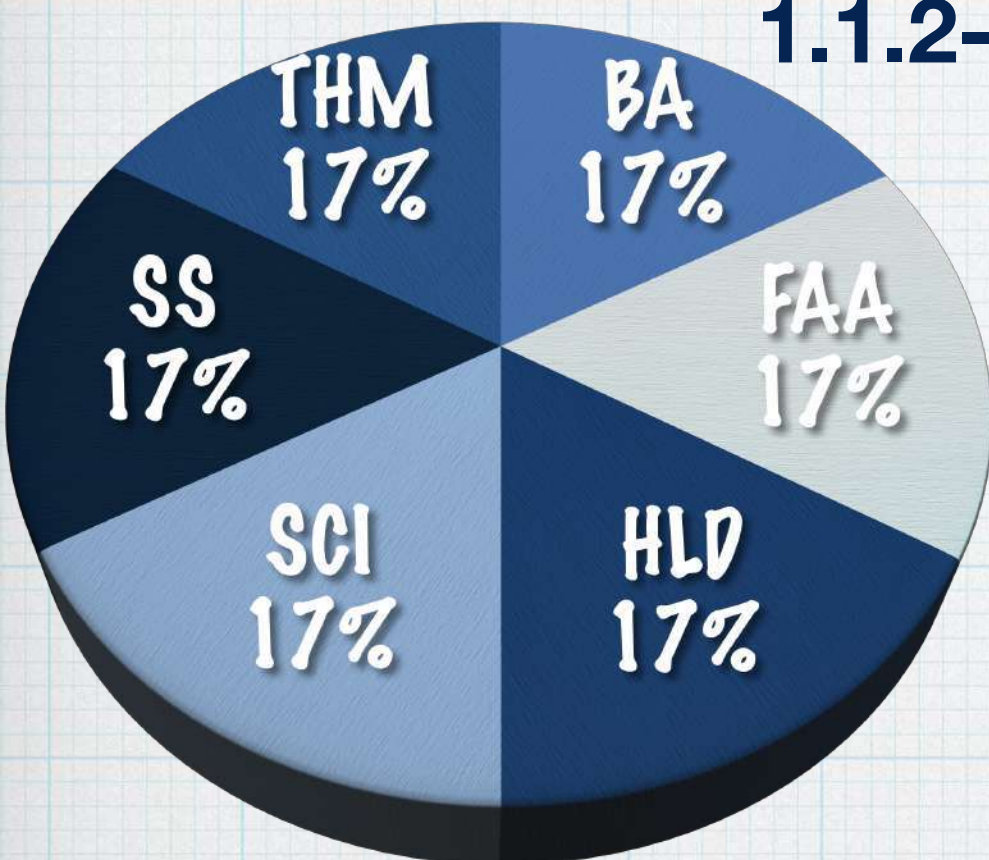


Strategy 1: Reinforce student-centred liberal art education

1.1.1 Student-Centered Curriculum

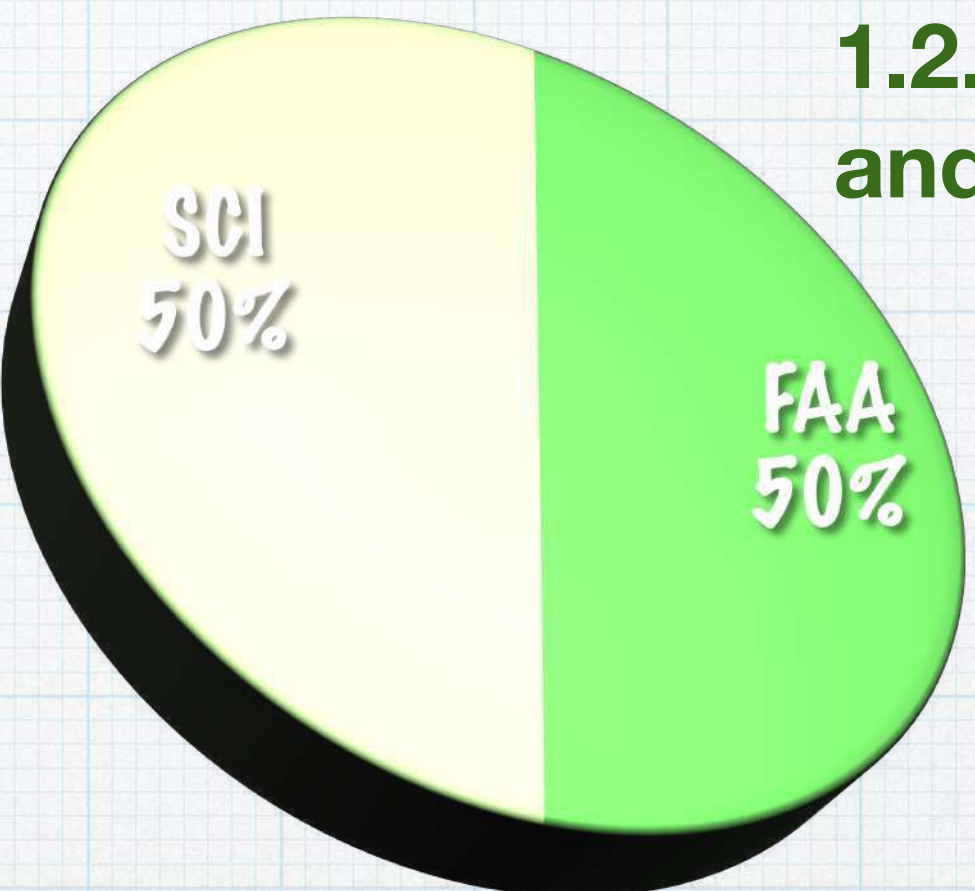
1.1.1-1 21st Century Learning Compass

1.1.2-2 Service Learning program for GE



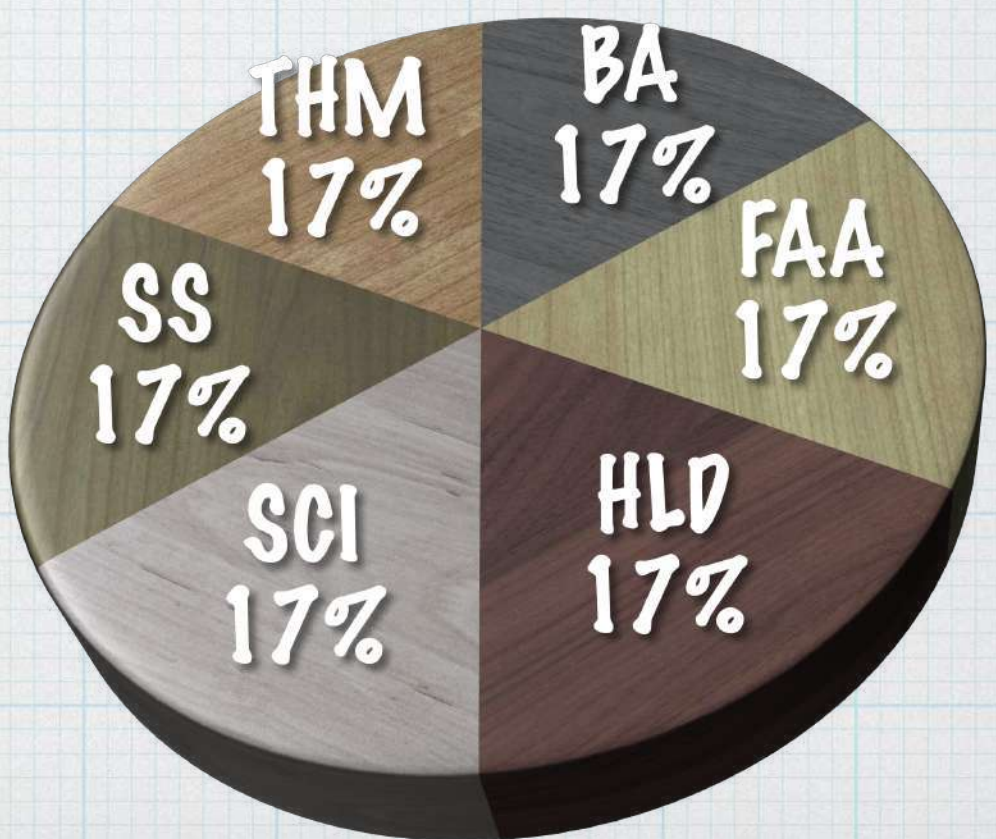
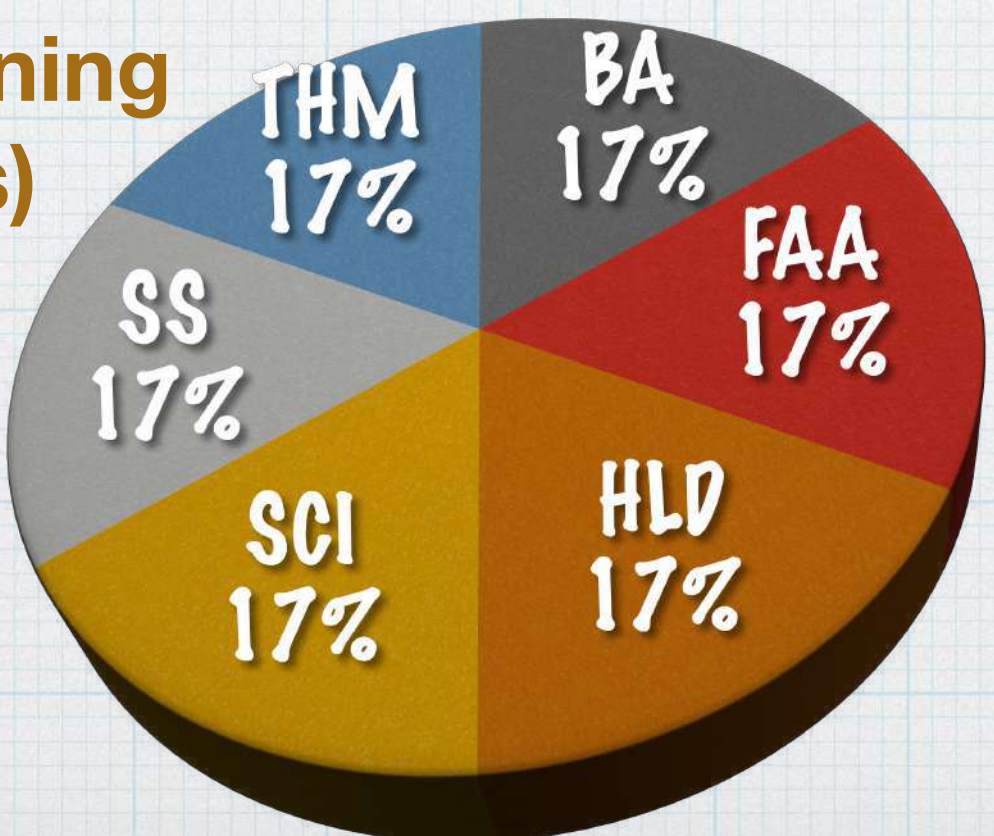
1.2 Interdisciplinary Education

1.2.1 Launching Bachelor of Arts and Science



1.5 Life-long learning program

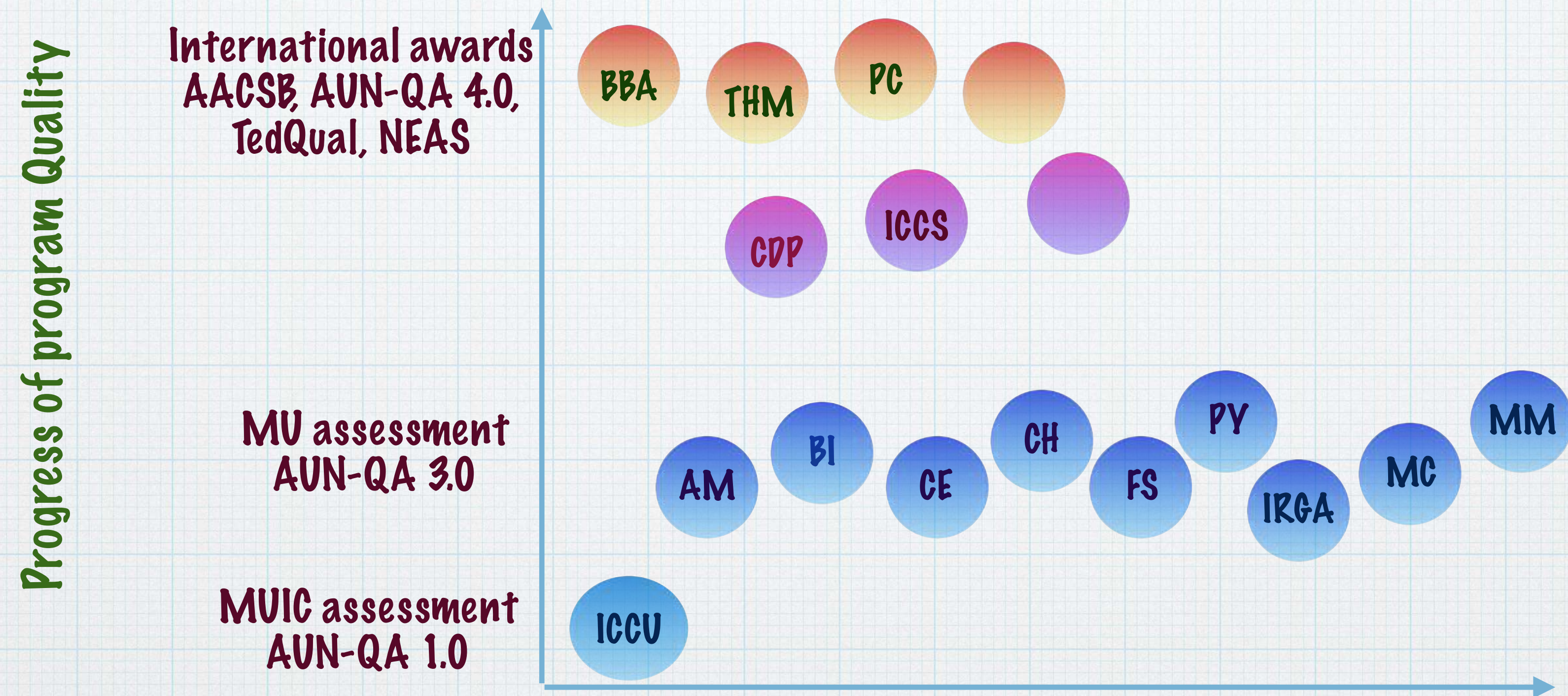
1.5.1 No. of Online exclusive courses



1.4 Teaching and Learning approach

1.4.1 Training for teaching and learning
(Online and Classroom approaches)

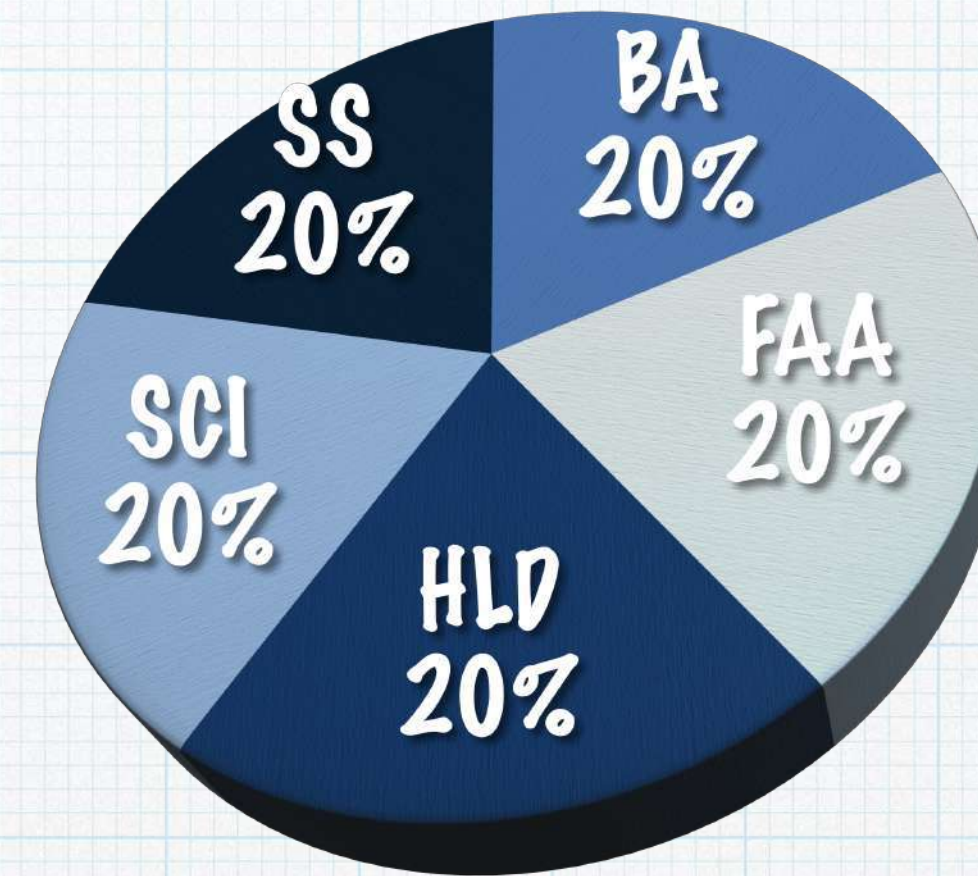
1.3 International accreditation



Strategy 2: Capitalize faculty expertise and MUIC distinctions

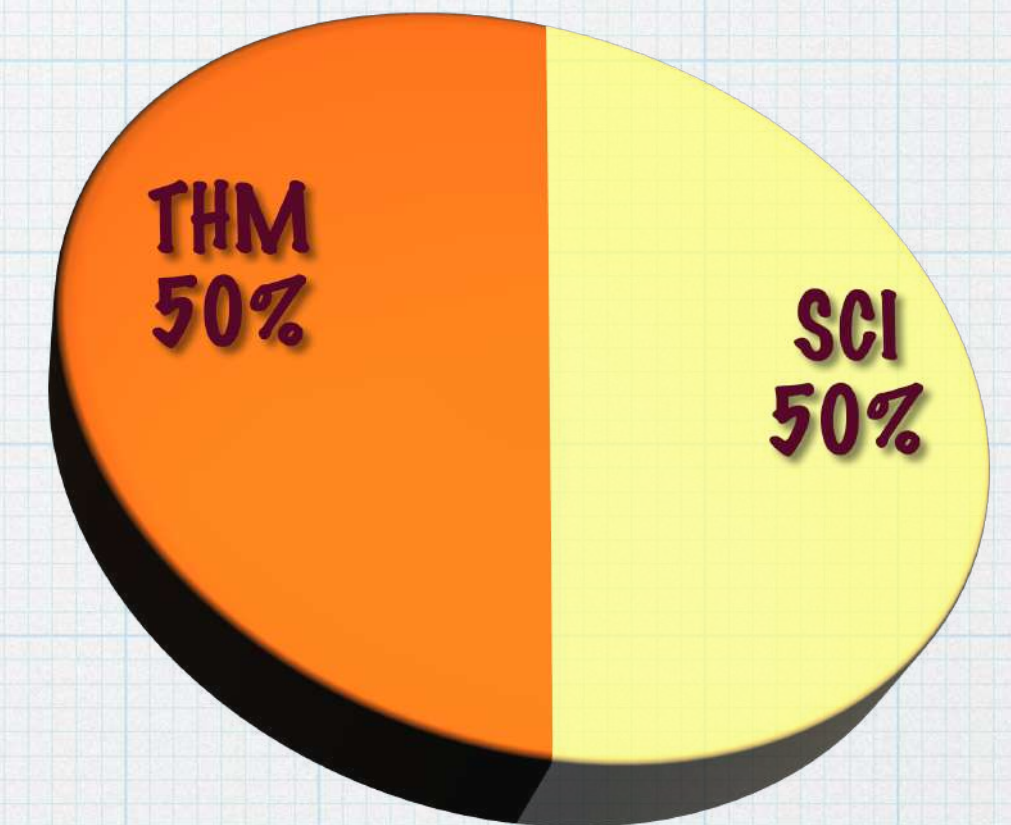
2.1 Strength of each division

2.1.1 Number of awards/recognition achieved by the division



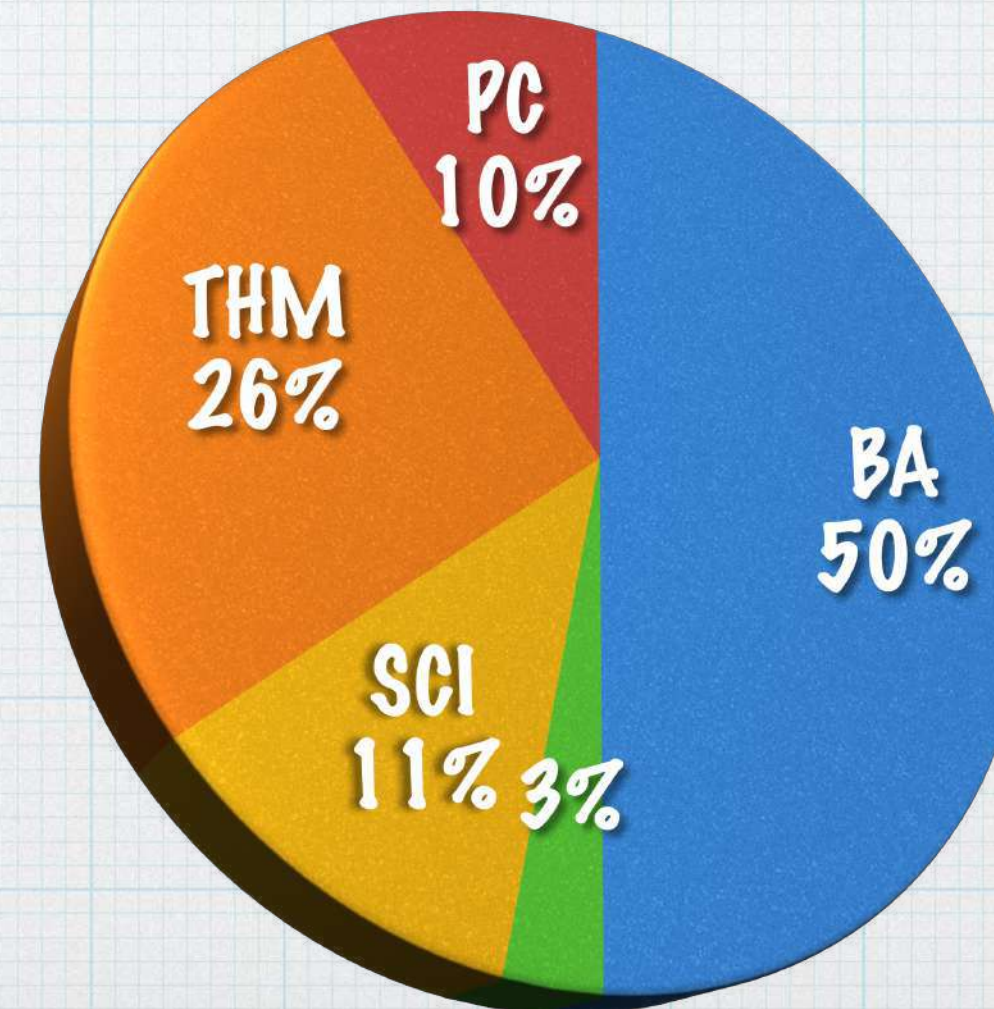
2.2 Research and Innovation capability

2.2.2 Products from a transdisciplinary project



2.3 Academic Service

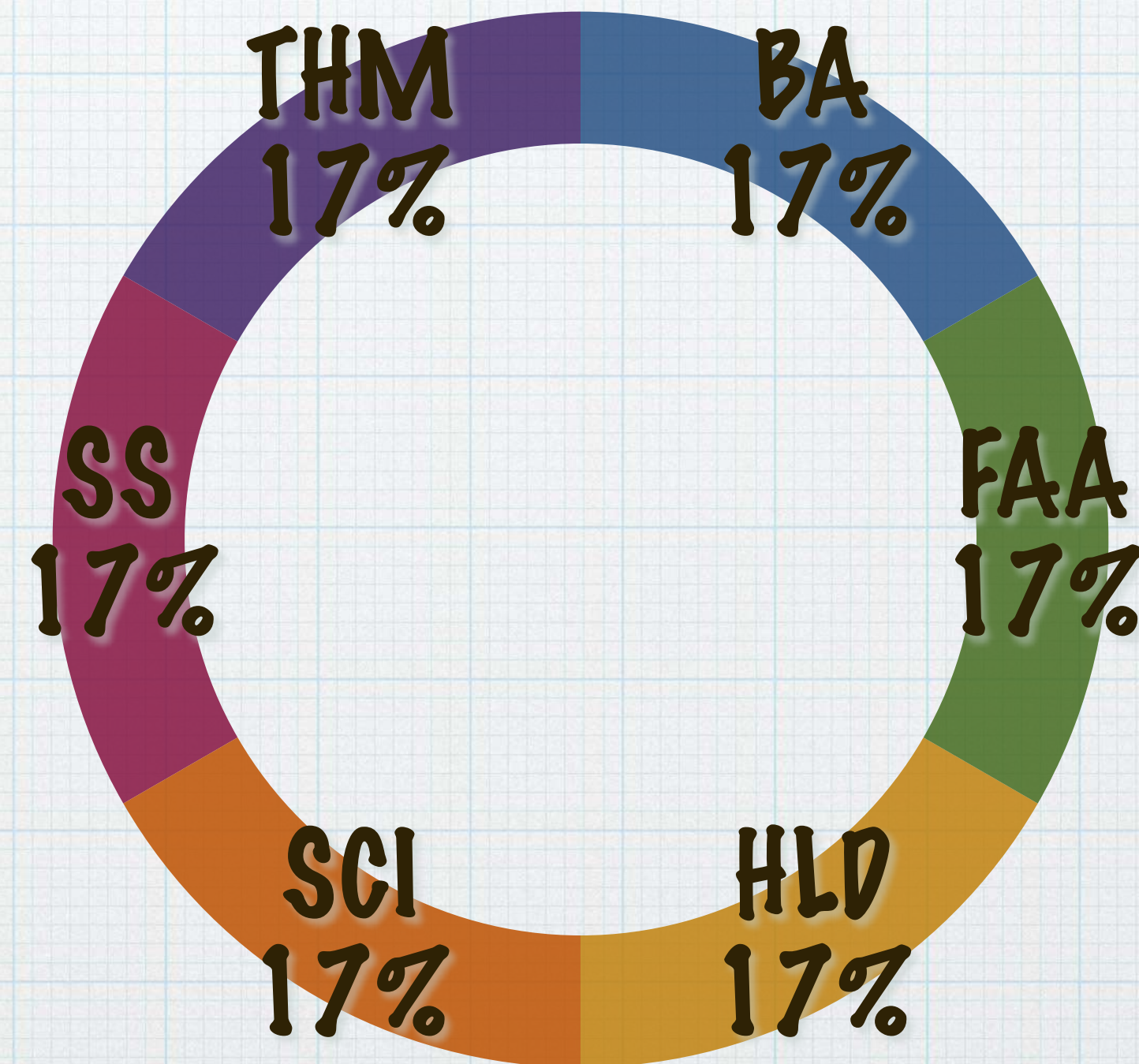
2.3.1 Revenue generated from MUIC academic services



Strategy 3: Strengthen Collaboration

3.1 Collaborative, Impactful research and innovation

3.1.2 Faculty members in the division participate in Research excellent unit or creative, practice-based research activities.



Strategy 4: Apply strategic marketing concept

4.1 New source of revenue

4.1.1 New educational products that can bring in revenue (Support the marketing of the food innovative product)

4.2 Proactive student recruitment

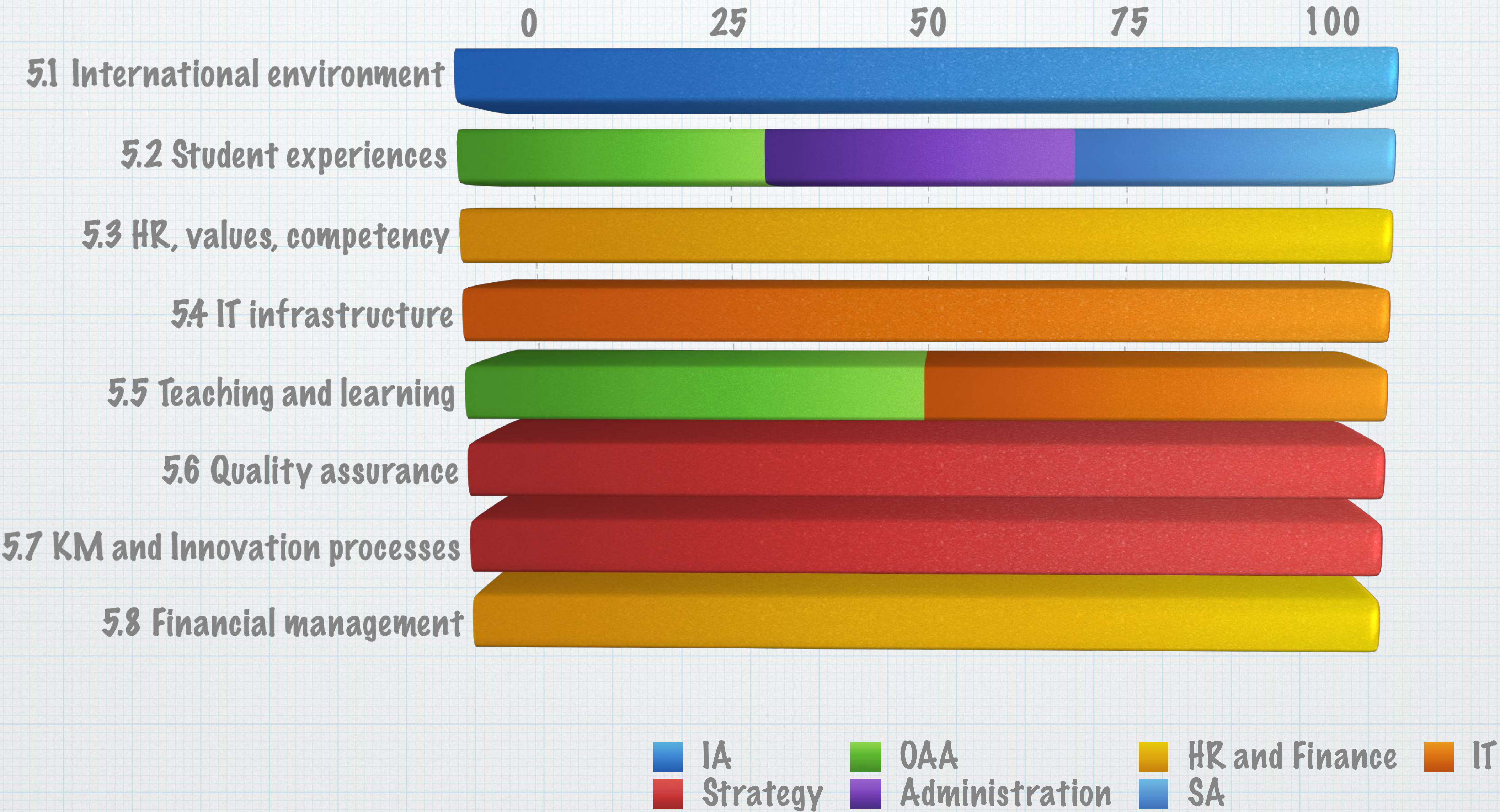
4.2.1 Each faculty members participate in the students' recruitment or PR activities

4.3 Proactive research funding

4.3.1 External funding



Strategy 5: Internationalize MUIC organization management



Division management: Financial spending

Financial target (in million bahts)

