

AU'S Competitiveness and Positioning in 2020

by

Bro. Bancha Saenghiran

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John XXIII Conference Center, Survarnabhumi Campus

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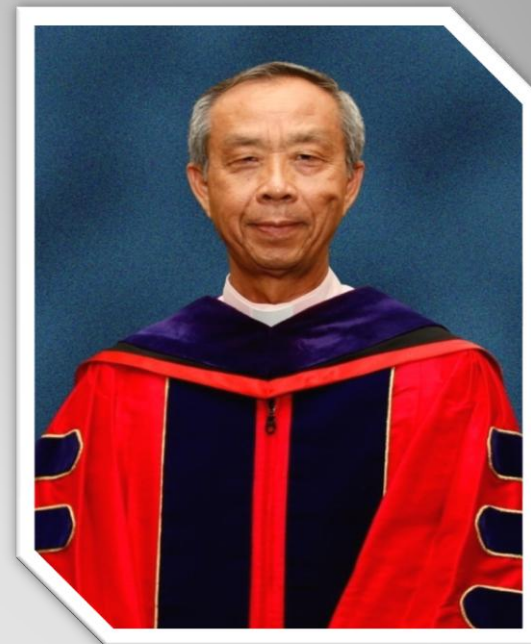
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- **Acting Vice Rector for Research**

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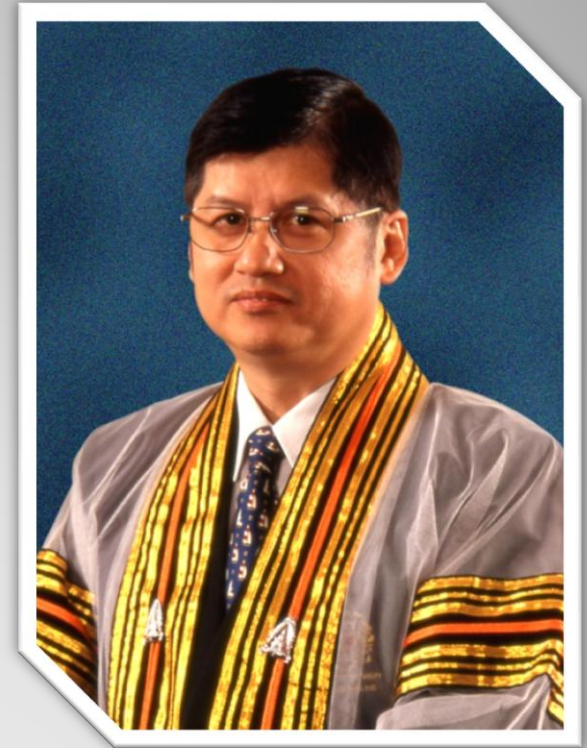
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- **The University Registrar**



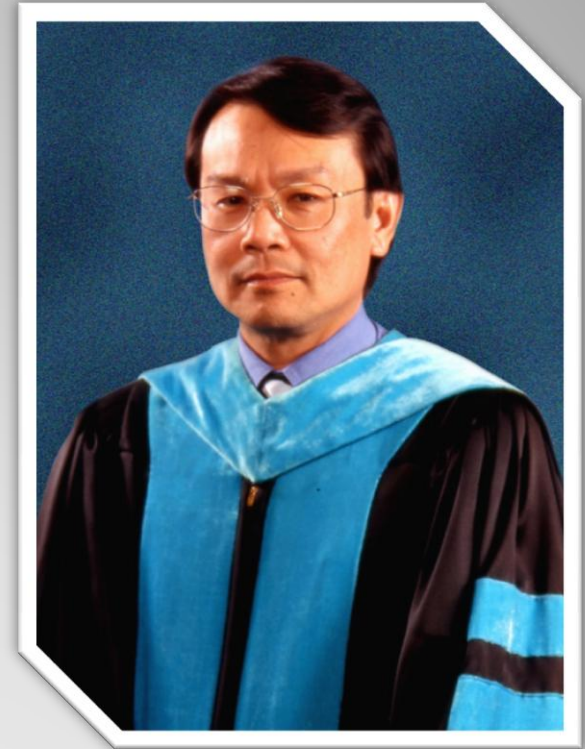
Mr. Kamol Kitsawad



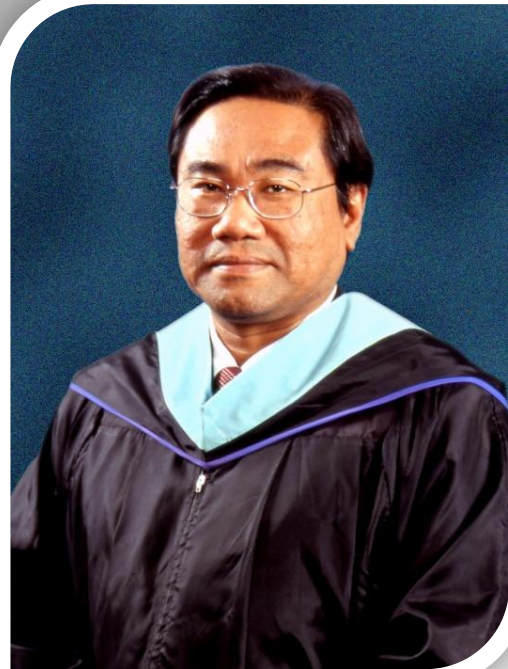
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- **Deputy Vice Rector for Student Affairs**

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- **Dean, Graduate School of Education and Psychology**

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School of Management
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- **Dean, Faculty of Arts**



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- **Acting Dean, Albert Laurence School of Communication Arts**

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Assoc. Prof. Dr. Nitichan Pleumarom

- **Dean, Institute for
English Language
Education**



Asst. Prof. Dr. Linchong Chorrojprasert



Raison d'être of AU

As a Catholic University, Au must commit itself...

To be **a light** that leads men towards the true source of **all knowledge and life**

Definition of Identity

The qualities and attitudes that a person or group of people have, that make them different from other people.



AU Identity

(Refers to the students)

Education at AU must...

1. Pursue the sincere search for the Christian meaning of life.
2. Commit to the comprehensive development of the individual.

Definition of Uniqueness

- One and only of its kind, having not like or equal.
- Being the only one of its kind
(the success, the emphasis, and the uniqueness that reflect the characteristics of the institution)

(cont'd)

AU Uniqueness

(Refers to the institution)

1. International Community – English as medium of instruction.
2. Promotion of ethical and moral values
(Professional ethics and service learning)
3. Instilling entrepreneurial spirit and practices.
(Every program is management-based).



ASEAN Community 2015



ASEAN Community 2015

How to prepare Au ?

For the Aseanization (to be a part of ASEAN)

ASEAN Community 2015

1. Create an awareness within AU student body of the existence of ASEAN Community
2. Develop our quality
 - The use of English & other ASEAN languages
 - Curriculum that supports the ASEAN Community (Law, Culture,)
 - Curricula common to ASEAN countries
 - Graduates can work anywhere (capabilities)

(cont'd)

ASEAN Community 2015

3. Harmonization

- Degree Recognition
- QA
- NQF
- MRA

4. Exchanges of faculty & students

5. Transfer of credits within the ASEAN Community

6. Opportunity for our students to experience/ exhibit their capabilities in the world arena.

Activities

1. To disseminate knowledge about ASEAN
2. Organize public speaking and debate
3. Environmental, Cultural, Rural Development
Camp can be set up to learn & understand
cultures
4. ASEAN studies

(cont'd)

Activities

5. Research on ASEAN Community
6. Thai Qualifications Framework for Higher Education
7. Make use of SEAMEO Rihed, AUN
 - ASEAN Qualifications Framework
 - ASEAN Credit Transfer System
 - AUN Quality Assurance (AUN-QA) System
8. Leadership Programs



Cost Saving Strategy (2012 – 2016)

1. Energy Saving
2. Waste Management

GOALS:

In terms of **quantity** and **quality**

1. Quantity

- 85% of AU personnel participates in this program.
- The expenses in these areas will decrease 10% per annum

2. Quality

- Create an awareness in all participants in the program resulting in the change of behavior to save energy and other resources.



Thank You!!

