








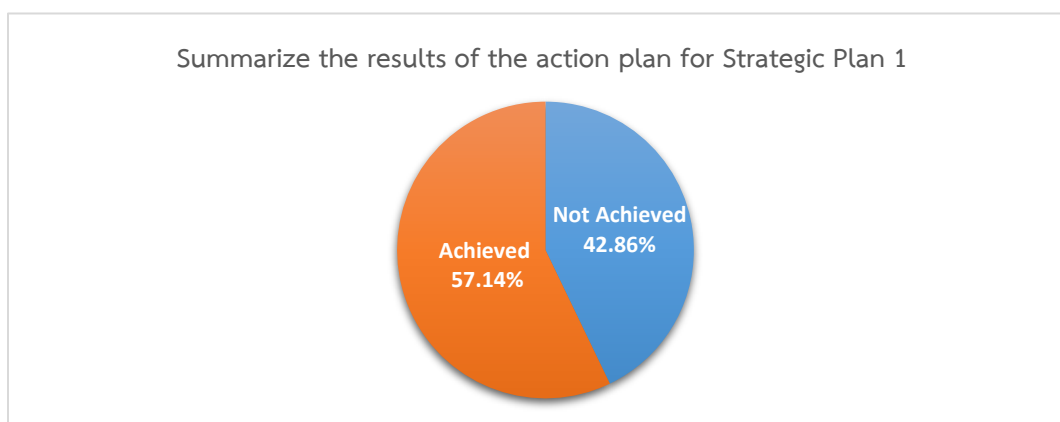
Results of the Action Plan for the year 2021

Strategy 1 Reinforce student-centered Liberal Arts education






Code	Operation Strategies	MUIC KPIs	Target	Result	Performance Evaluation
1.1	Curriculum and content	1.1.1	Student-centered curricula	Completed	Template for Skill-mapping completed Achieved 
		1.1.2	Employers' satisfaction of the quality of MUIC graduates (Only counts high and highest levels)	80% (4/5)	92% Bachelor degree = 4.62, Master degree = 4.55 Achieved 
1.2	Interdisciplinary education	1.2.1	Number of students in interdisciplinary studies (B. Arts and Science)	30 Students	24 Students Not Achieved 
1.3	International accreditation	1.3.1	All programs complete international accreditation	77.8% (11 out of 18 programs)*only have 18 programs5 programs is in the process of closing	50% (9 program /18 program) AACSB BA : BE, MF, MI, MK, MBA AUN-QA, TedQual THM : IH AUN-QA, FAA : CDSCI : AUN-QA CS, AUN-QA CH Not Achieved 
1.4	Teaching/learning approach	1.4.1	Student satisfaction with courses	3.8/5	Bachelor degree = 4.22, Master degree = 4.60 Achieved 
1.5	Lifelong learning program	1.5.1	Public learners' satisfaction with online courses	3.8/5	4.48/5.0 Achieved 
		1.5.2	Percentage of student engagement in Service learning	5% of total graduating student:	The management structures of service learning courses were completed and submitted to the Curriculum Management Unit as a plan with total number of six courses. However, registration for the courses is not opened for the T1/2021-2022 due to Covid-19. Not Achieved 

Summarize the results of the action plan for Strategic Plan 1

- Total number of indicators for the action plan of Strategic Plan 1 = 7 KPIs
- The number of indicators that **have achieved** results = 4 KPIs (57.14%)



Strategy 2 Capitalize Individual Expertise and Distinction









Code	Operation Strategies	MUIC KPIs	Target	Result	Performance Evaluation	
2.1	Strengths of each division	2.1.1	Number of awards/recognitions achieved by the division, i.e., faculties or students participate in competitions or activities that bring recognition to the division.	6	- 36 students participated at the national level (4 projects, 5 awards) - 18 students participated at the international level (6 projects, 7 awards)	Achieved 
2.2	Research and Innovation capability (REVISED)	2.2.1	Number of impactful research (Basic, academic, economics and social impact)	10	25	Achieved 
		2.2.2	Number of products from a transdisciplinary project (Culinary Science and Innovation project)	3 pilot products	1 Polit products	Not Achieved 
2.3	Academic services	2.3.1	Revenue generated from MUIC academic services	4,200,000 Baht	3,372,499 Baht โครงการที่ปรึกษาคิดเฉพาะ 6%	Not Achieved 
		2.3.2	Number of MUIC contribution to national policy and/or society	1	5 Projects	Achieved 

Summarize the results of the action plan for Strategic Plan 2

- Total number of indicators for the action plan of Strategic Plan 2 = 5 KPIs
- The number of indicators that *have achieved* results = 3 KPIs (60%)



Strategy 3 Strengthen collaboration

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
3.1	Collaborative, impactful research and innovation	3.1.1	Number of accepted articles for publication with international collaboration (foreign researcher)	10	10	Achieved 
		3.1.2	Initiation of a research excellent unit	Established	Established https://muic.mahidol.ac.th/eng/research/research-excellence-community/	Achieved 
3.2	International collaborations	3.2.1	Number of active international MOUs	66	73	Achieved 
		3.2.2	Number of visits to/from or virtual meetings with MU strategic partners	3 visits	5	Achieved 
		3.2.3	Talks by international guest speakers (coordinated with SA, academic divisions, etc.)	3	10	Achieved 
3.4	Academic, Industry and Community Network	3.4.1	Percentage of engagement of alumni to MUIC activities	10%	19.20	Achieved 
		3.4.2	Donation amount from alumni (code)	1,000,000 THB	Donation amount is 457,500 THB. -	Not Achieved 
		3.4.3	Number of industry and community engaged activities	6 Activities	8 Activities	Achieved 

Summarize the results of the action plan for Strategic Plan 3

- Total number of indicators for the action plan of Strategic Plan 3 = 8 KPIs
- The number of indicators that **have achieved** results = 7 KPIs (87.5%)

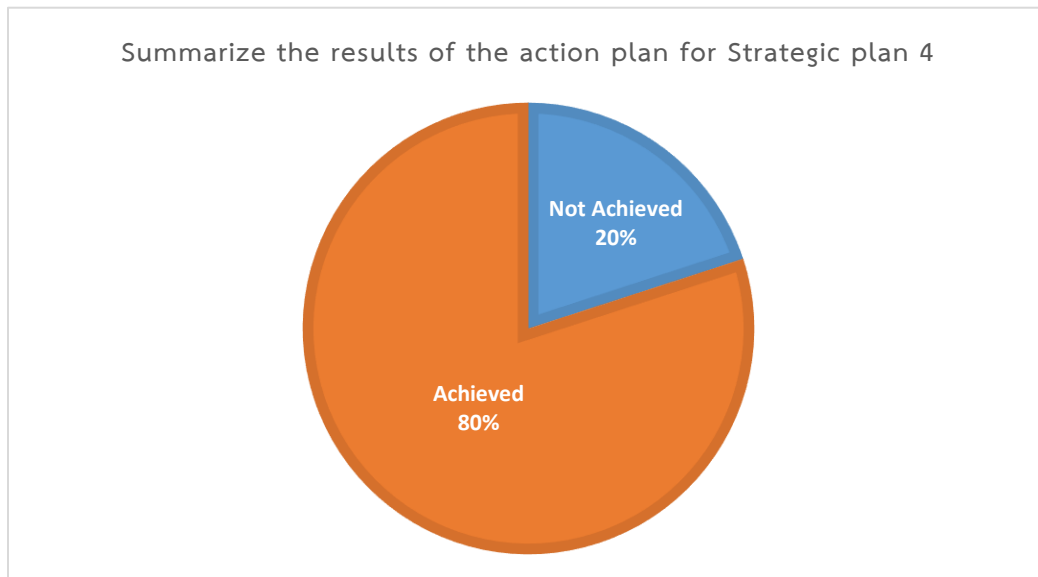


Strategy 4 Apply strategic marketing concept










Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
4.1	New sources of revenue	4.1.1	New products from education and research that bring in revenue	1 product	1 Polit products	Achieved ●
4.2	Proactive student recruitment	4.2.1	Number of new enrolled students (Undergraduate program)	maintain 1,200 students (Best Case) 1,000 (Worse Case)	1355 students	Achieved ●
		4.2.2	Increase no. of full-time international students (moved from 1.3.1)	8 students	14 students	Achieved ●
4.3	Proactive Research Funding	4.3.1	Percentage of increased external research funding	2,000,000 THB	1,500,000 THB	Not Achieved ●
4.4	Proactive Research Funding	4.4.1	Level of awareness and understanding toward MUIC branding	3.8/5	4.06/5	Achieved ●








Summarize the results of the action plan for Strategic Plan 4

- Total number of indicators for the action plan of Strategic Plan 4 = 5 KPIs
- The number of indicators that *have achieved* results = 4 KPIs (80%)



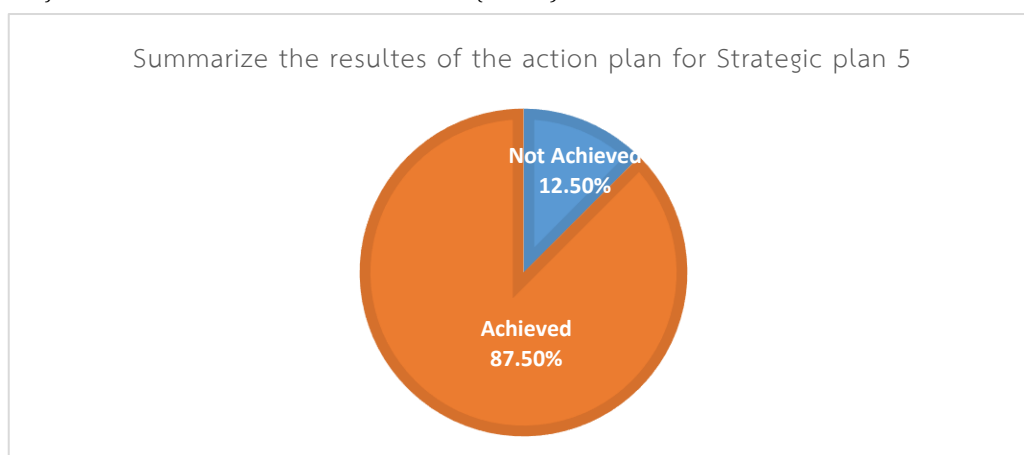
Strategy 5 Internationalize organization management

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
5.1	International education environment	5.1.1	Number of visiting and exchange students (Total inbound and outbound, 12 weeks or longer)	165/79/26	79 (worse case)	Achieved 
5.2	Students experiences	5.2.1	Increase students' pass rate (graduates)	Decrease student's drop out rate by 10% from last academic year	Bachelor degree = 30% reduction of drop out rate, Master degree = 12 students drop out from 0 in the previous year	Achieved 
		5.2.2	On-time graduation	10%	Bachelor degree = 9.6% increase, Master degree = 14%	Not Achieved 
		5.2.3	Number of hours of extracurricular activities	80 hrs. (100%)	Total of activity hours (Volunteer + HIDEF + 21st Century Skills hours) is equal to 982 hours.	Achieved 
		5.2.4	Higher NPS (Net Promoter Score) of students and graduates	3.0/5	Graduates = 4.31 Student = 4.79 (95.88 %)	Achieved 
		5.2.5	Satisfaction of services- Events organized by Office of Administration - Training projects by Academic Service Section - Building and ground staff - Drivers - Security guards - Maids	3/5	Diver = 4 / 5 Security staff = 4.35 / 5 Housekeeping Staff = 4.36 / 5 Facilities Staff = 4.23 / 5 Mechanic Staff = 4.23 / 5 Office Staff = 4.30 / 5	Achieved 
5.3	Human resources, values, competency, health, and community	5.3.1	Effective HR management system- Manpower Analysis 100%	Completed	Manpower Analysis for faculty and staff has been conducted on an annual basis. Manpower analysis including academic promotion, HR development, retirement/recruitment, has been conducted at the division level.	Achieved 
		5.3.2	Improvement of functional competency (faculties and staff)	20%	Improvement can be implemented only for Chiefs, due to the WFH policy. Achievement of 25% is met.	Achieved 
5.4	IT infrastructure and MIS	5.4.1	Completion of IT infrastructure upgrading according to agreed timeline (1) MUIC WIFI Coverage area 100% (2) Completion of Student Enrollment System for testing (SKY+) 100% (3) Number of IT development projects that support MUIC activities 4 Projects/year	50%	Three tasks have been undertaken: (1) Providing wifi services within the university at certain points, with some using MU wifi (funded by the university) and others using @MUIC Wifi (funded by the college). (2) The system has been operational for no less than 7 cycles, with ongoing development to meet current needs. (3) There are both small and large projects, as well as special projects such as the Covid inspection system,	Achieved 

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
					building entry check system, and Covid blacklist."	
5.5	Teaching/learning/research facilities	5.5.1	Satisfaction of e-learning support	4/5	Online course 4.48/5	Achieved 
		5.5.2	Satisfaction of teaching/learning/research facilities (support service provided by OAA)	4/5	4.28/5.0	Achieved 
5.6	Quality assurance	5.6.1	EdPEX score more than 350 in 3 years	350	Process =2A (176-200), Result =2B (126-147)	Not Achieved 
		5.6.2	Percentage of certified academic service units at national and international standard levels	1(100%) PC NEAS	PC has been granted NEAS reaccreditation."	Achieved 
5.7	KM Process and innovation process	5.7.1	BCM plan	Complete Business Continuity Management plan for infectious diseases	- A Business Continuity Management (BCM) plan has been established. During the executive management meeting, it was resolved to have a trial implementation before officially launching the website. - Completed the BCM plan brought to the executive meeting There was a resolution to be tested before being put on the website.	Achieved 
		5.7.2	KM process	Knowledge Management process based on the COVID19 responses Plan Development	- The MUIC KM website has been developed, and the KM committee has been established. - The MUIC KM website has been created and the KM committee has been appointed.	Achieved 
5.8	Financial Management	5.81	Amount of retained earnings (difference between revenue and costs)	Budget surplus 100 MB	Achieved the target (Net Profit 166.49 MB)	Achieved 

Summarize the results of the action plan for Strategic Plan 5

- Total number of indicators for the action plan of Strategic Plan 5 = 16 KPIs
- The number of indicators that *have achieved* results = 14 KPIs (87.50%)



	Total KPIs	KPIs that have achieved results	The percentage of KPIs that have achieved results
<i>Strategic Plan 1</i>	7	4	57.14
<i>Strategic Plan 2</i>	5	3	60.00
<i>Strategic Plan 3</i>	8	7	87.50
<i>Strategic Plan 4</i>	6	4	80.00
<i>Strategic Plan 5</i>	16	14	87.50
	43	32	74.41

