

## **A Model of Strategic Educational Administration of Mahachulalongkornrajavidyalaya University**

**Suddhipong Srivichai and Chawan Siriwat**  
Master in Education Faculty, Mahachulalongkornrajavidyalaya

### **Abstract**

Study and research in research Administration of Mahachulalongkornrajavidyalaya University research project 1) strategic plan of Mahachulalongkornrajavidyalaya University 2) development of educational management model phramongkutklao college of commerce, suan sunandha Rajabhat university, preventive and suppression of trafficking college, in-depth interview with 15 executives / group and group discussion.(Discussion group discussion) related people.

The results showed that the strategic management analysis of Mahachulalongkornrajavidyalaya University was conducted by academic planning curriculum development, curriculum management, curriculum monitoring and evaluation, curricula and curriculum development every 5 years, according to the deadlines, personnel development, training development. Human resources promotion, personnel development, academic staff, personnel involved in systematic management. Human resources development Planning for morale creates pain by dedicating to managing the task. GIS Management in Bangkok and its Vicinity innovative Budget Guidelines

The development of the strategic education management model of Mahachulalongkornrajavidyalaya University found that there were management strategies by targeting learning by developing teachers and students through creative thinking, research planning, and research. Academic Educational development, instructional management, measurement, evaluation, collaboration with other organizations in academic development, evaluation, collaboration with other organizations in academic development can be used in a variety of ways. Teaching and using systematically, everyone in involved in strengthening professional and organizations in academic development can be used in a variety of ways. Teaching and using systematically, everyone is involved in strengthening professional and organizational development. Designing a common system without the need for budget determined by the strategic plan, teaching atmosphere in both classroom and classroom environment. Good media in an innovative, state-of-the-art device based on state budget.

Problems and Suggestions the strategic management model of Mahachulalongkornrajavidyalaya University found that some academic development was not consistent with curriculum development. Shortage of

education and packaging both at home and abroad. Human Resource Management, Personnel Management, Marketing and Marketing Volunteer suggestions should focus on the recruitment and development of modern personnel, working networks of other institutions, both public and private, with those who believe. Almost all expected care systems and income statements have problems in the classroom and many interesting locations. What should be taken into account in the operation of the company.

**Keywords :** A Model of Educational Administration, Strategic, Mahachulalong kornrajavidyalaya University

### Introduction

With opening the Asean Economic Community, it enlarged and covered the types of dimension that are the societies, economics, politics, labor, education, industry and religions. Thailand has to create the knowledge and set the strategy to improve and develop itself in every time. In facing to the change what is happening in the future, besides it stepped into the AEC. In the human resource, it is very important issue. However, from the evaluation of knowledge on opening the AEC. It is found that Thais knew the AEC at the eighth level from the ten countries, but Laos are active to know it at the first level. In the recent, Laos used the motivation in this matter to force them into the improvement of the strategy as the Land Link for being the center of logistics inside the ASEAN. In the education, it is appeared that Thailand's education was in the regulation at score 3.6 from score 10. When Singapore, Malaysia, Indonesia, Philippines, Laos, Cambodia and Vietnam had got the higher scores on the education than Thailand

Thai's government gave the office of the National Economic and Social Development applied the governmental offices' approach to perform and prepare in 2015. For the readiness with the governmental offices' concrete, there is to face the impacts and plan to perform and use the opportunity of the cooperation in the enforcement of competency to its revival, supporting to develop the quality of life and well-being in the group of people who are active to know the change in every part of the Asean Community. (Likhsit Sing-ngoi, 1998 : 19)

The readiness and using the opportunity to gather the countries in the economics, society, culture, politics and the stability of ASEAN and also making connection with all the regions in the basic structures and law for the people are to build the ability to revival of the Thailand where has to create the level of life's quality and the amenity to people, including to solve the problems, conflict and the varieties of stability. This function is the most important to take the strategy and join in the AEC in 2015 under the development plan with eight strategies.

Vision: “Thailand is the stronger member and supports the good life’s quality of AEC’s people”.

Strategy 1: supporting and creating the capability to revival in the products, services, commerce and investment, there is the goal to develop the competency in the production, services, commerce and investment to take free trade by reservation as the same market and product source.

Strategy 2: developing the life quality and social care, there is the goal to develop the people who should take the social protection and the risk insurance by having the stable and safety environment.

Strategy 3: developing the basic structure and logistics, there is the goal to develop the good and basic structure to connect and add the ability up to grow in every part, including the law, facility in the trade and investment.

Strategy 4: developing the human resource, there is the goal to develop the educational standard of ASEAN consisting of the working skills and language skills. The significant group of purpose is the labor, producer and governmental officers.

Strategy 5: developing the law and rule, there is the goal to develop the law giving the equity to the trade, investment and also it relates with the agreement and charter.

Strategy 6: developing the knowledge, understanding and realization of ASEAN, there is the goal to make the people understand and realize the importance of AEC, because its most important purpose is the people, labor, producer and government.

Strategy 7: setting the stability, there is the goal to develop the cooperation in the politics and stability to lead into the standard, unity and peace together.

Strategy8: developing the competency of city for connecting the good opportunity from ASEAN, there is the goal to develop the city into the ability to connect with the ASEAN Community in the industry, tourism, investment and trade around the border of those countries.

1. Enforcing and creating the ability to revival of the products, services, trade and investment

- ability to produce
- quality of products and services
- markets

2. Developing the life quality and social protection

- protecting the labor
- social welfare
- environment

3. Developing the basic structure and logistics

- network
- capacity
- law of trade and investment

4. Developing the human resource
  - English skills
  - working skills
  - working quality
  - educational curriculum
  - cooperation with the members
5. Developing the law
  - mission
  - facility to trade
  - protection of country's benefits
6. Making the knowledge and understanding and realizing the contexts of ASEAN COMMUNITY
  - caring of all the population
  - ASEAN's knowledge
  - international culture among the members
7. Building the stability
  - international relations
  - crime and disaster
  - management among the border
  - good government
8. Developing the competency of cities for connecting the good opportunity among ASEAN
  - capital
  - industry community
  - tourist or service city
  - area to trade around the border (Chalermchai Argarnsuwan, 1998 : 35-41)

With living in AEC, Thailand stepped in the globalization and the new culture from the Europe and it have got the effects to religious organizations such as the luxurious products and drugs, because the youths took the drugs, those faced to the problems of society, family, economics, carelessness, friends and lack of wisdom to protect themselves. The other hand, the organization of Buddhism has the problems of administration such as monks' food seeking at morning, money seeking without allowance, wandering for seeking the benefits, staying in the house over the nights, staying in big umbellar in the community with the crowded people, monks' unordered dressing, joining with ritual without the allowed letter, speaking the unsuitable language, wizard or witch's hut, staying in the unsuitable area, gambling, taking drugs, drinking alcohol, riot in the governmental places and the other. Then the monks in the ASEAN will travel across the border of some countries into another country, especially into Thailand.

So, the researcher is looking forward that the Sangha's administer-

ation would have the model to educate for management effectively and universally.

### **Objectives of Research**

1. for study, analyzing the capacity to the educational administration in the strategy of Mahachulalongkornrajvidyalaya University
2. for developing the model of the educational in the strategy to enter into the AEC of Mahachulalongkornrajvidyalaya University
3. for study the problems and suggesting the model of the educational administration in the strategy of Mahachulalongkornrajvidyalaya University

### **Research Framework**

Research study is the qualitative study by providing the research framework as follows.

#### **1. Content Framework**

The research study on this “Model of the Educational Administration in the Strategy to Work Administration of Mahachulalongkornrajvidyalaya University”

Its study consists of the primary sources such as Tepitaka and the secondary sources such as Buddhadasa Bhikkhu, Phrabrahmagunabhon (Payut Payutto), Phrabrahmapundit (Prayoon Dhammacitto). The research’s theory and results can be concluded here. There are (1) an educational administration, (2) an academic administration, (3) a personnel administration, (4) a budget administration, (5) an environment administration.

#### **2. Population Framework**

This research was the mixed or integrated method. There were the interviews and descriptive and deductive statistics, including to analyze the data by the quantitative research with the fifteen key persons. This was used to interview deeply by the focus group discussion, because this way was specified the key men who were working in that office to inform the validity and the quantitative research (interviewing the rector and deans of university were fifteen persons).

#### **3 Time Framework**

This research performed to do the tool, collect the data and analyze it from the June 2014 to June 2015.

#### **4 Area Framework**

Mahachulalongkornrajvidyalaya University and campuses

#### **4. Research Methodology**

The researcher performed as follows.

The step 1: analyzing the competency in the educational administration in the strategy of MCU (Mahachulalongkornrajvidyalaya University)

The step 2: interview, model of the administration in the strategy to enter or join in AEC of MCU

The step 3: seminar on the problems and suggestion the new model for proactive roles in AEC of MCU

## Research's Results

1 analyzing the competency in the educational administration in the strategy of MCU (Mahachulalongkornrajavidyalaya University)

It was performed and developed until there have the main centered office and can develop every mission for the advance by participating till attaining the purposes as required, consisting of the academic administration, the personnel administration, the budget administration, and the environment administration.

The academic administration was performed along with the plan by doing the curriculum, administrating it, following and evaluating it which consisted of the learning management, the developed learning, promoting the child centered learning, measure and evaluation effectively, transferring the grades. The list of subjects was planned well. The work was systematically managed along with the offices. The academic position was planned as the professional position, assistant professor, associated professor, and professor. Thai quality framework indicated the standard for developing students, the educational quality insurance, the performed plan, the academic position as the office of the high educational committee organized such as developing the curriculum and doing it in the time frame.

The research results were used for developing the learning and teaching, the teachers who could have got the academic position and the Dhamma application in daily life by participation of students.

The personnel administration was trained and promoted in the academy work. They could participate in the administration systematically, have the social welfare after their retirement and stability in their work as both the academic and professional parts. All of work was developed by them freely. The work quality was appeared as the best model.

The encouraged power was served by everyone in the organization from the administrators to the workers and from the workers to the administrators. They could do it and attain the goals as they have required, because they have got the equity in every office.

The budget administration was clearly managed in the groups of salary, the personnel's welfare, the life insurance, the public working. The university has got the budget from the central government about the 40 % and from the donation 60 %. The budget was followed by the committee in every duration of the three months. Everyone has to get the responsibility and look at the usages and transparency.

The donated money came from the activities such as the mantra chanting and the food cooking. This money was increased every year. This

budget was managed more, so everyone has to take the public mind and faith to do it.

The environment administration was managed for the advantages in the learning and teaching and outside the classroom which has the technology and the modern innovation from the budget and the personnel's cooperation. This budget come from the money outside the plan that became the activities such as the tree planting and the forest park.

The projects were done outside the university, especially the workshop and the Dhamma practice every year. These should be used the areas and the good environment for the learning activities and their result will create the faith and the donators will add up.

According to Sai Sanggam had studied and compared the opinion in the problems of the academic administration in the high schools of Buddhist Monks. He found that (1) the personnel and their status was found that they were in the overview and each issue at the premium level, except for the academic assistant administrators that the evaluation of the academic management was at the high level by making the order of an average from the more number to the less number as follows. There were an evaluation, the academic management, measure of learning and the students' registration, (2) the personnel's different status was found that its problems wan not different in each issue, but the academic assistant administrators knew that they were in the overview and three issues. So in each one, there was the significant at the 0.5, because all of the studied issues were high level. (Sai Sanggam, 2001 : 85)

2. Developing the model of the educational administration in the strategy of MCU

It was the strategy to cultivate the public mind and volunteer to the students and the personnel as the organization culture, the giver's happiness until the foreigners came to join in the activities on Vesakh after that they were the members of MCU in the foreign countries such as Korea, Taipei, Singapore, Srilanka and Hungary and MCU will become the biggest university in the world. It tried to adapt itself in the plan, flexibleness, administration, personnel, budget and environment.

The strategy in the academic administration was the goal to be success in developing the students, the creative thinking, the strategical thinking, the academic plan, the educational research, the learning management, the measure and evaluation, making the network with the other organizations, developing the curriculum and subjects. Then the curriculum was administrated to relate with the time, the students, including to develop the teachers or the masters for having the higher academic position and the higher standard to manage the learning very well.

The strategy in the personnel administration was managed by participation in the offices and making the stable in the professional and academic branches. The structure of organizations was developed

systematically. The right job was for the right job as the strategy was set on the work that the personnel were doing in such an office. They were taken the advance in working what they were such as the educational qualification, the expert, and the competency.

The strategy in the budget administration was managed by participation in setting the strategy together and spending the paid money as it was very value, and also paying less as well as it is necessary, no paying it in the wrong types, no paying it in the wrong purpose. Therefore, it was paid directly in the strategy, developing, promoting to develop the environment, welfare, personnel's healthy and following the budget by the committee in every project. The usages were emphasized by depending up the budget that they had, because they have the budget from donation, chanting activities, and so on.

The Strategy in the environment administration was managed to make the good atmosphere, learning in the classroom, the new innovation, the multiple equipment, the modern technology that they depended upon the governmental budget, the dedicate of the personnel. The environment would be developed properly with the green zone such the forest parks to create the ability in teaching and learning, the modern technology as the friendly to environment by asking for the help from the network of government and private organizations with the public mind by charity activities, and developing the learning roles in especially insight meditation for students.

According to Likhsit Singngoi had done the research on using the teaching media of teachers in the Buddhist Schools in Nakornpanom province. It was found that (1) the teachers in that school used the teaching media in the four stages by starting at the most number to the least number by the overview and providing it along with an experience. There were the four stage: choice, evaluation, presentation, and preparation. When it was considered in each stage, the operation was at the high and its overage was at the highest point in the two issues which were first the properly media choice with the local environment and the easy media choice, because it was learnt before it would be used to teach and tried out before using really in the classroom where the students could ask the questions and express the opinions in the teaching media, the contents and theories of teaching for using the effective teaching media, (2) the teachers had the different experience in teaching. So the teaching media using was not different in the overview and the item separation. (Likhsit Sing-ngoi, 1998 : 79)

### 3. Problems and suggestions of the educational administration in the strategy of MCU

They were found in the four issues: there were the budget administrative strategy and the environment administrative strategy as follows.



The strategy of academic administration was always developed, but it could catch the change of the curriculum. There were the teachers or the masters who had the educated qualification indirectly in the major subjects, no the academic position, no quality and limited number, including the academic outcomes what was not direct in their job and all of them were not clear to use in the academic work.

The model of the strategical administration would be presented in the academic administration by emphasizing the curriculum, the cooperation with the educational schools, and the governmental and private offices for being the specific curriculum, including to product the graduated students as well as to develop the work quality, outcome and social service in both the nation and internations.

The strategy of the personnel administration would be developed the personnel, the selective system, the research by cooperating with the government and private organization.

The suggestion of the administration in the personnel would emphasize to select the persons who were the good qualification by helping from the other network of the educational institutes as both the government and private offices.

The strategy of the budget administration would be developed the capital money from the donation, the people faith, the transparency, and MCU's activities.

The suggestion of the strategical administration in the budget administration would emphasize the system of the budget administration by separating the responding offices, setting the strategy of offices, the transparency, the cooperation from every part.

The strategy of the environment administration was the problems of the classrooms that was enough to learn and do activities. The building was not enough to enlarge the curriculums in each faculty and every degree.

According to the Chalermchai Argarnsuwan's research, it was found the compared results of teachers with the different sex and experience had done the work effects and the performance view different in the academic administration of the winner school to do the activities on the primary school day and they had the 233 numbers. (Chalermchai Argarnsuwan, 1998 : 15) According to the Wirun Sang-ngarm, he studied the educational quality insurance for the schools' standard of the private schools in Pattani province to explain the influenced factors in the educational quality insurance. It was found that the factors were the obstructions in performing the educational quality insurance that was the change of the school's personnel, the policy deviation, the checking system, self-assessment, the self-assessment skills, the performance participation, and understanding the quality insurance principles. (Wirun Sang-ngarm, 1999 : 36).

## Suggestions

The model of the educational administration in the strategy of MCU as follows.

1. The suggestion of the policy research
  - 1) to study the strategy of the educational administration from the other offices in the organization of MCU
  - 2) to study the strategy of the educational administration from the outside organizations in both the government and the private.
  - 3) to study the strategy of the educational administration from the faithful people of MCU
2. The suggestion in the next research
  - 1) to do research on the strategy of the educational participating administration inside and outside the organizations
  - 2) to do research on the strategy of the educational participating administration from every part of MCU
  - 3) to do research on the strategy of the curriculum participating administration from every part of MCU

## Reference

- Chalermchai Argarnsuwan (1998). *Performance of Administrators in Academy at Winner School to Do Activities on Primary National Day in Songla Province*. Thesis of Education: Master of Arts, Graduate School: Songlanagaring University.
- Likhsit Sing-ngoi (1998). *Using Teachers' Media in Buddhist School, Nakornpanom Province*. Thesis of Education: Master of Arts. Graduate School: Mahasaragark University.
- Sai Wanggam. (2001). *Problem of Administration in Buddhist School in Group 9*. Thesis of Education: Master of Arts. Graduate School: Mahasargarm University.
- Wirun Sang-ngarm. (1999). *reference in Wichian Suwansri, "Administration in Academy of the Primary Schools' Administrators under the Office of Naradhivas Education Area 2*. Thesis of Education: Master of Arts. Graduate School: Sukhothaidhammathiraj University.