



Information

Faculty of Humanities and Social Sciences

2016





Faculty of Humanities and Social Sciences
Suan Sunandha Rajabhat University

A Message from Dean of Humanities and Social Sciences Faculty



Faculty of Humanities and Social Sciences, Rajabhat Suan Sunandha University made the information regarding Faculty of Humanities and Social Sciences, fiscal year of 2016 in order to demonstrate data and information on several aspects in the faculty, which covered past performances. Therefore, the faculty can utilize such information in useful way with efficiency in both data resource to understand and to be a guideline in making decisions towards administration planning, distribution, public relations, as well as to be a data supplement to support a change in the future. Hopefully, the formation of Humanities and Social Sciences will be beneficial to interested ones, insiders and third parties, of the university, as well as general public.

(Assist. Prof. Dr. Nippon Sasithonsawwapa)

Dean of Humanities and Social Sciences



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Part 1: General Information

History and Background

Faculty of Humanities and Social Sciences has been developed along with Rajabhat Suan Sunandha University. Initially, it was not divided into a faculty. Instructors attached to the faculty are responsible to instruct each course which is an important part of educational curriculum. In 1975, the Act to escalate teacher colleges into higher education institutes was promulgated; therefore, “Department of Humanities and Social Sciences” was established in 1992. “Department of Humanities and Social Sciences” was changed to “Faculty of Humanities and Social Sciences” in accordance with the Rajabhat Institute Act and a position “head of department” was changed into “dean” for throughout the time. The faculty is responsible in planning instruction of GE (general education) course for undergraduate students in several faculties, as well as major course/ specific course for students of faculties as follows:

3 Department Groups

- Department group of Social and Cultural Management
 - Cultural Management Branch
 - Social Development and Management Branch
- Department group of Information Sciences
 - Management Information System Branch
 - Educational Information Branch
- Department group of Public Administration
 - Local Government Branch
 - Public Administration Branch
 - Public and Private Administration



10 Departments

- Tourism Industry and Hospitality Branch
- Business English Branch
- Lodging and Hotel Management Branch
- Law Branch
- Thai Language Branch
- Geography and Geo-informatics Branch
- Japanese Language Branch
- Chinese Language Branch
- English Branch
- Police Administration

At the present time, the faculty opens for instructions for Bachelor's degree, total 13 programs. In 2016, the faculty has 7,083 students, categorized into 7,083 undergraduate students divided into 6,867 regular students and 216 irregular students and has personnel, total 154 persons divided into 110 academic personnel and 44 academic-supported personnel.

The faculty has premise for supporting instructions for students and personnel operation, total 3 buildings such as 35th, 36th and 37th buildings consisted 1) 41 classrooms 2) 5 computer laboratories 3) 6 special operation rooms: operation rooms for Lodging and Hotel and Information branch, court mock-up room of Law branch and cultural operation room and etc.

In addition, the faculty adopts information technology for using in university operations to drive the university forwards, for example ERP (enterprise resource planning), E-Office, E-Learning and etc.



Coat of Arms



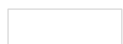
Color of Faculty of Humanities and Social Sciences



Green represents nature locations and magnificent environment.



Yellow represents wisdom flourishing and local culture prosperity value.



White represents pure thought of academicians of His Majesty King Bhumibol Adulyadej



Organization Chart of Faculty of Humanities and Social Sciences

Organization Chart of Faculty of Humanities and Social Sciences



Asst. Prof. Dr. Nippon Sasithonsawwapa
Dean



Asst. Prof. Dr. Somdej Rungsrissawat
Dean Counselor



Instructor Walasini Jintalikiti
Associate Administrative Dean



Assoc. Prof. Dr. Natapol Jiajing
Associate Academic Dean



Instructor Mandaratana Suksanga
Associate Research and Academic Service Dean



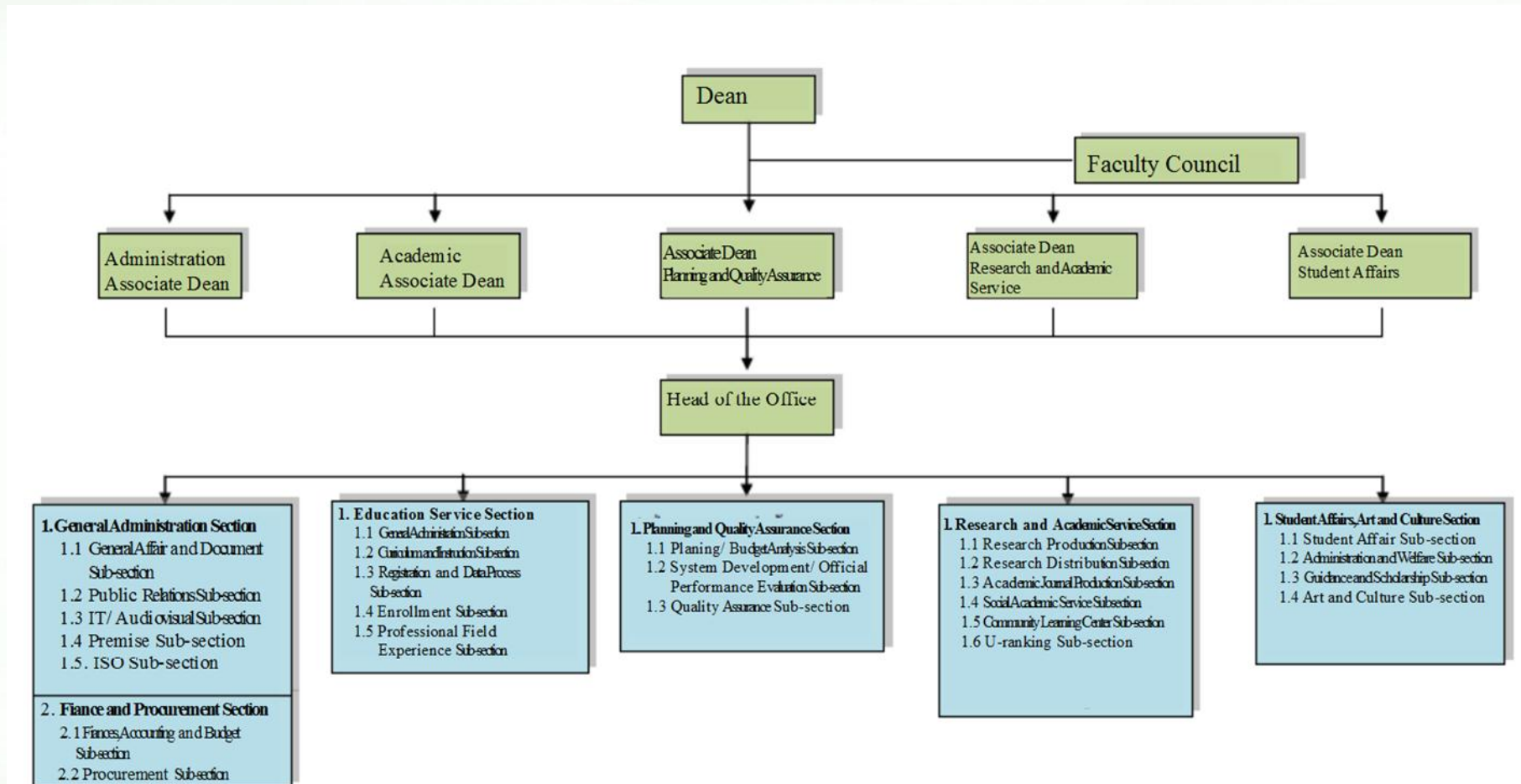
Instructor Mattaya Patchani
Associate Student Affairs Dean



Instructor Nattapat Kaewrattanapat
Associate Achievement and Quality Assurance Dean

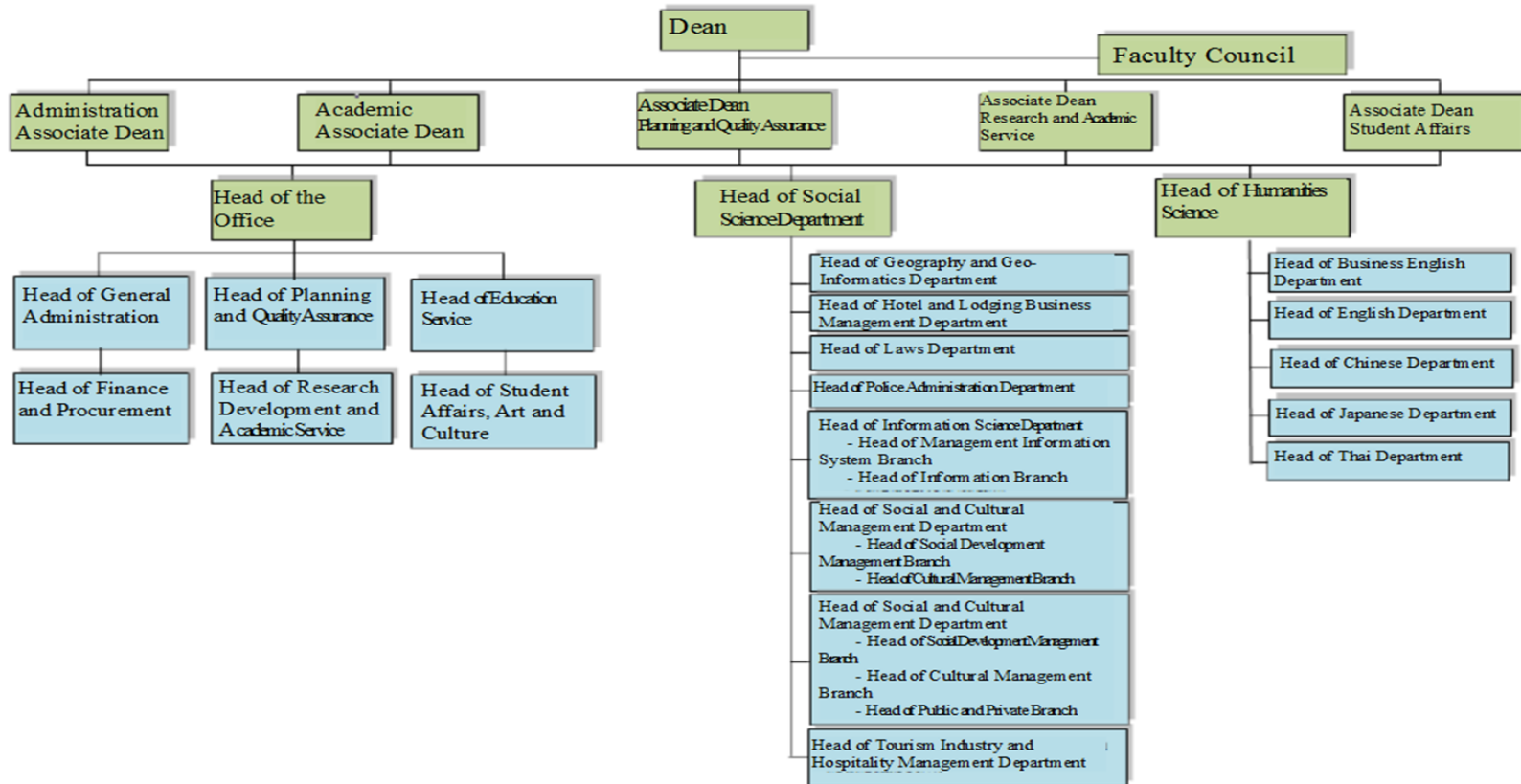


Structure Faculty of Humanities and Social Sciences





Management structure





Vision

Great Academic Faculty, Research Humanities and Social Sciences

Mission

Create undergraduate students emphasizing on knowledge for locality, researches, academic services and preserving art and culture.

Main Mission

1. To create undergraduate students possessing virtue, leading qualification, in conformity with community needs and knowledge-based societies and to be able to live in world society happily.
2. To research and innovate and create knowledge towards local development, as well as develop Thai wisdom and enhance foreign language skill towards international standards.
3. To provide academic services and transfer technology to communities, societies and ASEAN community qualitatively to improve community standards.
4. To preserve, improve services and data and information service center on art and culture of Ratanakosin city towards international standards

Main Pillar

Knowledgeable, Upholding Codes of Morality and Leading Societies

Culture

Merits and Conducts in accordance with Thai Code of Conduct and Oracle Respect

Identity

To be a practitioner who is expert in academic matter, skillful in communication, master in thinking and possesses public mind.

Uniqueness

To emphasize on royal traditions, instill knowledge, uphold virtue to be praiseworthy and to be an educational organization towards international standards.



Main Values

- W (Wisdom & Creativity)
- H (Happiness & Loyalty)
- I (Integration & Collaboration)
- P (Professionalism)

Strategies

Strategy 1: Administrative Strength in accordance with good governance

Strategy 2: Initiative, Creativity, Innovation and Research

Strategy 3: Networking

Strategy 4: Image Development for Organization and PR Promotions

Strategy 5: Education Improvement towards criterion and advancing to ASEAN and International Standards



Part 2: Performance of Humanities and Social Sciences

Faculty in accordance with the Faculty

Mission 1: To create undergraduate students possessing virtue, leading qualification, in conformity with community needs and knowledge-based societies and to be able to live in world society happily.

➤ Undergraduate Students

➤ New Enrollments

In academic year of 2016, Faculty of Humanities and Social Sciences has total new enrollments for 2,060 persons. The amount can be demonstrated to compare new enrollment categorized by types of enrollments within the faculty since 2014-2016 as the chart in figure 1.

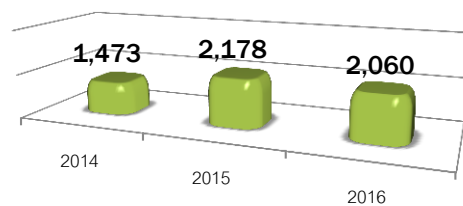


Figure 1: New Enrollments categorized by Types of Enrollments in the Faculty since 2014-2016 Academic Years

Source: Education Service Section

➤ Remained Students

In academic year of 2016, Faculty of Humanities and Social Sciences has remained students for 6,878 persons. The amount can be demonstrated to compare the remained students since 2014-2016 academic years as the chart in figure 2.

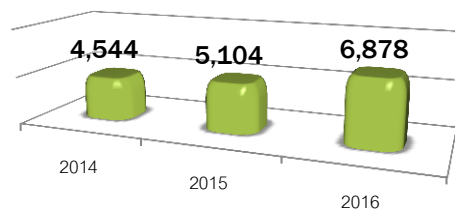


Figure 2: Remained Students since 2014-2016 Academic Years

Source: Education Service Section



➤ **Foreign Students**

Faculty of Humanities and Social Sciences has signed and entered into MOU with foreign education institutes to exchange academic knowledge, instructions, researches; therefore, foreign students, such as students from PRC enrolling into the faculty. In academic year of 2016, there are 17 enrolled students as demonstrated to compare the foreign students since 2014-2016 academic years as the chart in figure 3.

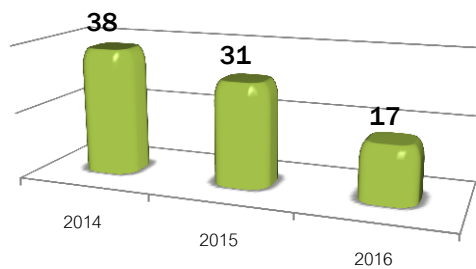


Figure 3: Foreign Students Since 2014-2016 Academic Years

Source: Education Service Section

➤ **Graduated Students**

In academic year of 2015, Faculty of Humanities and Social Sciences has 950 graduated students. The amount can be demonstrated to compare graduated students since 2013-2015 academic years as the chart in figure 4.

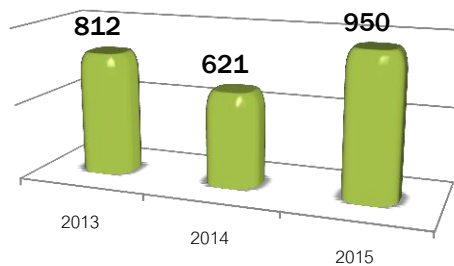


Figure 4: Graduated Students Since 2013-2015 Academic Years

Source: Education Service Section



- **Employment**

In academic year of 2015, an employment rate of undergraduate students graduated from Faculty of Humanities and Social Sciences was 81.22 percent. The percentage can be demonstrated to compare the employment rate since 2013-2015 academic years as the chart in figure 5.

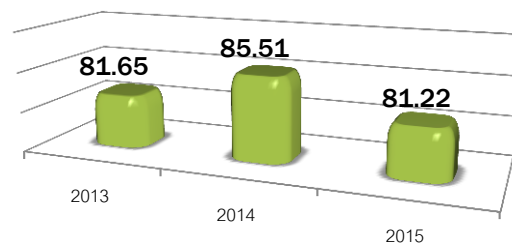


Figure 5: Employment Rate Since 2013-2015 Academic Years

Source: Education Service Section

- **Instructions**

- **Instruction Programs**

Faculty of Humanities and Social Sciences has 3 department groups, including Social and Cultural Management, Information Sciences, Public Administration and 10 departments, including Tourism Industry and Hospitality, Business English, Hotel and Lodging Management, Laws, Thai Language, Geography and Geo-informatics, Japanese Language, Chinese Language, English Language and Police Administration.

In academic year of 2016, the faculty has 15 instruction programs as being able to compare the instruction programs since 2014-2016 academic years as the chart in figure 6.

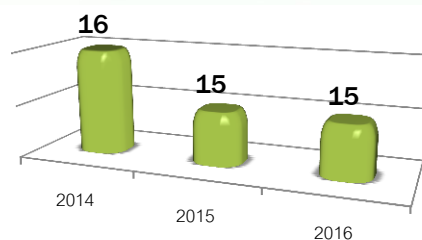


Figure 6: Instruction Programs Since 2014-2016 Academic Years

Source: Education Service Section



➤ **New Programs**

In academic year of 2016, No new programs opens for instructions in Faculty of Humanities and Social Sciences. This can be demonstrated to compare the new programs since 2014-2015 academic years as the chart in figure 7.

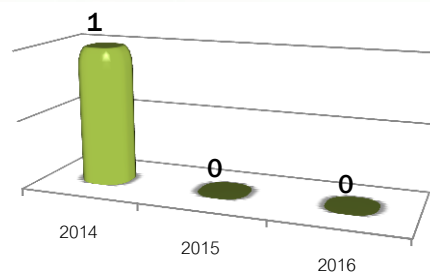


Figure 7: New Programs Since 2014-2016 Academic Years

Source: Education Service Section

➤ **Improved Programs**

In academic year of 2016, Faculty of Humanities and Social Sciences has 13 improved programs. This can be demonstrated to compare the improved programs since 2014-2016 academic years as the chart in figure 8.

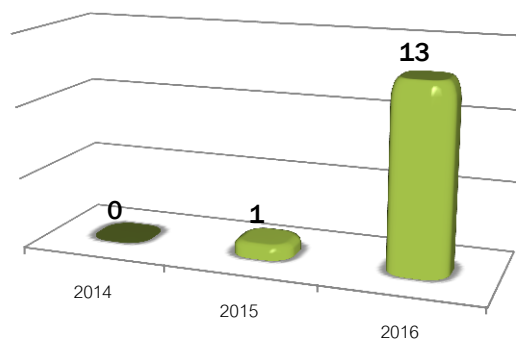


Figure 8: Improved Programs Since 2014-2016 Academic Years

Source: Education Service Section



- Activities for Student Development

- Awards

In fiscal year of 2016, Faculty of Humanities and Social Sciences receives 10 student awards, the awards can be demonstrated as following images.



11th J-Challenge Award
Japanese Language



Second Place Winner on THAILAND' GOT TALENT SEASON 6
Department of English Language



Higher Education Speech Contest Award

Department of Chinese Language

Source: Education Service Section



➤ Alumni Awards

In fiscal year of 2014-2016, Faculty of Humanities and Social Sciences has 2 alumni receiving awards, the awards can be demonstrated as following images.



Mr.Worapong Kanjanakulthon, Information Management,
is awarded with Activist Excellence Award on 31st July, 2014



Miss Suchira Lomlek, Tourism Industry and Hospitality,
is awarded with Student Excellence Award on 31st July, 2014

Source: Education Service Section



- Information Technology Services

Faculty of Humanities and Social Sciences conducted a satisfaction and information technology users of the faculty in fiscal year of 2015. It is found that students and personnel have a satisfaction level towards information technology at .4.51. the information can be demonstrated to compare the satisfaction towards information technology since 2013-2015 fiscal years as chart in figure 9.

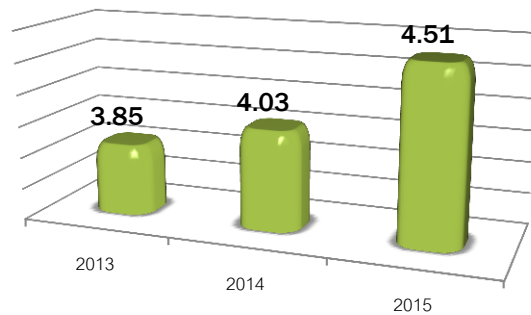


Figure 9: Satisfaction towards Information Technology Since 2013-2015 Fiscal Years

Source: Education Service Section

In fiscal year of 2014-2016, Faculty of Humanities and Social Sciences has had projects/arranged activities and trainings for students, personnel for insiders and third parties to encourage knowledge, hone skill in information technology operation, these ones can be demonstrated as following images.



Source: Education Service Section



Mission 2: To research and innovate and create knowledge towards local development, as well as develop Thai wisdom and enhance foreign language skill towards international standards

- **Published/Publicized Researches**

In fiscal year of 2016, Faculty of Humanities and Social Sciences has published/publicized national and international researches. As for national one, it is 27 percent and 77 percent for international one. The percentage can be demonstrated to compare published/publicized national and international researches since fiscal year of 2014-2016 as the chart of figure 10.

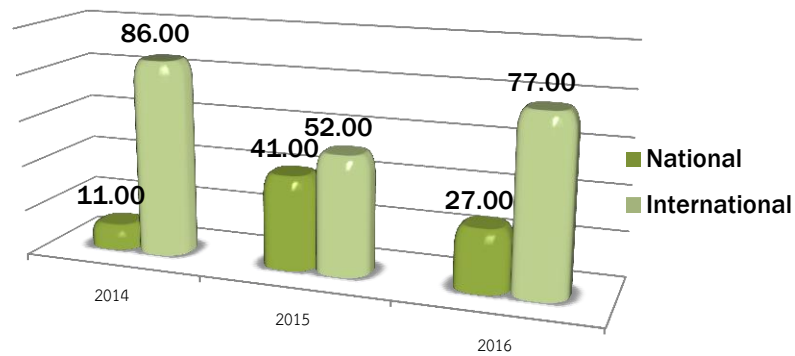


Figure 10: Published/Publicized National and International Researches Since 2014-2016 Fiscal Years

Source: Education Service Section



- **Research Funding**

In fiscal year of 2016, Faculty of Humanities and Social Sciences provides research funds as internal funds within the university for researchers, total 6,269,153 Baht and third party funds for researchers, total 1,192,800 Baht. These can be demonstrated to compare the researches funds since 2014-2016 fiscal years as the chart in figure 11.

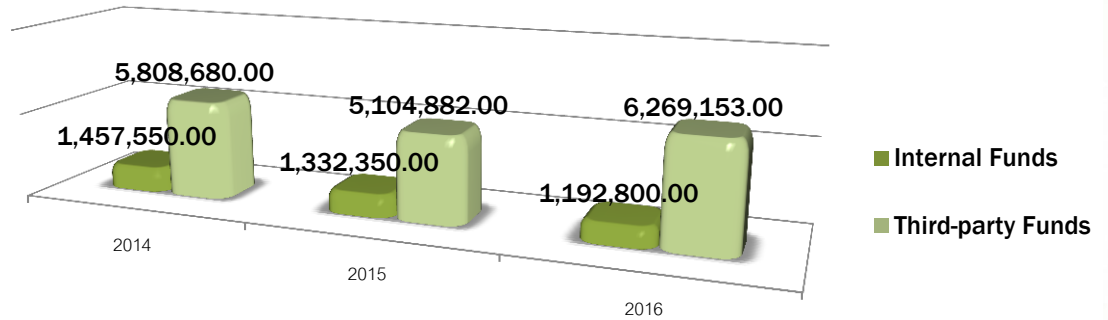


Figure 11: Research Funding Since 2014-2016 Fiscal Years

Source: Education Service Section

- **Instructors with Researches**

In fiscal year of 2016, Faculty of Humanities and Social Sciences provide has instructors who conduct researches at 95.37 percent. This can be demonstrated to compare instructors conducting researches since 2014-2016 fiscal years as the chart in figure 12.

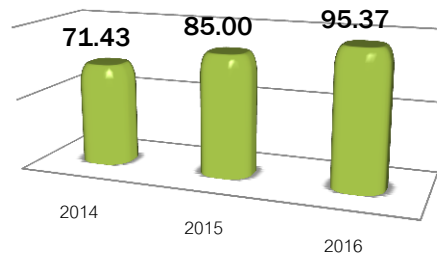


Figure 12: Percentage of Instructors conducting Researches Since 2014-2016 Fiscal Years

Source: Education Service Section



- **Research Applications**

In fiscal year of 2016, Faculty of Humanities and Social Sciences applies researches in useful ways for 88.14 percent. This can be demonstrated to compare the researches application since 2014-2016 fiscal years as the chart in figure 13.

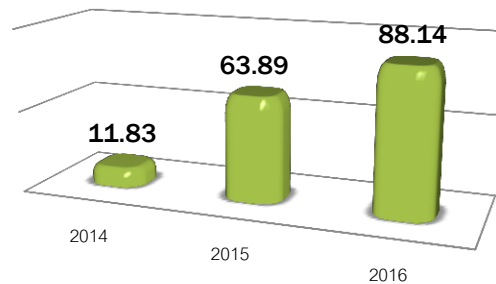


Figure 13: Percentage of Researches Application since 2014-2016 Fiscal Years

Source: Education Service Section

- **Research Published Quality**

In fiscal year of 2016, Faculty of Humanities and Social Sciences has research quality published in the national or international levels for 39.09 percent. These can be demonstrated to compare published researches in national or international levels since 2014-2016 fiscal years as the chart in figure 14 .

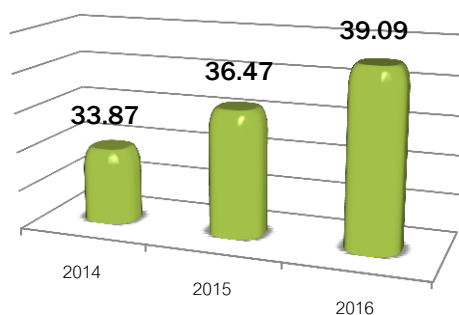


Figure 14: Percentage of Published Researches in National or International Levels since 2014-2016 Fiscal Years

Source: Education Service Section



Mission 3: To provide academic services and transfer technology to communities, societies and ASEAN community qualitatively to improve community standard.

- **Learning Resource**

Learning Resource in academic service project arranged by Faculty of Humanities and Social Science in fiscal years of 2014-2016 is 1 learning resource. The learning resource arranged for a community or general public to have a new knowledge base in academic service learning resource in academic service center and for transferring innovation to ASEAN community at Wattanot, Wat Chalor sub-district, Bang Krui district, Nonthaburi province as follows.

In fiscal year of 2015, the faculty arranged a knowledge base activity in academic service learning resource: learning center library providing services on ASEAN knowledge.

In fiscal year of 2016, the faculty arranged a knowledge base activity in academic service learning resource: learning root of foreign words in routine life.



Source: Education Service Section

- **Academic Service Projects**

In fiscal year of 2016, Faculty of Humanities and Social Sciences has 34 academic service projects. This can be demonstrated to compare the projects since 2014-2016 fiscal years as the chart in figure 15.

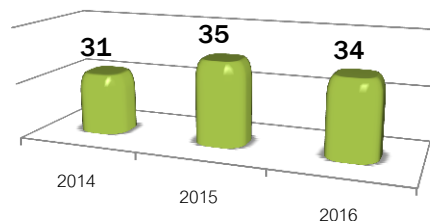


Figure 15: Total Academic Service Projects since 2014-2016 Fiscal Years

Source: Education Service Section



- **Academic Projects applying for Instruction Improvement**

In fiscal year of 2016, Faculty of Humanities and Social Sciences has academic projects applying for instruction improvement for 91.18 percent. This can be demonstrated to compare the percentage of the application since 2014-2016 fiscal years as the chart in figure 16.

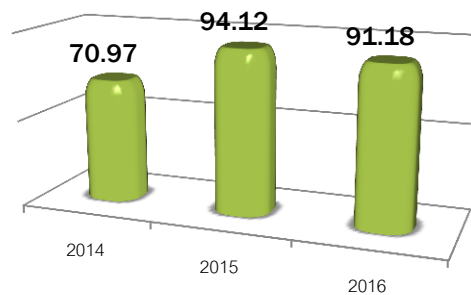


Figure 16: Academic Projects applying for Instruction Improvement Percentage since 2014-2016 Fiscal Years

Source: Education Service Section

- **Service Receivers applying Knowledge in Practical Use**

In fiscal year of 2016, Faculty of Humanities and Social Sciences has service receivers applying knowledge in practical use for 92.97 percent. This can be demonstrated to compare the application since 2014-2016 fiscal years as the chart in figure 17.

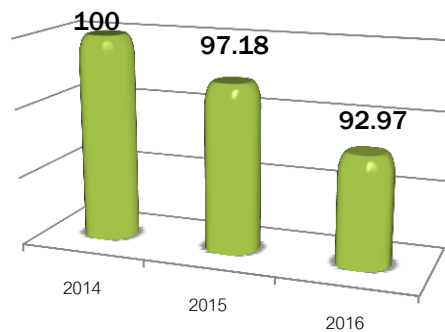


Figure 17: Service Receivers applying Knowledge in Practical Use Percentage since 2014-2016 Fiscal Years

Source: Education Service Section



Mission 4: To preserve, improve services and data and information service center on art and culture of Ratanakosin city towards international standards

- **Total Activities of Preservation of Art and Culture**

In fiscal year of 2016, Faculty of Humanities and Social Sciences has 3 activities of preservation of art and culture. This can be demonstrated to compare the activities since 2014-2016 fiscal years as the chart in figure 18.

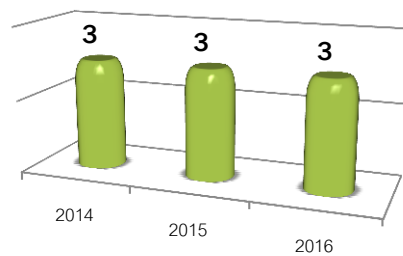


Figure 18: Comparison of Activities of Preservation of Art and Culture since 2014-2016 Fiscal Years

Source: Education Service Section

- **Participants joining in Activities of Preservation of Art and Culture**

In fiscal year of 2016, Faculty of Humanities and Social Sciences has a satisfaction level of the participants at 4.52. This can be demonstrated to compare the satisfaction levels of the participants since 2014-2016 fiscal years as the chart in figure 19.

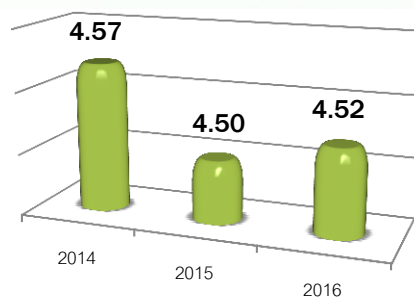


Figure 19: Satisfaction Levels of the Participants joining in Activities of Preservation of Art and Culture since 2014-2016 Fiscal Years

Source: Education Service Section



Part 3 Administration

- Personnel

- Academician

In fiscal year of 2016, Faculty of Humanities and Social Sciences has 12 academic instructors among all full-time instructors, divided into 9 assistant professors, 3 associate professors and 0 professor. These can be demonstrated to compare total instructors divided according to academic position since 2014-2016 fiscal years as the chart in figure 20.

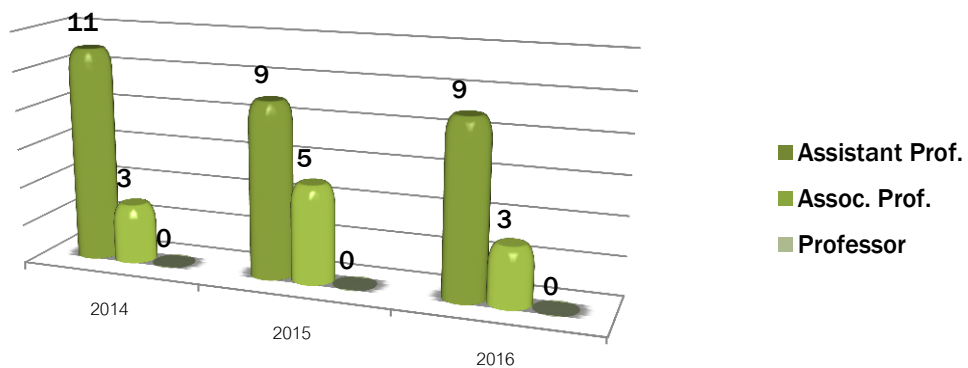


Figure 20: Total Instructors according to Academic Position since 2014-2016 Fiscal Years

Source: Education Service Section



➤ Academic-supported Personnel

In fiscal year of 2016, Faculty of Humanities and Social Sciences has 44 academic -supported personnel divided into 2 government officials, 22 government employees, 21 university employees, 13 temporary university employees, 3 full-time employees and 4 temporary employees. These can be demonstrated to compare total academic -supported personnel since 2014-2016 fiscal years as the chart in figure 21.

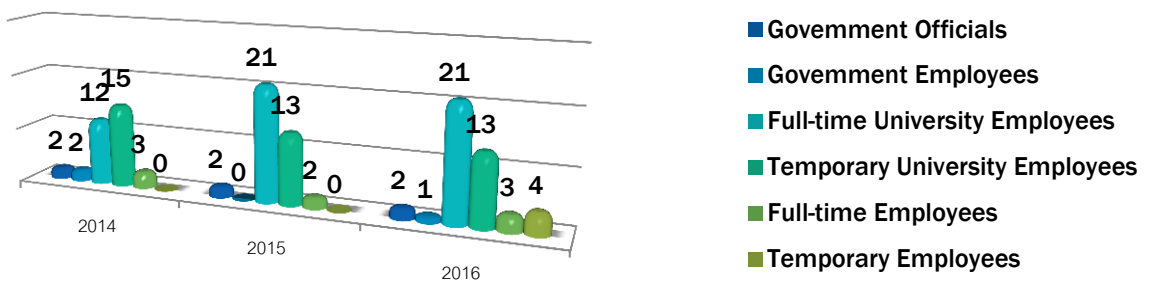


Figure 21: Total Academic-supported Personnel since 2014-2016 Fiscal Years

Source: Education Service Section

➤ Personnel Development

Faculty of Humanities and Social Sciences emphasizes on personnel development by encouraging personnel to participate in several training programs, observation activities within and outside the countries and etc. In fiscal years of 2016, the faculty encourages and develops academic-supported personnel by 110 activities. These can be demonstrated to compare personnel development activities since 2014-2016 fiscal years as the chart in figure 22.

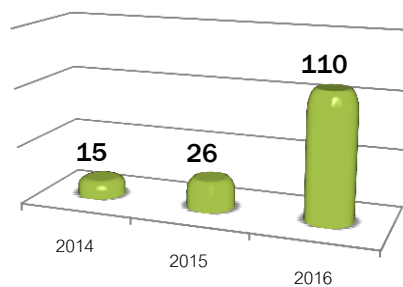


Figure 22: Total Personnel Development Activities since 2014-2016 Fiscal Years

Source: Education Service Section



- **Cost per Unit**

In fiscal year of 2015, Faculty of Humanities and Social Sciences has cost per unit total 49,797.82 Baht. This can be demonstrated to compare the cost per unit since 2014-2015 fiscal years as the chart in figure 23.

Achievement/Programs	2014 Fiscal Year	2015 Fiscal Year
Faculty of Humanities and Social Sciences	49,797.82	52,704.33
Social Science Graduation	49,523.50	52,456.20
Bachelor's Degree	49,523.50	52,456.20
Bachelor of Laws	47,574.65	47,194.79
Law Branch	47,574.65	47,194.79
Bachelor of Public Administration	42,070.88	46,473.50
Police Administration Branch	36,339.66	56,163.06
Local Government Branch	42,186.89	46,141.94
Public Administration Branch	42,098.25	44,379.03
Bachelor of Arts	51,881.24	55,299.76
Cultural Management Branch	75,759.76	74,704.45
Social Innovation Management Branch	57,628.92	57,552.99
Lodging and Hotel Management Branch	48,871.72	51,720.80
Information Management Branch	51,754.17	55,897.90
Tourism Industry and Hospitality Branch	46,686.31	53,683.40
Library and Information Science Branch	64,748.35	59,566.83
Chinese Language Branch	46,854.27	51,976.52
Japanese Language Branch	50,218.72	50,462.04
Thai Language Branch	53,752.69	55,585.40
English Branch	59,004.41	61,329.68
Business English Branch	48,628.42	52,935.79



Achievement/Programs	2014 Fiscal Year	2015 Fiscal Year
Science and Technology Graduation	61,293.55	65,425.60
Bachelor's Degree	61,293.55	65,425.60
Bachelor of Sciences	61,293.55	65,425.60
Geography and Geo-informatics Branch	61,293.55	65,425.60

Figure 23: Cost per Units since 2014-2015 Fiscal Years

Source: Education Service Section

- **Cooperation between Domestic and International Institutes**

Faculty of Humanities and Social Sciences has had a cooperation between several agencies within and outside the country in 2014-2016 fiscal years as follow:

Academic cooperation project between Rajabhat Suan Sunandha University and Yunnan Normal University in Joint Venture Bachelor's Degree Program has proceeded since 2005. Yunan Normal University has sent students to Rajabhat Suan Sunandha University for 2 years. Furthermore, in the academic year of 2016, Yunnan Normal University sends 17 students to study in education management project for the students from Yunan Normal University at Rajabhat Suan Sunandha University. The students enroll in Tourism Industry and Hospitality Branch, Department of Social Sciences, Faculty of Humanities and Social Sciences.





Faculty of Humanities and Social Sciences Suan Sunandha Rajabhat University

In MOU signing ceremony between SSRU and UEA on 13th July, 2016, Assoc. Prof. Reudej Koetwichai, rector of Rajabhat Suan Sunandha University and Dr.Koji Kushida, rector of East Asia University, Japan signed academic MOU between SSRU and UEA at the conference room of the rector office, 5th floor. Regarding this academic mutual cooperation, instructor Premwadee Na Nakhon Phanom, head of Japanese language branch, Department of Humanities, Faculty of Humanities and Social Sciences coordinated with Dr.Hiramatsu Ryuen. Furthermore, in March of 2016, rector Dr. Koji Kushida traveled to visit the university and faculty in order to negotiate and have a preliminary discussion until the completion of this MOU signing ceremony.

As for an exchange program, it will start in 2017. Initially, 3 students of Japanese branch will travel to Japan for exchanging language and culture in July and students from UEA will travel to Thailand for exchanging language and culture at SSRU in incoming September. Moreover, UEA is glad to allow SSRU link to place on the university website. The Japanese branch would like to thank all foreign relations personnel to facilitate in everything and administrators of the faculty, instructors in Japanese branch and every person to provide support in the signing ceremony to be completed without adversary.



Source: Education Service Section



- **Educational Quality Assurance**

In academic year of 2015, Faculty of Humanities and Social Sciences conducted an educational assessment within faculty level, total 5 elements and 13 indicators of Office of the Higher Education Commission (OHEC) in order to have efficiency and effectiveness in education development constantly; moreover, it is an assurance for the university to be responsible to create undergraduate students possessing qualification and virtue. This assessment can be demonstrated to compare the score of assessed education assessment since 2013-2015 academic years as the chart in figure 24.

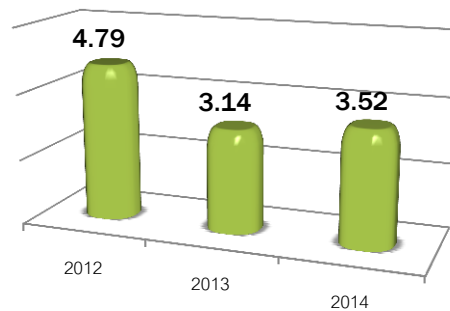


Figure 24: Education Assessment Result Score since 2012-2014 Academic Years

Source: Education Service Section

- **Official Performance according to Official Performance Certification**

In fiscal year of 2015, the dean made an official performance certification with reactor of the university under assessment scope of the Public Sector Development Commission or OPDC. This can be demonstrated to compare the score of official performance results since 2014-2016 fiscal years as the chart in figure 25.

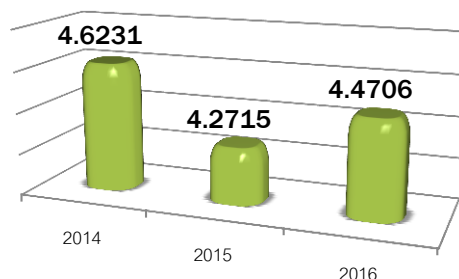


Figure 25: Score of Official Performance Results since 2014-2016 Fiscal Years

Source: Education Service Section



Faculty of Humanities and Social Sciences

2016