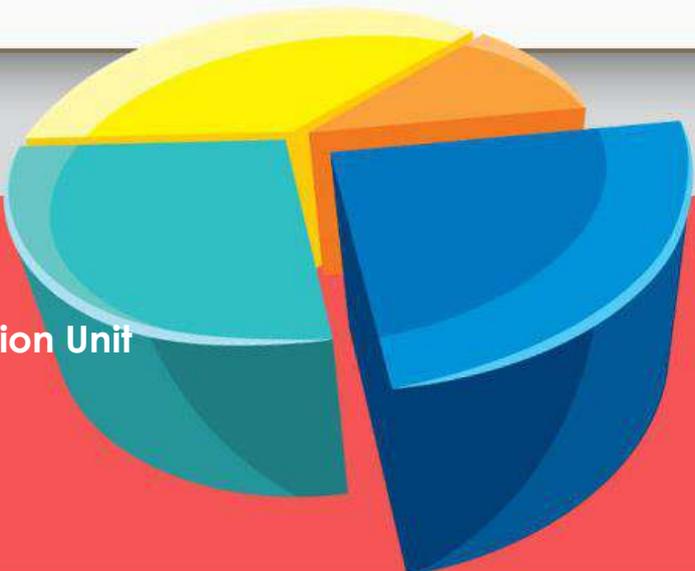




DIVISION CONTRIBUTION ANALYSIS

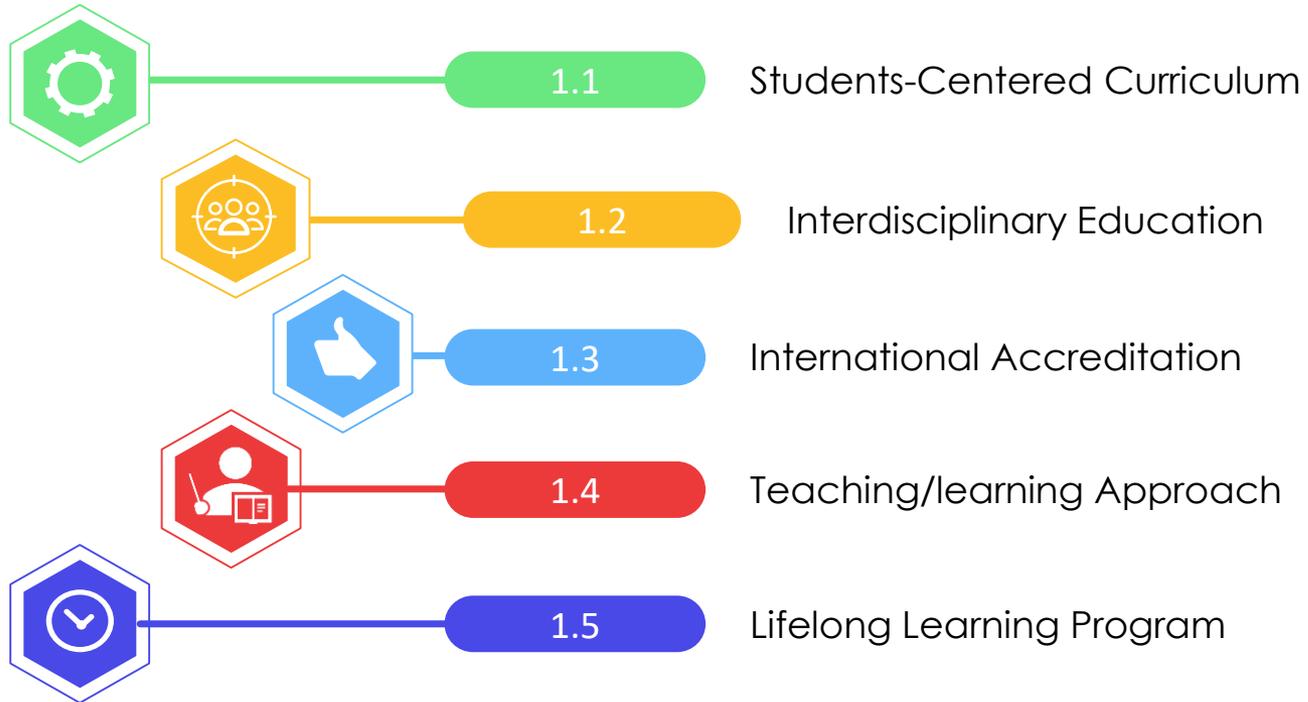
Performance Agreement From July 1, 2021 – June 30, 2022

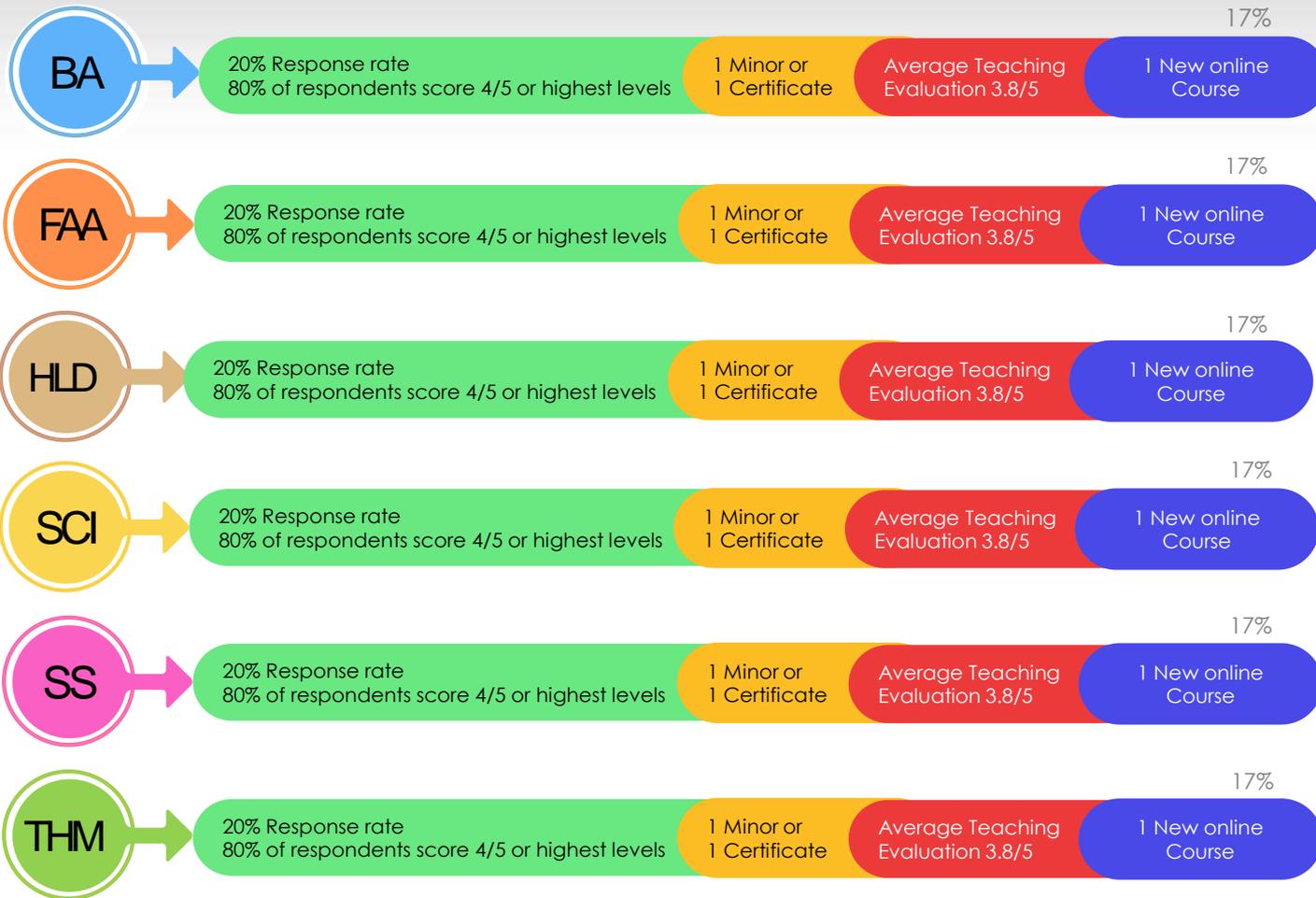


Planning Monitoring and Evaluation Unit
Present on 31 August 2021

STRATEGY 1

Reinforce Student-Centered Liberal Arts Education





1.1.2 Employers' satisfaction of the quality of MUIC graduates (Only counts high and highest levels)

1.2.1 Promote multiple student's knowledge/competencies outside his/her core degree
 - Create and host new multidisciplinary minor or certificate (relevant to 21st Century workplace) ready to be offered in AY 2022-23 (ID 65)

1.4.1 Student satisfaction with courses

1.5.1 6 new online course (either 1 or 2 credit course) with a focus on 21st Century skills for MUIC Connect





1.3

International Accreditation

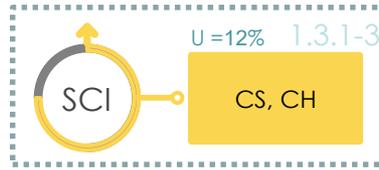
Undergraduate 17 Programs, Graduate 2 Programs

AUN-QA 4.0 / International Accreditation



U=5 (30%), G=1 (50%)

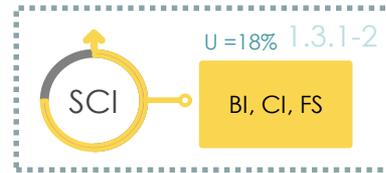
AUN-QA 3.0



1.3.1-3 Submission of SAR for AUN-QA 4.0 assessment or other equivalent international accreditations (1 Program)

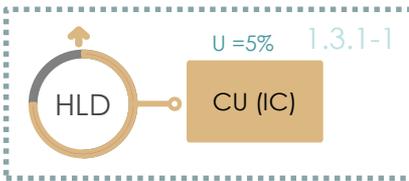


U=10 (60%), G=1 (50%)



1.3.1-2 Complete the assessment by AUN-QA 1.0 (3 Programs)

AUN-QA 1.0



1.3.1-1 Complete the assessment by AUN-QA 3.0 (1 Program)

U=1 (5%)



U=1 (5%)



* From MUIC PA : SCI Contribution 80%, HLD Contribution 20%

STRATEGY 2

Capitalize Individual Faculty Expertise and Distinction

2.1 Strengths of each division



2.1.1-1 Number of awards/recognition achieved by the division, i.e. faculties or students participate in competitions or activities that bring recognition to the division



2.2 Research and Innovation capability



2.2.2-1 Products from a transdisciplinary project (Culinary Science and Innovation Project)



1 Product Participating in the development of food innovative products under the Culinary Science and Innovation project : Packaging and Branding



2 Products Participating in development and testing of food innovative products under the Culinary Science and Innovation project

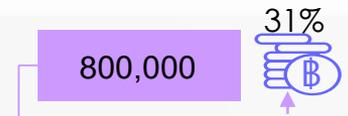
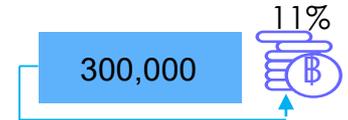


2 Products Participating in development and testing of food innovative products under the Culinary Science and Innovation project

2.3 Academic services



2.3.1-1 Revenue generated from MUIC academic services 2,620,000 THB

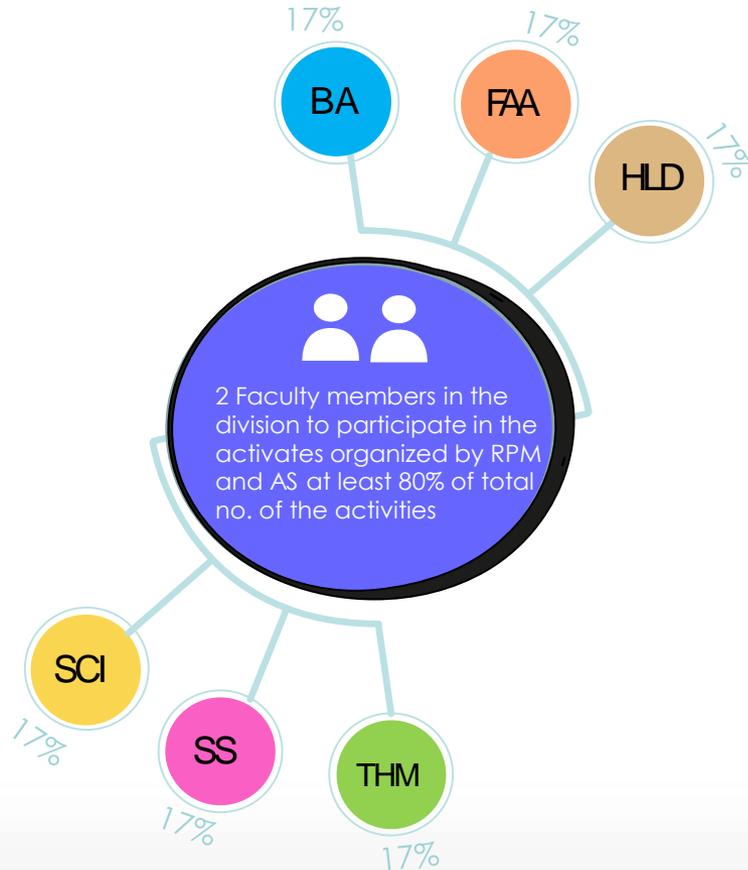


STRATEGY 3

Strengthen Collaboration

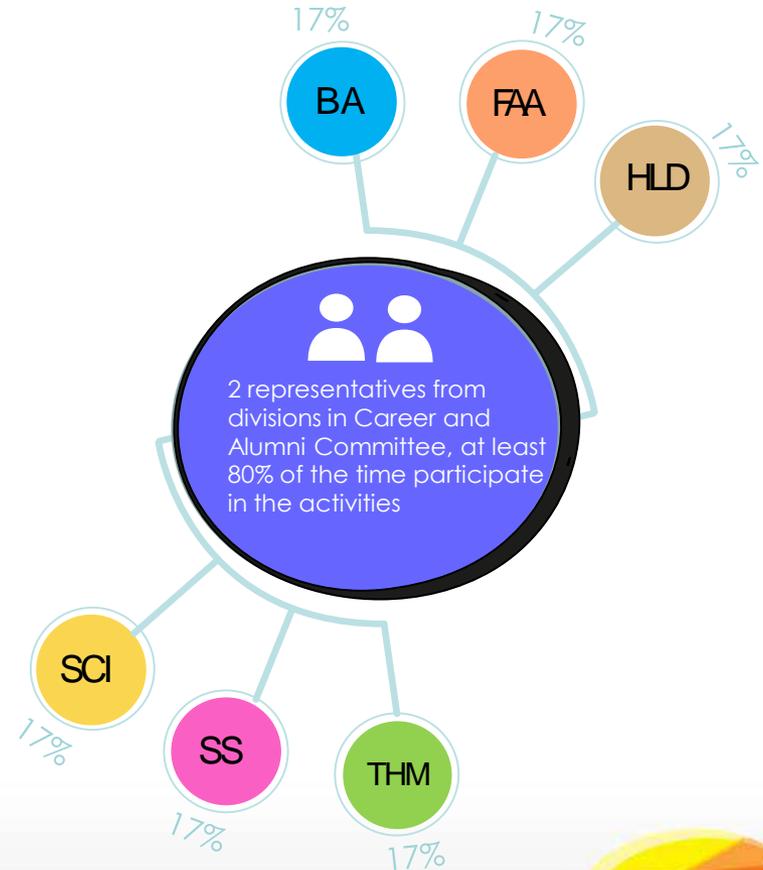
3.1 Collaborative, impactful research and innovation

3.1.2 Establishment of Research Excellence Unit integrated with Research cluster



3.3 Academic, industry and community network

3.3.1 Engage all representatives from divisions in Career and Alumni Committee



STRATEGY4

Apply Strategic Marketing Concept

4.1 New sources of revenue

4.1.1 New products from education and research that bring in revenue



Initiate the marketing of the product from the Culinary Science and Innovation : Number of market potential report



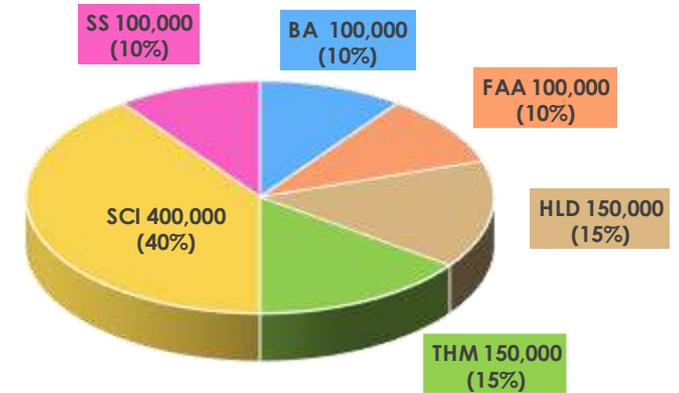
Number of educational product that have potential to bring in revenue and/or intellectual property



4.3 Proactive Research Funding

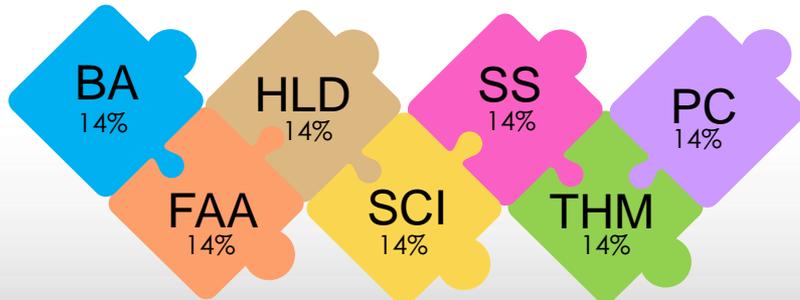
Increased external research funding

Average External Research Fund



4.2 Proactive student recruitment

4.2.1-4 Each faculty members participate in the student's recruitment or PR activities **at least 1 time**



STRATEGY5

Internationalize Organization Management

5.2 Students' experiences

5.2.2 On-time graduation

Increase of number of **MM student** who has average time to graduate within graduation timeline specified in TQF2

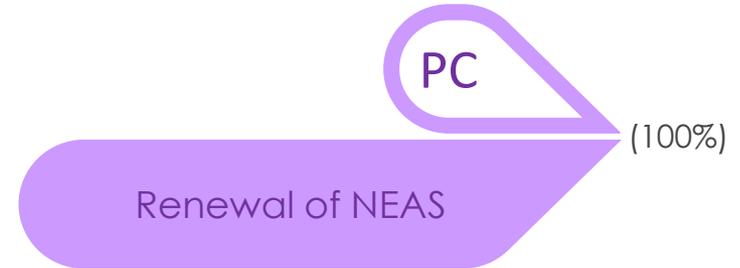


BA (50%)

Increase of number of **MBA student** who has average time to graduate within graduation timeline specified in TQF2

5.6 Quality assurance

5.6.2-1 Address the areas for improvement from NEAS

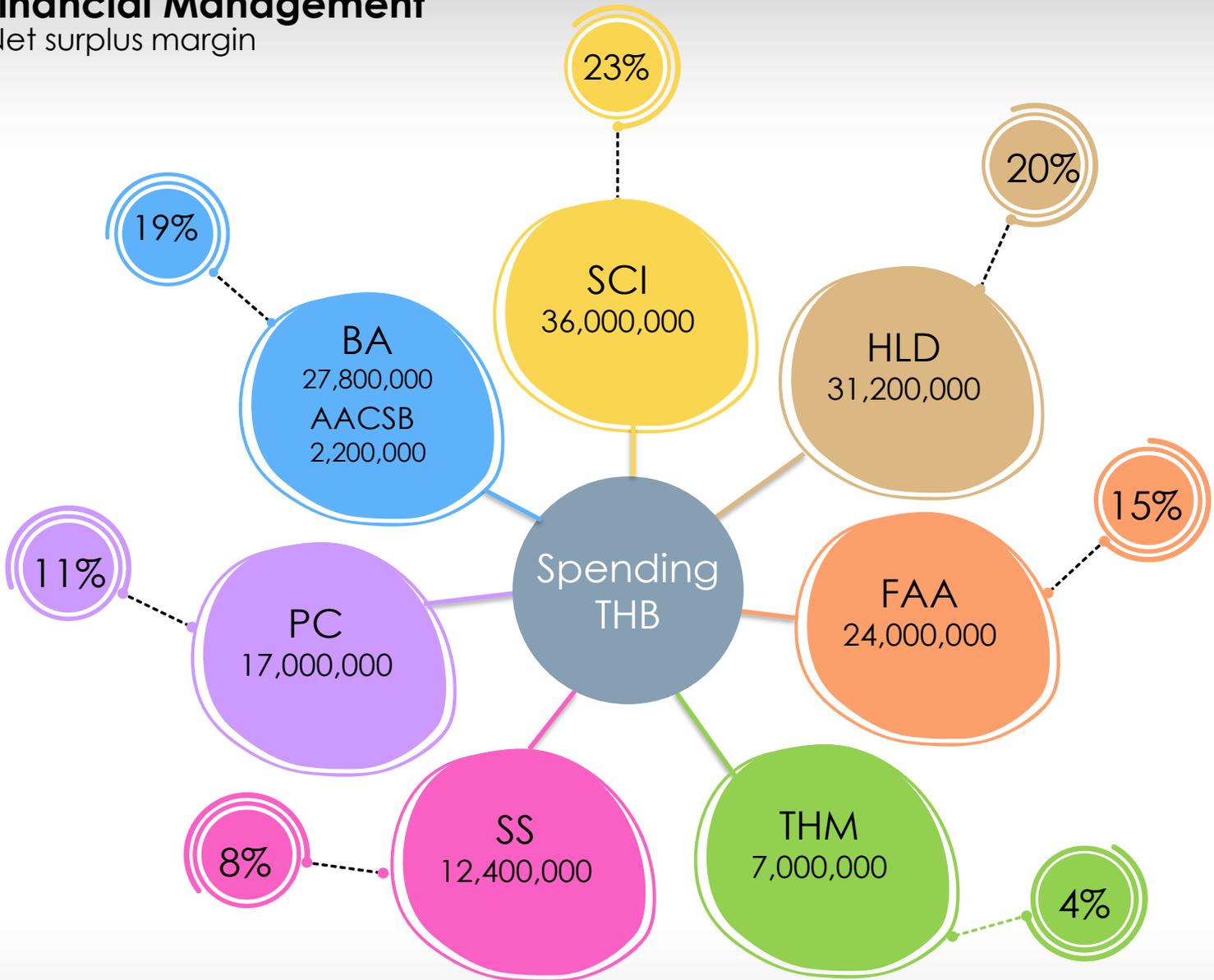


5.6.2-3 Submit a report of TedQual gap closing



5.8 Financial Management

5.8.1 Net surplus margin



Summary Division Contribution Analysis

| Division | ST 1 | | | | | ST 2 | | | ST 3 | | ST 4 | | | ST 5 | | |
|----------|------|-----|-----|-----|-----|------|-----|-----|------|-----|------|-----|-----|------|------|-----|
| | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 2.1 | 2.2 | 2.3 | 3.1 | 3.3 | 4.1 | 4.2 | 4.3 | 5.2 | 5.6 | 5.8 |
| BA | 17% | 17% | | 17% | 17% | 14% | | 11% | 17% | 17% | 100% | 14% | 10% | 50% | | 19% |
| FAA | 17% | 17% | | 17% | 17% | 14% | 33% | | 17% | 17% | 50% | 14% | 10% | | | 15% |
| HLD | 17% | 17% | 20% | 17% | 17% | 14% | | | 17% | 17% | 50% | 14% | 15% | | | 20% |
| SCI | 17% | 17% | 80% | 17% | 17% | 14% | 33% | 19% | 17% | 17% | | 14% | 40% | | | 23% |
| SS | 17% | 17% | | 17% | 17% | 14% | | 1% | 17% | 17% | | 14% | 10% | | | 8% |
| THM | 17% | 17% | | 17% | 17% | 14% | 33% | 38% | 17% | 17% | | 14% | 15% | 50% | 100% | 4% |
| PC | - | - | | - | - | 14% | | 31% | - | - | | 14% | - | | 100% | 11% |

ST = Strategy

