

Executive Summary

2004-2005 Biannual Report of Prince of Songkla University

Prince of Songkla University operates on a participative basis of management focusing on participation by all groups of personnel in the organization. The university has developed itself to be able to build new bodies of knowledge from research and transfers them to its graduate producing process. The university aims to develop society and solve social problems through educational services and culture nourishment. The achievements in the past two years include 21 awards from other organizations, 13 professors, 7 award-winning research works that benefit the community, 22 national and international awards, 18 personnel who are outstanding alumni of their former institutions, and 43 students who earned reputation for the university. The university performance in the years 2004-2005 can be summarized as follows:

Management

Prince of Songkla University chooses to use strategic plans as management tools and development plans for its future. The balanced score card system is used to check its operations to ensure that they are in accordance with its missions. The main development directions are: being a research university, having strong campuses, preparing to be an autonomous university, being a knowledge-based organization, and being an organization with good governance. Important operations included making development plans for campuses/educational zones, achievement-oriented management for 2002-2006 for which key performance indicators (KPIs) were presented at a deans meeting every year, transparent and clean performance especially in terms of the work system and work procedure, checking the work condition, raising awareness and work culture including physical environments, knowledge management within the university, infrastructure development toward being an e-university, which was a project to request a budget for infrastructure improvement to be ready for the IT system that the university had developed, a project to build an international conference center, and an establishment of a learning resource center. In addition, the university in conjunction with PSU Cooperative Savings Bank built student dormitories in all campuses/educational zones. Regarding personnel development policy, the university gave importance to development of all

lines of personnel. For the academic line, the emphasis was on teaching and learning; for the supporting line, the emphasis was on work quality development and how to work happily. In 2005, the university had 7,619 personnel, 1,707 in the academic line, 3,198 in the supporting line and professional practice line, and 2,714 employees (as of August 2005).

Graduate production

Prince of Songkla University extends opportunities, builds educational equity, and distributes educational opportunities and gives rights to the underprivileged to access education through various ways of admission: direct entrance examination and special quotas, national entrance examination, the central admission system, and special admission by each faculty. In the academic year 2005, the university had a total of 31,650 students (27,260 undergraduates and 4,381 graduate students). The number of students who graduated in 2004 was 5,699 of which 4,782 were undergraduates and 917 graduate students).

Regarding study programs, in 2005, the university offered 275 programs (139 undergraduate and 136 graduate programs). Important program management included on-the-job training that was included in various study programs; 9 credits are a minimum requirement in the professional group curriculums. Improvements were made to comply with the standard for the 2005 higher education curriculums. International programs were offered to meet the demand of the labor market. There is a plan to establish an International College to be responsible for basic requirement courses that are taught in English. Currently, there are 14 international programs. In addition, an advance learning project was implemented to offer high school students to take basic requirement courses in advance as co-learners; the credits can be transferred when they are admitted to the university later. Prince of Songkla University has entered into partnership with other educational institutions in producing graduates in master's and doctorate degree programs. In particular, the university has signed an agreement with the Science and Technology Research Institute of Thailand to produce more science graduates in addition to jointly offer 11 doctorate degree programs with university in Thailand and abroad.

For scholarships, Prince of Songkla University supports needy students so that they can finish their study by providing them with various types of scholarship: tuition fees-waived scholarships, general scholarships provided according to donors'

purposes, working scholarships, and education loans. Regarding student quality development, the university has focused on activities that raise students' public mind and international skills emphasizing activities that benefit the public and those activities that are voluntary development work. The university has strengthened students' ability in the English language by organizing an English Camp. It also organizes art and culture activities along with providing a variety of services to students, for example, establishing "Ban Wai Sai", a learning center for the young; opening the website "PSU job Search", and setting up a discipline maintaining system to take care students who need close disciplinary care.

Research

To encourage more university personnel to conduct research, the university has established a Research Fund and units that support research: Center for Genomics and Bioinformatics, Membrane Science and Technology Research Center, Specific Research Center, Southern Health Research and Development Institute, Black Tiger Prawn Research and Development Center of Thailand, and Nutritional Food Supplement Products and Health Food Research Center. Moreover, university personnel have been awarded 138 Royal Golden Jubilee Scholarships to pursue doctorate degrees over the period 1998-2005 (24 scholarships in 2005). In terms of research and development, the university has received 10 patents (5 major patents and 5 minor patents) and 23 patent applications have been submitted and are on the process of being examined. In addition, 243 and 312 research reports were published in international journals in 2004 and 2005 respectively.

Prince of Songkla University has designated strategies in building its academic excellence in seven fields that are ready and in the context of southern Thailand as follows:

-Biochemistry The project started in 2001 with funding of 30.24 million baht and has admitted 57 graduate students (42 master's degree and 15 doctorate degree students). The project has been allocated 18 The Royal Golden Jubilee Ph.D Program scholarships. The project's research publications consist of 25 research papers by graduate students (11 were published in national journals and 1 in international journals) and 12 papers by faculty members (23 in national journals and 2 in international journals). It has received research grants totaling 57.77 million

baht. In 2004, the amount of research grants awarded to the project was 13.259 million baht.

-Agro-industry The project started in 2002 with funding of 49.40 million baht. It has admitted 89 graduate students (76 master's degree and 13 doctorate degree students). The project has been allocated 2 The Royal Golden Jubilee Ph.D Program scholarships. The project's research publications consist of 26 research papers by graduate students and 69 papers by faculty members. Eleven research works have been patented. The project has received research grants of 8.52 million baht.

-College of Islamic Studies The project started in 2002 with funding of 25.38 million baht and the university allotted 14 more personnel (5 academic employees and 9 temporary foreign employees). The project has admitted 82 students (63 undergraduate students and 19 master's degree students). Three lecturers have been appointed assistant professors.

-Pharmaceutical Sciences The project started in 2003 with funding of 21.05 million baht. It has admitted 33 graduate students (29 master's degree and 4 doctorate degree students). Allocations of 2 The Royal Golden Jubilee Ph.D Program scholarships are being considered. Its research publications consist of 43 papers (41 papers have been published in international journals and 2 in national journals). There are 59 on-going research projects. The project has received research grants of 7.58 million baht.

-Epidemiology The project started in 2004 with funding of 60.80 million baht. It has admitted 17 graduate students (6 master's degree and 11 doctorate degree students). The project has been awarded 5 research grants for new researchers. Its research publications consist of 6 papers by students and 19 papers by lecturers. The total research grants received total 2.55 million baht.

Academic services

Prince of Songkla University has provided academic services to society continually. The services have been provided by the university as a whole and by each faculty and unit according to their expertise. There are various types of services including serving as academic or professional committee members, thesis committee members, special lecturers, academic activities/projects, training courses, health services, educational services, research, survey, and project feasibility studies for the

environment. Academic services units with clear service missions are Computer Center, Central Scientific Equipment Center, Extension and Continuing Education Center, Business Incubation Center, Small and Medium Entrepreneurs Center, Prince of Songkla University Network, Center for Agro-industry Development for Exports (Faculty of Agro-industry), Halal Food Research and Development Center(Faculty of Agro-industry), Energy Engineering Center (Faculty of Engineering), Central Scientific Equipment Unit (Faculty of Science), Rubber Product Technology Transfer Center (Faculty of Science), Research Center and Research Station (Faculty of Natural Resources). In addition to this, the university provides health services through different units: Southern Health Research System Institute, Biomedical Engineering Institute, Faculty of Medicine (Songklanagarind Hospital), Comprehensive Services Center for the Disables, Faculty of Dentistry (Dental Hospital, Section of Southern Rural Dental Health), Faculty of Pharmaceutical Sciences (Thaksin Medicinal Herbs Center, Pharmaceutical Practice Center, Community Pharmaceutical Practice Center), Faculty of Nursing (Early Childhood Development Center, Elderly Health Promotion and Rehabilitation Center, Nursing and Public Health Research Center). Significant academic services in 2004-2005 were the establishment of More Or Witthayanusorn School, adjusting the role of the university toward academic services such as being a world rubber center, providing help for tsunami-affected people, helping flood-affected people in the southern part, limiting the use of hazardous substances, the southern situation, center for IT services, life-long learning, developing software for other organizations, English Camps, and organizing PSU Open Week.

Art and culture

Prince of Songkla University sees the importance of art and culture nourishment and has established the Faculty of Fine Art, Kalayaniwattana Cultural Studies Institute, Folk Museum, Phra Thepayanamolee Museum and Art and Culture Promotion Center. The university has conducted studies, research and promoted culture conservation in all campuses/educational zones. It has also conducted cultural nourishment activities through the mechanicals of different faculties/units and the student union or jointly organized cultural activities with other organizations in the community. Significant activities include academic articles on culture published in journals and other printed matters, teaching and transferring knowledge such as

teaching traditional Thai dances, classical Thai music, performing art, organizing contemporary art exhibitions and promoting long-term cultural activities such as Traveling Puppet Shadow Show Project and organizing Art and Culture Fair. In addition, the university also carries out research and studies on culture related to hand woven cloth, vocational development based on folk wisdom, and studies in history, society and culture of the southern community.

International Relations

Prince of Songkla University has designated three directions for international relations: 1) Enhancing vision and attitude of students and lecturers so that they have potential and are prepared for competition in the world community; 2) Building a network of universities and academic institutions; and 3) Developing education, research and academic services in order to link with international networks and with the aim to increase its operations continuously. In 2004-2005, the university signed academic agreements with 124 foreign universities/institutions in 24 countries increasing from 2003-2004 by having 16 more agreements signed. 75% of the signed agreements are active. Important cooperation includes student and personnel exchange between Prince of Songkla University and universities abroad; and organizing programs with international universities and educational institutes. There are international students who come to study and do research under joint doctoral programs. Moreover, there are activities carried out under cooperation with other countries such as English Camp, IMT-GT UNINET Board of Directors Meeting, training courses in International Business, a project to assist other countries in developing their teaching and learning potential, and provision of scholarships for students in southeast Asia.