








Results of the Action Plan for the year 2024

Strategy 1 Enhance creativity and innovation through campus experience





Operative Strategies	Action Plan		Target	Result	
1.1 Create an ecosystem to enhance learning experience and creativity	1.1.1-1	PJ1 MUIC INSPIRE center	1 prototype that are successfully implemented	Received a Service-Learning Prototype from the Innovation Design Competition, but the committee of the INSPIRE Center is still being formed.	70-89% 
		1. Establish a committee for the INSPIRE center			
	1.1.1-2	PJ1 MUIC INSPIRE center	1 Competition	1 Competition (Establish the Innovation Establish the Innovation Design Competition)	Achieved 
		- Host the Innovative Design competition			
		- Publicize the result of students' learning and experience and/or prototype from class			
1.1.1-3	PJ1 MUIC INSPIRE center	1 Competition	1 Competition (Pitching competition in the Dental Service for the Elderly: Design Challenge 2024)	Achieved 	
	Host a Global case competition (with invitation to MUIC strategic partners - partner with IA)				
1.1.2	MUIC creative product platform PJ2 Creative product platform	Completion for testing	Content Preparation Prepare mockup content for the website such as text images videos etc.	Achieved 	
1.1.3	PJ3 Creative Space Multifunctional spaces - The space renovation on 6th floor of the MUIC building (OE) and A plan for the 5th floor Adittayathorn building	Complete	- 80% completion of the space renovation on the 6th floor, Building 1 - 100% completion of the plan for the 5th floor, Aditayathorn Building	70-89% 	

Summarize the results of the action plan for Strategic Plan 1

- Total number of indicators for the action plan of Strategic Plan 1 = 5 KPIs
- The number of indicators that have achieved results = 3 KPIs (60%)



Strategy 2 Inspire life-long learning through liberal arts education




Operative Strategies	Action Plan		Target	Result	
2.1 Develop Life-long learning culture <i>PJ4 Life-Long Learning Culture</i>	2.1.1	Create a successful life-long-learning program - The faculties participated in the MU-ADP training	25% of the faculties participated in the MU-ADP training (total faculty 124)	31 faculties participated	Achieved 
	2.1.2	Set up Student academic mentoring program (organize the coaching workshops)	Set criteria & process for MUIC coaching project train the trainer	<i>Set criteria & process for MUIC coaching project train the trainer</i>	Achieved 
2.2 Immersive Interdisciplinary Education (real-world case practices, project-based learning)	2.2.1	Interdisciplinary programs (i.e., Minors/certificates) with immersive capstone/senior projects - 1. Minors and Certificates completes 2. Encourage Capstones Senior project and internship for all Majors	Data collection to evaluate the success	<i>Data collection to evaluate the success</i>	Achieved 
2.3 Excellent education provider	2.3.1	International accreditation at the program level	10 Programs	8 Programs (AACSB=4, AUN QA =3, TedQual=1)	70-89% 

Summarize the results of the action plan for Strategic Plan 2

- Total number of indicators for the action plan of Strategic Plan 2 = 4 KPIs
- The number of indicators that have achieved results = 3 KPIs (75%)



Strategy 3 Capitalize on expertise and distinction through collaborations









Operative Strategies	Action Plan		Target	Result	
3.1 Impactful Research and innovation PJ5 Inter-disciplinary Research Cluster	3.1.1	Establishment of Research Excellence center - Establishment strategic research partner network - Organize an event to publicize MUIC faculty expertise and original knowledge	1. Meet potential strategic partners for research 2 partners 2. Organize activities to enhance research collaboration between MUIC faculties and industry or business sectors: 1 event	1. Visit Partner Universities of 4 Universities 2. Sign an MOU with Lucerne University of Applied Sciences and Arts (Switzerland). 3. Organize a meeting with partners to explore the possibility of establishing strategic collaborative partnerships in research and academic services with Detecon, GSK, Bosch, and Le Meridien. 4. Organize the Research Club Assembly (RCA) event five times. 5. Organize the International Collaboration Event (ICE).	Achieved 
	3.1.2	Continuous of Staff R2R - Organize the Round table for R2R	Complete	Organize a training program on "The Project to Promote the Production of R2R for Support Staff"	Achieved 
3.2 Academic services that enhance education eco system PJ6 Strategic Industrial Partner Network	3.2.1	Improved Academic Service business plan - Establishment strategic industrial partner network - Organize an event to publicize MUIC faculty expertise and original knowledge	1. Meet potential strategic partners for Academic services: 1 partner 2. Organize activity to enhance academic services network with potential strategic partner from university or industry or business sectors: 1 event	1. Organize a meeting with GSK. 2. Sign an MOU with Assumption Thonburi School. 3. Organize the International Collaboration Event (ICE).	Achieved 

Summarize the results of the action plan for Strategic Plan 3



- Total number of indicators for the action plan of Strategic Plan 3 = 3 KPIs
- The number of indicators that have achieved results = 3 KPIs (100 %)



Strategy 4 Foster global citizenship / Mindset

Operative Strategies	Action Plan		Target	Result	
4.1 Enhance Student and staff global experience PJ7 Enhance Global Experience	4.1.1	Exchange Program	inbound ≥ 12 weeks = 140 < 12 weeks = 165 outbound ≥ 12 weeks = 25 < 12 weeks = 30	inbound ≥ 12 weeks = 450 < 12 weeks = 208 outbound ≥ 12 weeks = 181 < 12 weeks = 98 (Result of MU PA 2567)	Achieved 
	4.1.2	Promote interaction between international and local students (Cultural activities for all MUIC)	2 activities	> 2 cultural activities	Achieved 
	4.1.3	International Expert Seminar for student and staff (Organize special talks by guest speakers from partner universities)	3 seminars by international experts (1 each for students, faculties and staff)	four guest lectures from partner universities for Seminar	Achieved 
	4.1.4	Global case competition	3 international strategic partners participated in the competition (Under PJ1 with SA)	1 Competition (Pitching competition in the Dental Service for the Elderly: Design Challenge 2024 Teams from MUIC, Mahidol University's Faculty of Dentistry, and Kunming Medical University Haiyuan College participating)	70-89% 
	4.1.5	Proactively facilitate Senior Project and internship abroad	3 partner universities that offer Senior project and internship	There are three students went to do a research internship at the International Center of Biotechnology at Osaka University	Achieved 
	4.1.6	Summer program or short-study	3 summer programs, 1 short-study	5 summer programs (one partner offered scholarships so we did not give PJ scholarships)	Achieved 
	4.1.7	Organize the P2P staff activity to enhance staff experience sharing between MUIC staff and partner university staff	3 trips to MUIC partner universities	Organize P2P Staff Development Session with Chiba's Staff	70-89% 
4.2 Promote intercultural engagement and inclusivity	4.2.1	Intercultural activities	1 activity	ICIC's National Costume Parade Promotes Respect for Other Cultures	Achieved 








Operative Strategies	Action Plan		Target	Result	
4.3 Promote Service learning PJ8 Service-Learning Project	4.3.1	Community Service courses/projects, based on MU social engagement criteria	- Criteria set up - Organize a show case (1 case) - Organize Community engagement in classroom workshop (1 workshop)	1. Organize the Service-Learning Showcase at the MUIC Open Days event. 2. Service-Learning course by Aj. Thanarerk Thanakijssombat and Aj.Pattaka Sa-ngimnet	Achieved 
4.4 Promote SDG-driven projects PJ9 SDG-Driven Project	4.4.1	Promote SDG-related projects and activities	- Achievement of the Waste management project: 80% - Ready-to-go plan for EV charging station at MUIC: completion	Complete	Achieved 


Summarize the results of the action plan for Strategic Plan 4

- Total number of indicators for the action plan of Strategic Plan 4 = 10 KPIs
- The number of indicators that have achieved results = 8 KPIs (80 %)



Strategy 5 Optimize sustainability of the organization

Operative Strategies	Action Plan		Target	Result	
5.1 Excellent HR management PJ10 Happy Workplace	5.1.1	Increase happiness in Workplace - Organize activities of the well-being - Organize engagement activities - Follow up on the Individual Development Program	(1) No. of activities of the well-being (meal allowance, Welfare): Completion of Re-evaluation of the Happiness index (2) Number of staff engagement activities: 2 activities	(1) 70% of users utilizing meal allowance (2) All activities organized by the HR department are designed to promote staff engagement	Achieved 
			Percentage of successful IDP (Individual Development Program) for faculty and staff: 50%	96.44% of the personnel have undergone development and met the criteria according to their individual development plans	Achieved 
	5.1.2	Strengthen organizational core values, culture of excellence and engagement - Organize core value and culture activities	Number of core value and culture activities: 1 activity	1 activity	Achieved 
5.2 Excellent IT infrastructure and data management	5.2.1	Seamless data integration project PJ11 Seamless Data Integration 1. Create a data management and governance framework: Completion 2. Train the working group	50% Seamless data integration project 1. Create a data management and governance framework: Completion 2. Train the working group: 50% Completion	1. Create a data management and governance framework: Completion 2. Train the working group: 50% Completion	Achieved 
	5.2.2	Modernizing IT infrastructure (i.e., cyber security, data quality) PJ12 Modernizing IT Infrastructure 1. Create and maintain an IT enterprise blueprint 2. Establish a cybersecurity framework 3. Develop system monitoring capabilities and capabilities to	50% Achievement of the project 1. Create and maintain an IT enterprise blueprint: Completion 2. Establish a cybersecurity framework: 50% Completion 3. Develop system monitoring capabilities and capabilities to detect	1. Create and maintain an IT enterprise blueprint: Completion 2. Establish a cybersecurity framework: 50% Completion 3. Develop system monitoring capabilities and capabilities to detect	Achieved 

Operative Strategies	Action Plan		Target	Result	
		detect and act on incidents	and act on incidents: Completion		
5.3 Excellent organization performance	5.3.1	Preparation for EdPEX and TQC accreditation - Implementation of the Improvement plans according to the EdPEX assessor's comments	- Implementation of the Improvement plans according to the EdPEX assessor's comments	- Organized two TOC workshops (AS, PR) - Developed improvement plans based on the EdPEX assessor's comments	Achieved 

Summarize the results of the action plan for Strategic Plan 5

- Total number of indicators for the action plan of Strategic Plan 5 = 6 KPIs
- The number of indicators that have achieved results = 6 KPIs (100 %)

	Total KPIs	KPIs that have achieved results	The percentage of KPIs that have achieved results
Strategic Plan 1	5	3	60
Strategic Plan 2	4	3	75
Strategic Plan 3	3	3	100
Strategic Plan 4	10	8	80
Strategic Plan 5	6	6	100
	28	23	82

