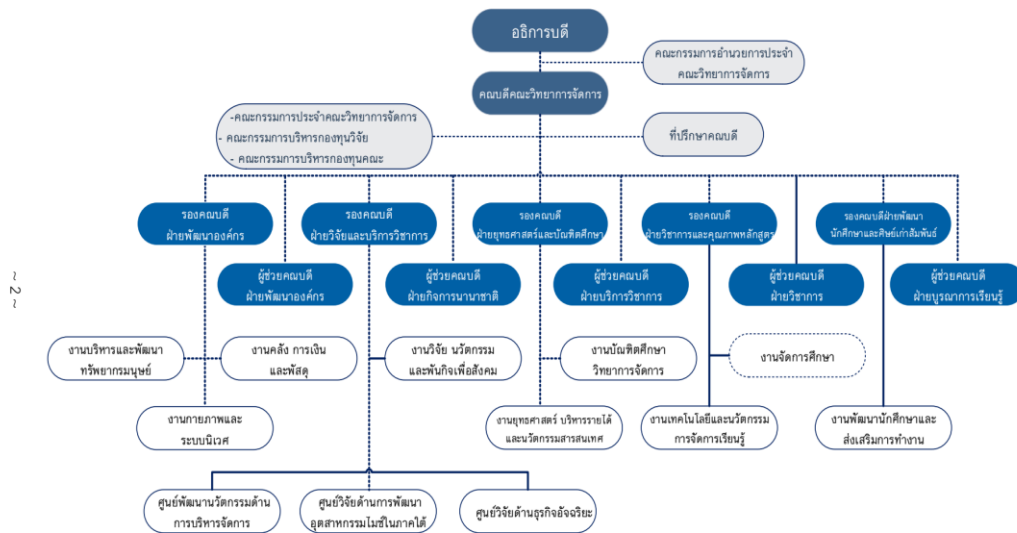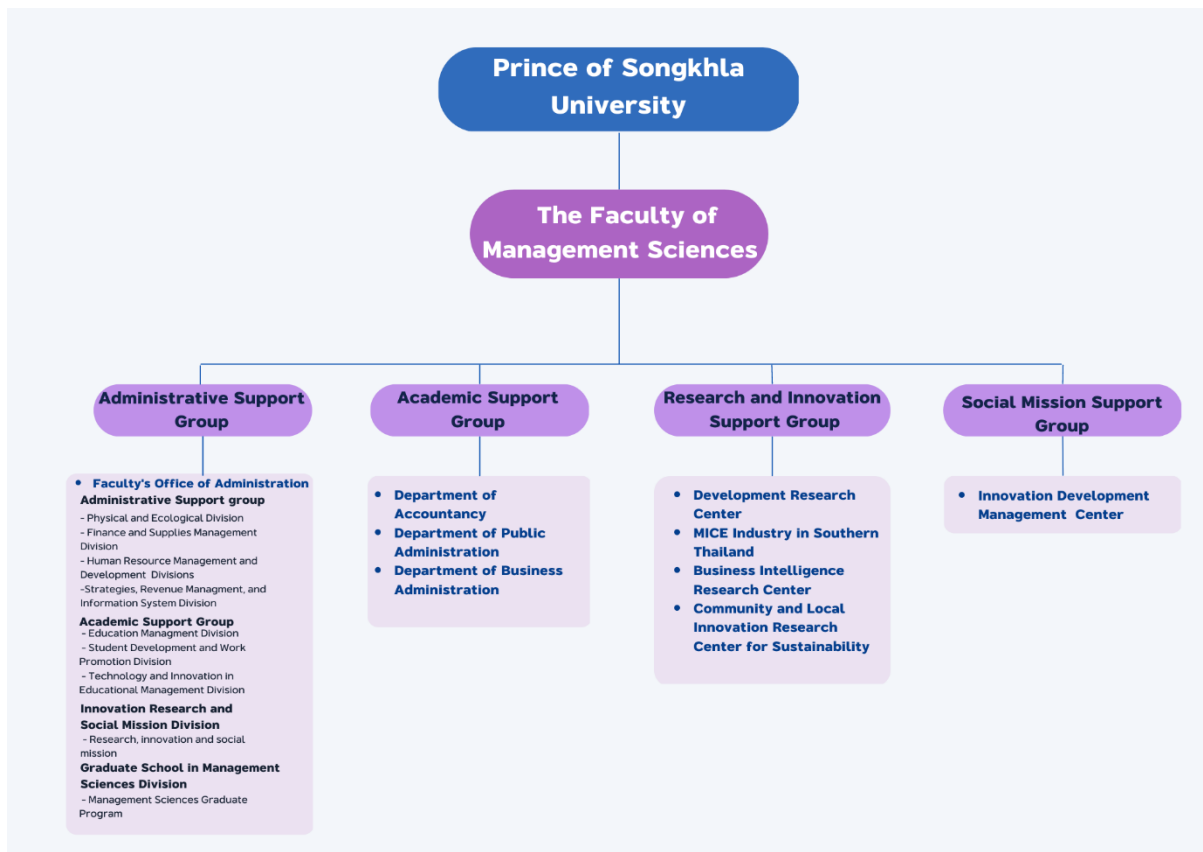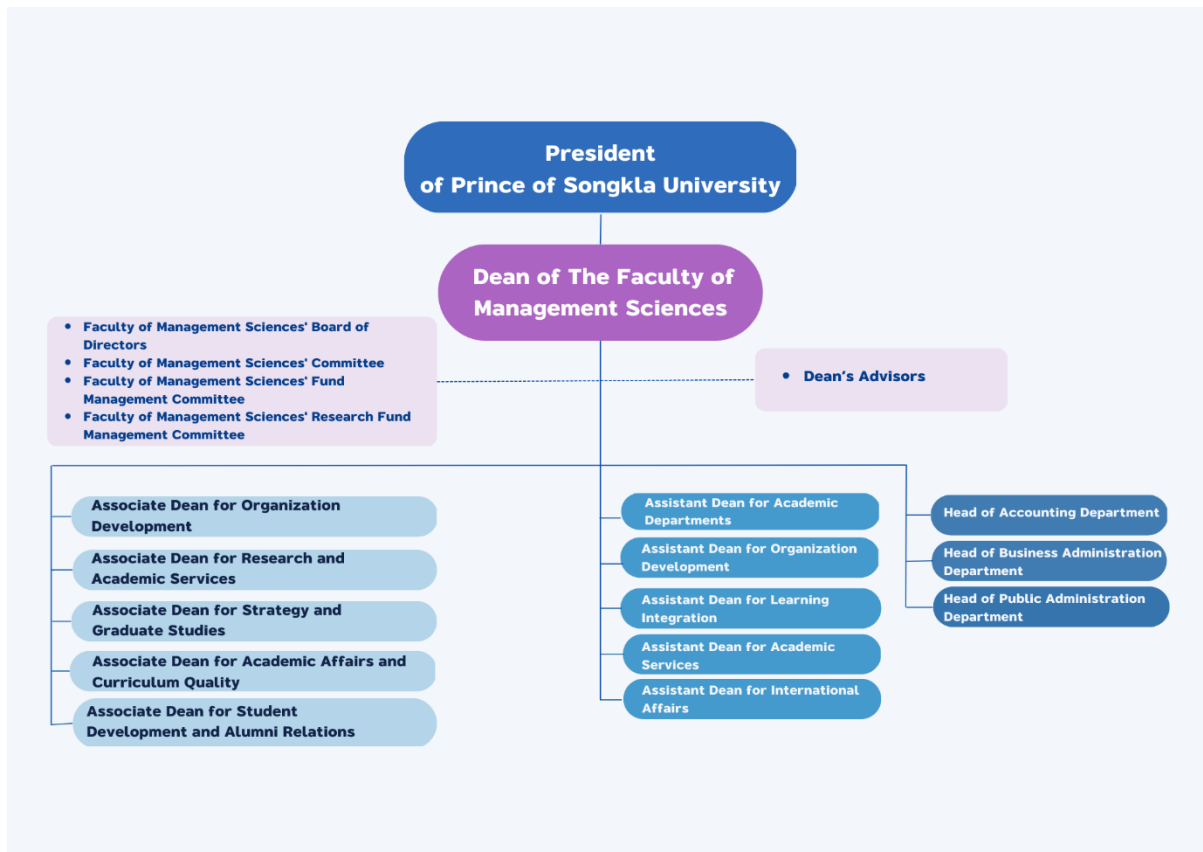R = Research Solve problems with research approaches.

I = Integrity

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

E = Excellence Commitment to excellence

1.5 Structure

President of Prince of Songkla University

Dean of The Faculty of Management Sciences

- Faculty of Management Sciences' Board of Directors
- Faculty of Management Sciences' Committee
- Faculty of Management Sciences' Fund Management Committee
- Faculty of Management Sciences' Research Fund Management Committee

- Dean's Advisors

Associate Dean for Organization Development

Associate Dean for Research and Academic Services

Associate Dean for Strategy and Graduate Studies

Associate Dean for Academic Affairs and Curriculum Quality

Associate Dean for Student Development and Alumni Relations

Assistant Dean for Academic Departments

Assistant Dean for Organization Development

Assistant Dean for Learning Integration

Assistant Dean for Academic Services

Assistant Dean for International Affairs

Head of Accounting Department

Head of Business Administration Department

Head of Public Administration Department

Prince of Songkhla University

The Faculty of Management Sciences

Administrative Support Group

Academic Support Group

Research and Innovation Support Group

Social Mission Support Group

- **Faculty's Office of Administration**
  Administrative Support group
  - Physical and Ecological Division
  - Finance and Supplies Management Division
  - Human Resource Management and Development Divisions
  - Strategies, Revenue Managment, and Information System Division

  Academic Support Group
  - Education Managment Division
  - Student Development and Work Promotion Division
  - Technology and Innovation in Educational Management Division

  Innovation Research and Social Mission Division
  - Research, innovation and social mission

  Graduate School in Management Sciences Division
  - Management Sciences Graduate Program

- **Department of Accountancy**
- **Department of Public Administration**
- **Department of Business Administration**

- **Development Research Center**
- **MICE Industry in Southern Thailand**
- **Business Intelligence Research Center**
- **Community and Local Innovation Research Center for Sustainability**

- **Innovation Development Management Center**

2. Strategic structure of the Faculty of Management Sciences

2.1 Strategy 1: Building Executive Community: Develop learner competencies to professional has the ability to 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 a Global Citizen.

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.

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

5. To ensure that the curriculum is are 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, to embrace transformative technology, and to 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/result			
	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	2/5	6/14	4	5
4. Satisfaction of graduate users in the skills of management				
- Master's degree	4.21/4.41	4.40/N/A	4.40	4.50
- Bachelor's degree	4.21/4.29	4.30/N/A	4.35	4.40
5. Number of potential development projects for students to become Global Citizens.	8/50	60/59	60	60
*6. Percentage of students with the ability to speak English				
- Year 1	50/73.50	50/83.94	50	70
- Year 2	70/87.26	60/91.05	60	80
- Year 3	80/91.62	80/97.64	80	90
- Year 4	100/100	100/100	100	100
*7. Percentage of students with digital abilities (Digital Literacy) per total number of students	90/95	95/90.52	95	100
8. The satisfaction of graduating in leadership				
- Graduate level	4.21/4.74	4.40/4.60	4.51	4.51
- Bachelor's degree	4.21/4.40	4.40/4.29	4.45	4.45
9. Satisfaction of Graduate Users in Digital Competency				
- Master's Degree	4.25/4.56	4.25/4.33	4.30	4.35

- Bachelor's degree	4.00/4.28	4.10/4.22	4.15	4.20
10. Graduate Users satisfaction in Creative Thinking				
- Master's Degree	4.21/4.44	4.45/4.56	4.50	4.55
- Bachelor's degree	4.21/4.49	4.50/4.38	4.55	4.60
11. Number of projects/activities/business plans by students that has won awards	36/10	40/22	40	40

Indicators and Target Values   * are OKR University.

Indicators	Target value/result			
	2020	2021	2022	2023
12. Funding for vulnerable students	2,500,000/ 11,065,200	5,000,000/ 1,258,136	5,000,000	5,000,000
*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 3.03	Percentage 3	Percentage 5
14. Number of lecturers who received teaching evaluation results from a score of 4.01 and above	98/99.24	80/95.95	85	90
*15. Number of courses taught through Online and MOOC platforms.	80/Online = 84 MOOC = 0	at least 1 Course: course/ 346	at least 1 course: course	at less 1 course: course
*16. Academic Impact	14/1	18/20	20	22
17. Number of textbooks or teaching materials that has been published according to each year	3/2	3/10	3	5
*18. Percentage of exchange students (Inbound/ Outbound) per total number of students				
Undergraduate				
- Inbound	0.25/0	0.25/0.89	0.25	0.25
- Outbound	0.25/0.11	0.25/0.04	0.25	0.25
Graduate level				
- Inbound	0.25/0.56	0.50/0.37	0.50	0.50
- Outbound	0.25/0	0.25/0.00	0.25	0.25
19. The number of MOUs on academic teaching and learning or cooperative education/internship				
- Education Management	5/13	15/12	15	15
-Cooperative education/internship	10/9	10/8	10	12
20. The success rates of the development of curriculum	2/1	1/2 (EA Report)	2	2

operations based on AACSB standards.				
21 Number of projects/activities that promote international standards	1/1	2/3	3	4
22. The percentage of courses with an internal quality assessment (AUN QA) at the program level of 3.00 or above.	25/100	80/in process	80	80

Indicators and Target values   * are OKR University.

Indicators	Target value/result			
	2020	2021	2022	2023
23. Percentage of lecturers who meet AACSB standards	5	10	15	20
* 24. Percentage of courses that are set on Outcome-based Education per total number of courses	85/20	90/88.89	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	2/3	2	2
* 27. Number of majors with international students	2/2	2/2	2	2
* 28 percent increase in the scholarship fund	Hundreds increase 1 / Hundreds increase 263.0 each	Hundreds increase 1 each	Hundreds increase 1 each	Hundreds increase 1 each

2.2 Strategies 2 Integration of Research: Developing research and management innovations for utilization (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	17/6	20/29	25	25
* 2. Number of published works that have been cited.	5/43	6/57	33	35
3. Increased number of researchers published from mentoring system	1/N/A	2/N/A	2	3
4. Number of award-winning research works/papers of lecturers/staff/students	3/2	2/1	2	3
5. Number of graduate student development projects related to research skills	2/14	10/6	10	12
* 6. External research funds (million baht)	6.05/0.2	6.6/0	7.15	8.5
7. The number of research projects that are integrated across disciplines or together between FMS and other agencies	3/0	2/1	2	3
* 8. Percentage of increased income through research	15/N/A	20/N/A	20	25
9. Number of specialized research centers	2/1	2/2	3	3
10. Percentage of research that engage with society and communities	5/5	5/0	5	5
11. Number of research results or innovations that are useful.	4/1	4/6	5	6
* 12. Number of research results for commercial use	2/N/A	2/N/A	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 increase social participation (Social Engagement), resulting in a stronger relationship and collaboration between the Faculty of Management Science 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 network of cooperation that guide the economy, community, and society in the direction of 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.	2/7	3/24	4	5
2. The percentage of academic service projects that generate revenue for organizations and universities.	40/60	40/91.18	60	60
3. Number of projects for consultation services	10/8	15/25	15	20
*4. Number of short-term training courses	4/7	5/9	6	7
* 5. Percentage of increased income from specific academic and professional services.	Hundreds increase 25 / each 41,683,900	52,104,875/ 27,816,828	more percentage 20	more percentage 25
6. The number of projects or academic service activities that are created from the integration of teaching and research	5/N/A	5/N//A	7	10
7. Number of projects or academic service activities that are created from cross-disciplinary or cross-agency integration	2/12	2/32	3	3
8. Number of projects or academic service activities aimed at the Sustainable Development Goals (SDGs)	2/15	2/25	2	3
9. Number of academic services funding sources that are continuously allocated	5/6	5/7	6	10
* 10. Impact of Academic Service Projects Answered University Vision and Government Policy Public policy for driving society	2/N/A	2/N/A	3	3

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 certification.

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 s	Target value/result			
	2020	2021	2022	2023
1. Faculty passed the educational qualification criteria for Execution Excellence EdPEx 200	Level 1 /1 (apply for screening)	Level 2/2 (OP Screening)	Level 2	Level 4
2. Assessment results according to good governance principles	4.25/4.25	4.25/4.44	4.30	4.35
3. Percentage of certified instructors profession	50/30.77	32/27.27	33.00	35.00
4. Number of lecturers applying for an academic title	1/5	3/7	4	5
5. The number of lecturers who received academic ranks in academic	1/6	3/2	4	5
6. Number of Support Staff Applied assign a higher position	1/3	3/5	4	5
7. Number of support staff received higher position	1/1	3/0	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 / percentage 20.93	percentage 30/84.09	percentage 35	percentage 35
9. Number of staff invited as executives or advisors to agencies outside the Faculty	5/N/A	6/N/A	7	8
10. The number of works of development projects of support staff (KAIZEN/LEAN)	8/11	12/22	15	8
11. The number of times that staff is invited to be Instructors/Lecturers by organizations outside the faculty.	30/N/A	30/N/A	35	40
12. Number of projects that develop staff's potential and capabilities	3/8	5/10	5	5
13. Average employee engagement per organization				
- Academic line	4/3.36	3.40/3.86	3.45	3.50
- Support line	4/3.31	3.40/3.73	3.45	3.50

14. Number of health promotion activities to staff	1/N/A	1/N/A	2	2

Indicators and Target Values   * are OKR University.

Indicators	Target value/result			
	2020	2021	2022	2023
15. Number of information systems that support management	20/28	25/33	26	27
* 16. Percentage of cumulative income increase	250/256.21 (million baht)	261.33/256.17 (million baht)	266.55 (million baht)	271.33
* 17. Percentage of income from organizing An increasing number of different forms of education	1/55.8 percent	1 percent /41.53	more 1 percent	more 1 percent
18. Faculty's risk level	low/low	low/low	low level	low level
* 19. Social Network Visibility	10/9.17	20/20	20	2 points (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**	**Project/Activity**	**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.

<u>People Responsible:</u>
- Associate Dean for Academic Affairs and Curriculum Quality,
- Assistant Dean for Academic Affairs, | 1 . Number of courses with online learning style, MOOC | | **Short-Term Action Plan**

1. Production drive project public awareness media Type of course or Knowledge Total Budget 30,000 baht

2. Curriculum development project According to Platform Policy Total Budget 100,000 baht

3. Lecturer seminar project for Lecturers of the courses of Academic Year 2022 Total Budget 12,000 baht

Long-Term Action Plan | 1. Number of 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 Management Skills |

- Associate Dean for Strategy and Graduate Studies Department			4. Projects to support the Preparation of MOOC Total Budget 90,000 baht	
			5. Upskill ReSkill project for essential skills in the new century Total Budget 30,000 Baht 6. Upskill ReSkill project to exchange knowledge between divisions on education management and learning innovation. Total Budget 50,000 baht	
2. To equip students with the	2. Percentage of students who have		Short-Term Action Plan	5. Employers' satisfaction in

competencies of 21st century skills and for them to become a Global Citizen. **People responsible:** - Associate Dean for Academic Affairs and Curriculum Quality	speaking abilities in English 3. Percentage of students with digital skills (Digital Literacy) per total number of students		1. Projects to promote and develop digital skills for Student Total Budget 30,000 baht 2.FMS Smart Leaders project 2023 Total Budget 100,000 baht	graduates' Leadership 6. Employers' satisfaction in graduates Digital Skills. 7. Employers' satisfaction in graduates' Creative Thinking skills 8. Number of award-winning projects / activities/business plans created by students 9. Amount of funds for vulnerable students

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	Target	Project/Activity	Indicators
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- 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	4. Number of potential development projects for students to become Global Citizens 5 . Percentage increased scholarship fund		3. International Research Symposium Project Total Budget 40,000 baht 4. The Stock Project Master@University Total Budget 30,000 baht 5. Growth project Mindset Total Budget 25,000 baht 6. Clay Molding project for Language Skills development 30,000 baht 7. Project "Audit Camp" Academic Year 2022 Total Budget 80,000 baht	

			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	Project/Activity	Indicators
			8. Training Project Operation for "Manuscript Writing and Publication Workshop for Graduate Academic Advisors" **Total Budget 20,000 baht** 9. Project for new graduates to build Confidence to grab a job, Academic Year 2023 **Total Budget** 10,000 baht 10. Pathway Project for Professional Entrepreneurs Academic Year 2023 **Total Budget 10,000 baht** **Long-Term Action Plan**	

Strategies 1: Build a Community of Administrators

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

Goals	OKRs	Target	Project/Activity	Indicators
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 **Person in charge**: - Associate Dean for Academic Affairs and Course Quality - Assistant Dean for Academic Affairs - Associate Dean for Organization Development	6..Percentage of lecturers who passed the lecturer competency assessment at level 2 or higher per total number of full-time lecturers 7. Academic Impact		**Short-Term Action Plan** 1. Potential Development Project Academic personnel promote the use of technology and innovation, Teaching Director Total Budget **50,000** baht **Long-Term Action Plan**	10. Number of instructors received teaching evaluation results Score 4.50 or more 11.Number of textbooks or teaching assistance materials published in that year
4. To build alliances and integration of Academic Cooperation Network in enhancing the capabilities of the faculty			**Short-Term Action Plan** 1. Organization visits the project Business in the country group ASEAN in the group of countries ASEAN + 6 for 3rd-4th year students Number of Money 1,350,000 baht	12. Number of MOUs academic teaching or cooperative/internship

	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	Target	Project/Activity	Indicators
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			2. Relationship Building Project with the establishment for promote teaching integrated with working at the Faculty of Science manage forms online Total Budget **12,000** baht 3. Learning Exchange Project Comparative Data Preparation for curriculum development (TRBS Net Benchmark) Total Budget 50,000 baht **Long-Term Action Plan** 4. Relationship Building Project with the establishment for	

		33	integrate learning with Working Total Budget **12,000** baht	

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	Target	Project/Activity	Indicators
			5. Project to create a network for cooperation with High Schools guidance teachers in 14 provinces Southern region Total Budget 20,000 Baht	
5. To get the course certified. quality according to international standards **Person in charge:** - Associate Dean for Academic Affairs and Quality course - Associate Dean for Strategies and Graduate Studies - Assistant Dean for Academic Affairs - Associate Dean for Organization Development	8. Percentage of exchange students (Inbound /Outbound) per number of total students 9. Percentage of courses that are outcome-based Education per number of total courses 10. Number of foreign lecturers working full time		**Short-Term Action Plan** **Long-Term Action Plan**	13. The level of success in developing the curriculum in accordance with AACSB standards. 14. Number of projects/ activities that support access to international standard 15. Percentage of courses with internal quality assessment (AUN QA) at the

- Assistant Dean for Organization Development	11.Number of courses available to international students	35		curriculum level of 3.00 or higher. 16. Percentage of lecturers who have qualifications that meet the AACSB standards

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	Target	Project/Activity	Indicators
				17. Number of projects/activities that foster an environment or academic activities that uphold to international standards**.**

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. Research incubation project for Master's Degree Business Administration course Total Budget 35,000 baht 2. Research project Pitching Proposal Total Budget 8,000 baht 3. Project-oriented Action training research on the trend of Tourism Total Budget 10,000 baht 4. Research Talk project Total Budget 10,000 baht	1. Number of researchers published an increase in the nanny system 2. Number of research publications of lecturers/staff/students that received awards 3. Number of graduate student research skills development projects

			5. Research training project for Graduate Studies Total Budget 50,000 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
			6. Academic Conference project of National level for Administration Management No. 15 the Year 2023 Total Budget 450,000 baht	
			Long-Term Action Plan	
			7. Teacher Development Program Mentor system Total Budget 200,000 baht	
			8. Projects to support researchers/ lecturers for research publication Total Budget 500,000 baht	

	Strategy 2: Integrate research and innovation			
	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
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. External research funds (million baht) 4. Percentage of increased income from research		**Short-Term Action Plan** 9. Joint research project in National level (4 institutions) Total Budget 200,000 baht 10. Project preparation to develop research topics consistent with Faculty's Research Roadmap, the University, and corresponding with the development goals of the country Total Budget 100,000 baht	4. Number of research projects that are integrated across sciences or collaborated between the Faculty and another organization 5. Number of specialized research centers

Strategy 2: Integrate research and innovation				
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
			Long-Term Action Plan	
			11. MOU project with ECC companies to develop research problems and support joint research with the private sector Total Budget 100,000 baht	
3 . To produce research findings and management innovations that are useful and impactful to society	5. Number of research results used for commercial benefits 6. The number of research findings or innovations that can be put to use		**Short-Term Action Plan** 12. Project to transfer knowledge to Community Total Budget 100,000 baht	6. Percentage of research that contributes to society and communities
			Long-Term Action Plan 13. Education projects necessary to develop the problem	

		41	Research and allocate funds for Research projects in the area 5 of he Southern Border Provinces Total Budget 190,000 baht	

	Strategy 3: Strengthen the service of society			
Driving and strengthening communities and society through Sustainable Development Goals (SDGs)				
<u>Person in charge:</u> 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 Science and the community and society.	1.Number of short term training courses 2. Percentage of increased income of from academic and professional Services 3.Number of academic service projects involved with the community and society		**Short-Term Action Plan** 1. Academic service projects consultant type 2. Academic service project training type 3. Academic service project test center type long-term action plan	1. Percentage of academic service projects that generate income for departments and the university 2. Number of types consultant service projects
2. To incorporate teaching and learning into academic services that benefit the community and society			**Short-Term Action Plan** 4. Academic service projects Teaching type 5. Academic service project (field of study) Amount 25,000 baht	3. Number of projects or activities of academic services that result from the integration of teaching and learning or research.

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
			6. Knowledge Training Project Continuing Professional Accounting Year 2023 Total Budget 900,000 Baht **7.** Happy Money Project Happy Life Amount **30,000** Baht **Long-Term Action Plan**	4. Number of projects or academic service activities that result from cross-disciplinary or cross-departmental collaboratio
3. To encourage the development of a network of cooperation that guide the economy, community, and society in the direction of Sustainable Development Goals (SDGs).	4. Impact of the project Academic service that responds vision of the university and government policy public policy for drive society		**Short-Term Action Plan** 8. Academic service project Startup type **Long-Term Action Plan**	5.Number of projects or activities or academic services aimed at Sustainable Development Goals (SDGs) 6. Number of sources of service funding Academics that continuously allocate funds

Strategies 4 **Increase the efficiency of the management system to meet 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
1. To provide the Faculty with management guidelines to certification international standard **Person in charge**: -Associate Dean for Strategy and Graduate Studies Department			**Short-Term Action Plan** 1. Plan review project strategic Faculty of Management Sciences **Total Budget** 100,000 baht 2.Implementation Preparation Plan Project **Annual Cost 50,000 baht** **Long-Term Action Plan** 3.Qualityprojects education for excellence (EdPEx) **Total Budget 50,000 baht**	1. The faculty passing the education quality criteria for operational excellence of EdPEx 200 2. Assessment results in accordance with good governance principles
2. To provide staff with the potential to	1. Percentage of line personnel		**Short-Term Action Plan**	

achieve the vision of the faculty and university through proactive work.	Support employment with qualifications Bachelor's degree or higher passed competence criteria English (Tell		4. Saha teacher training program Education **Total Cost** **50,000 baht**	3. Percentage of lecturers that have received professional certification 4. Number of lecturers applying for academic tittle promotion

Strategies 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
Person in charge:	Me More) is		5. Project-oriented	5 . Number of lecturers
-Associate Dean	at the level		training action for	that received academic
for Organization	Score 4 or		development	titles
Development	more		Write a textbook for	
- Associate Dean			the subject area.	6 . Number of support
for Academic			Total Cost 5,000	staff that has submitted
Affairs and			baht	a request for a higher
Curriculum quality				position
			6.KM EDx project in	
			manage education	7. Number of support
			and innovation	staff that have received a
			learning 5 faculties	higher position
			Total Budget 50,000	
			baht	8. Number of staff that
				have been hired to be an
			Long-Term Action	executive or a consultant
			Plan	by organizations outside
				the faculty
				9. Number of work
				development projects of
				support staff
				(KAIZEN/LEAN)
				10.Number of times staff
				received or has been
				invited to be a speaker /
				lecturer
				external qualifications

				11. Number of projects to develop staff potential

Strategies 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

		48		12. Average staff engagement of per organization 13. Number of health promotion activities for staff
3. To become a Smart Faculty **Person in charge:** - Associate Dean for Organization Development			**Short-Term Action Plan** 7. Training project administrative support administrative operations Manage online data too. Microsoft OneDrive for Business Amount 20,000 baht 8. Skill development project computer touch typing **Total Budget** 4,500 baht 9. Improvement projects Square Information Systems	14.Number of information systems for administrative support

48

			Total Budget 30,000 baht	
			Long-Term Action Plan	

Strategies 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
4. To provide stability and sustainable self-reliance **Person in charge**:: - Associate Dean for Organization Development - Assistant Dean Organization Development - Associate Dean for Strategy and Graduate Studies Department	2. Percentage of cumulative income more 3.Percentage of income increase from of different parts of Education is managed in different ways.		**Short-Term Action Plan** <mark>10. Training projects to enhance the Faculty's camera skills circuit</mark> **Total Budget 1,000 baht** **Long-Term Action Plan**	15. Faculty's risk level
5. To enhance the image and promote awareness about the potential of the faculty **Person in charge:**	4. Social Network Visibility		**Short-Term Action Plan** 11. Explore the project FMS for a week Total Cost **50,000** baht 12.TCAS FMS Virtual project **Total Budget 10,000 baht**	

-Associate Dean for Organization Development -Assistant Dean for Organization Development -Associate Dean for Academic Affairs and curriculum quality		51	Long-Term Action Plan	

Strategic work, revenue management, and information innovation

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