



Mahidol University  
International College


# Action Plan

# 2023

# Content



## **Action Plan**

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## STRATEGY 1

### Reinforce student-centered Liberal Arts education

Operation Strategies	Action Plan	Target	Responsible Person
1.1 Students-Centered Curriculum	1.1.1 Immersive learning through real-life experience	Structure setting	Associate Dean for Educational Affairs
	1.1.2 Employers' satisfaction of the quality of MUIC graduates (Only counts high and highest levels)	(1) 20% response rate, (2) 80% (4/5)	Associate Dean for Educational Affairs
1.2 International accreditation	1.2.1 All programs meet AUN-QA standards	During the accreditation period - 8 Undergraduate Programs - 1 Graduate Program	Associate Dean for Strategic Planning and Quality Development
1.3 Teaching/learning approach	1.3.1 Student satisfaction with courses	3.8/5	Associate Dean for Educational Affairs
1.4 Lifelong learning program	1.4.1 Upskill/Reskill post-undergraduate program	Policy setting	Associate Dean for Educational Affairs
	1.4.2 Service learning (MU-PA 4.23: Number of University Social Engagement projects that cover all 4 criteria)	2 projects	Associate Dean for Student Affairs
	1.4.3 Student Think Tank/ Prototype Maker	1 prototype (Completion of the process planning and implementation)	Associate Dean for Student Affairs

## STRATEGY 2

### Capitalize faculty expertise and MUIC distinction

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Operation Strategies	Action Plan	Target	Responsible Person
2.1 Research and Innovation capability	2.1.1 Number of impactful research (Basic, academic, economics and social impact) (Q1 Journal, Research paper with high citation number, High Impact research project)	12	Associate Dean for Research and Academic Services
	2.1.2 Products from a transdisciplinary project (Food Innovation project): Establishment of Food Innovation Center	- Structure setting - 1 industrial collaboration	Associate Dean for Strategic Planning and Quality Development
2.2 Academic services	2.2.1 Revenue generated from MUIC academic services	3,000,000 THB	Associate Dean for Research and Academic Services
	2.2.2 Number of MUIC contribution to national policy and/or society (Number of project that contribute to government and private sectors)	1	Associate Dean for Research and Academic Services

## STRATEGY 3

### Strengthen Collaboration

Operation Strategies	Action Plan	Target	Responsible Person
3.1 Collaborative, impactful research and innovation	3.1.1 Number of accepted articles for publication with international collaboration (foreign researcher)	6	Associate Dean for Research and Academic Services
	3.1.2 Excellence Center for Research and Academic Service	2 activities	Associate Dean for Research and Academic Services
3.2 International collaborations	3.2.1 Number of activities with MU/MUIC strategic partners	5	Associate Dean for International Affairs
	3.2.2 Talks by international guest speakers (coordinated with SA, academic divisions, etc.)	3	Associate Dean for International Affairs
3.3 Academic, industry and community network	3.3.1 Percentage of current student and alumni engagement	current student 50%, Alumni 12%	Associate Dean for Student Affairs
	3.3.2 Number of industry and community engaged activities	6 activities with satisfaction 4/5	Associate Dean for Student Affairs

## STRATEGY 4

### Apply Strategic Marketing Concept

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Operation Strategies	Action Plan	Target	Responsible Person
4.1 Proactive student recruitment	4.1.1 Number of enrolled students (undergraduate program)	1000	Associate Dean for Corporate Communication and Information Technology
	4.1.2 Number of special project that contribute to the number of student enrollment	4 projects	Associate Dean for Corporate Communication and Information Technology
4.2 Marketing Communications	4.2.1 Level of awareness and understanding toward MUIC branding	4.2/5	Associate Dean for Corporate Communication and Information Technology
	4.2.2 Number of special project that promote MUIC branding among internal and external stakeholders	4 projects	Associate Dean for Corporate Communication and Information Technology

## STRATEGY 5

### Internationalize Organization Management

Operation Strategies	Action Plan	Target	Responsible Person
5.1 International education environment	5.1.1 Number of visiting and exchange students (Total inbound and outbound, 12 weeks or longer)	330 inbound ≥ 12 weeks = 140 outbound ≥ 12 weeks =125 inbound < 12 weeks = 165 Outbound < 12 weeks =0	Associate Dean for International Affairs
	5.1.2 SDG-driven project	80% Achievement of the Waste management project	Associate Dean for Environment and Sustainable Development
5.2 Students experiences	5.2.1 Student Services (Students' services; experience and service satisfaction)	Overall satisfaction 4/5	Associate Dean for Student Affairs
	5.2.2 Number of hours of extracurricular activities	100 hrs	Associate Dean for Student Affairs
	5.2.3 Higher NPS (Net Promoter Score) of students and graduates	3/5	Associate Dean for Student Affairs
	5.2.4 Number of Awards/recognition achieved through the student competitions.	10	Associate Dean for Student Affairs
	5.2.5 ONE-STOP service	3.8/5 Process improvement with student satisfaction	Associate Dean for Student Affairs
	5.2.6 Engagement of inbound and full-time international students in joint activities through Multicultural Club	Pre-club established	Associate Dean for International Affairs
	5.2.7 Creation of outbound short-term courses/programs for MUIC students	Shortlist prospective partners for	Associate Dean for International Affairs

Operation Strategies	Action Plan	Target	Responsible Person
		collaboration on outbound courses / projects (1) 2 partners, (2) 1 course/ projects	
5.3 Human resources, values, competency, health, and community	5.3.1 MUIC Core values and organization culture	Complete Long term (5 years) Planning to incorporate MUIC core values in the organization	Associate Dean for Finance and Human Resources
	5.3.2 Engagement factors	50% completion	Associate Dean for Finance and Human Resources
	5.3.3 Improvement of managerial and functional competency: Support staff in the Talent Group and Global Talent Group	Percentage /Number of MUIC staff qualified as Global Talents 1. Academic staff in Education 1 person 2. Academic Staff in Research 0.90% (1/111) 3. Support Staff 50%	Associate Dean for Finance and Human Resources
	5.3.4 Perception of the personal Data protection Act (PDPA)	50%	Associate Dean for Environment and Sustainable Development
5.4 IT infrastructure and MIS	5.4.1 Satisfaction of information technology support	4/5	Associate Dean for Corporate Communication and Information Technology
	5.4.2 Seamless data integration	Complete (Setting Structure and policy)	Associate Dean for Corporate Communication



Operation Strategies	Action Plan	Target	Responsible Person
			and Information Technology
5.5 Teaching/learning/ research facilities	5.5.1 Level of satisfaction toward provided Educational Technology system and services among users	4/5	Associate Dean for Corporate Communication and Information Technology
	5.5.2 Satisfaction of teaching/learning/ research facilities (Support service provided by OAA)	4/5 (80% satisfy with the service)	Associate Dean for Educational Affairs
	5.5.3 Satisfaction of services - Events organized by Office of Administration - Building, Classrooms and ground staff - Drivers - Security guards - Maids	4/5	Associate Dean for Environment and Sustainable Development
5.6 Quality assurance	5.6.1 EdPEX score $\geq 350$ in 4 years	50% Improvement plans according to TQC criteria	Associate Dean for Strategic Planning and Quality Development
	5.6.2 Number of national and/or international quality standards achieved	1. Renewal of NEAS 2.Environment or energy saving certification in international standard	Associate Dean for Strategic Planning and Quality Development
	5.6.3 Laboratories with ESPReL certified	7/7	Associate Dean for Environment and Sustainable Development
5.7 KM Process and innovation process	5.7.1 KM process	Plan completion	Associate Dean for Strategic Planning and Quality Development
5.8 Financial Management	5.8.1 Net surplus margin	5%	Associate Dean for Finance and Human Resources