

## List 1: Information about Higher Education Institutions

### List 1: No.2 (2.5) Important projects that demonstrate the outstanding characteristics of the institution

#### *Guideline and Responsible Person(s)*

Required period of data/information	Once a year when approved by the Council of Higher Education Institutions and when there is change
Explanation and guidelines for data/information disclosure	Summary of the results of important projects that demonstrate the outstanding characteristics of higher education institutions by showing the results of the project that reflect the benefits to students, society, community, and the nation.
Responsible person(s)	QA/Dean

#### *Data Disclosure*

Below is the data that will be disclosed on the Stamford website.

### **2.5 Important projects that demonstrate the outstanding characteristics of the institution**

The 4 faculties provide teaching and learning that responds to the university's educational philosophy, is consistent with the faculty's mission, and the programs' missions, and its stakeholders. By embedding each element of the university's 4Is model: International, Innovation, Integrity, and Industry bringing them into practical learning methods.

The faculty, through teaching and learning, will educate students to have skills in seeking knowledge by themselves because there are a lot of new knowledge and skills continuously emerging in today's world. Students must be prepared to be ready for having diverse careers, lifelong learners, who excel in their careers and lives, and who are deeply committed and enthusiastic about being local and global citizens.

Program Name: Finance & Banking

Project: Financial Wellness for Health Heroes

Industry Partner: Vantage Global Limited

Details: Students and lecturers provide lessons on money management to volunteer health workers at Health Center 45 Romklao

Program Name: International Business Management

Project: To support the development of eco-tourism in Kudi Jeen through a class donation and study its impact on the local economy and environment.

Details: Our CSR project involves making a financial donation to Kudi Jeen to support their eco-tourism initiatives. Students will also study how eco-tourism impacts the community economically and environmentally.

Program Name: International Business Management

Project: Charity Project, visiting animal shelter

Details: Students visiting the New Life for Animals Foundation on May 29, 2024. The students need to write a reflection on how they feel when working on this assignment; here is an example from a part of the reflection. “To overcome these hurdles, we adopted an open and engaged process. During the research, we had a chance to consult with the representatives of the animal shelters to get deeper insights into their requirements. We directly asked them what their immediate requirements were and on top of their list were medicines and food. Since, we are not experts on medicines, we decided to buy the food ourselves so we could guarantee that every little money collected as donations would go toward addressing this need”

Program Name: International Hotel Management

Project: Industry Project / Phothiwong Suwannatat / IHM321 “Lasso Coffee Truck”

Details: The industry project between IHM and Lasso Truck (<https://www.lassothailand.com>) This project is part of the group final project of IHM321 – Hospitality Facility Planning and Development in Term 2/2023. Students worked with the business owner to provide beverage business consultancy for the following requests:

- Market research analysis

- Workspace design
- Menu design
- Workflow design
- Staff budgeting
- Beverage menu planning and recipes
- Budgeting and the Forecasting of the business operation
- Recommendation of break-even analysis
- Promotional ideas
- Research on the suitable markets for the truck to park and sell products.

Program Name: International Hotel Management

Project: Housekeeping Training Course under MRA on TP

Industry Partner: Department of Tourism, Thailand Dusit Thani College (Project Support)  
Suandusit University (Housekeeping Assessment Center)

Details: Stamford International University's Rama 9 campus has proudly announced the successful completion of its first housekeeping training course since being certified as an ASEAN Housekeeping Training Centre and ASEAN Front Office Assessment Centre by the Tourism Professional Certification Board (TPCB) and the Department of Tourism (DOT) in 2022.

The inaugural housekeeping training course ran from September 30 to November 5, 2023, and attracted a diverse group of nine attendees. The participants included graduating students, hotel room attendants, and housekeeping managers, all seeking to enhance their skills and gain professional certification.

Throughout the training, attendees engaged in comprehensive coursework, covering both theoretical and practical aspects of housekeeping. The rigorous program culminated in examinations held at Suandusit University in Bangkok. The dedication and hard work of all participants were rewarded, as each one passed the examinations and received certification from both TPCB and DOT.

Program Name: International Hotel Management

Project: Front Office Assessment under MRA on TP

Industry Partner: Department of Tourism, Thailand Dusit Thani College (Project Support)

Suandusit University (Front Office Training Center), Bangkok University (Front Office Training Center)

Details: This is the second assessment for Front Office Assessment Center. The assessment ran for 2 days during 29 – 30 June 2024. There were 13 attendees from different backgrounds participated in this Assessment. All attendees passed the assessments.

Program Name: English for Applied Global Communication

Project: Take English Language Teaching to Saraburi's Community

Details: The students from the ELT221 Curriculum and Materials Development for English Language Teaching class embarked on a community project in Saraburi province on 2nd September 2023 with their lecturer, A. Russell Rodrigo. Their mission is to impart English as a Second Language (ESL) skills to a group of 20 eager young learners aged 4 to 12.

Program Name: Communication Arts Program

Project: Media Literacy - Raise Media Awareness among Radio-Television Consumer Network Representatives

Industry Partner: The Office of The National Broadcasting and Telecommunications Commission (NBTC)

Details: The Communication Arts program at Stamford International University has been assigned by the Office of The National Broadcasting and Telecommunications Commission (NBTC), specifically the Broadcasting Consumer Protection Bureau (BCPB), to undertake a collaborative project for consumer protection in broadcasting. The project's objectives are to enhance the capacity of the consumer protection and monitoring network in broadcasting and to promote the participation of local consumer network leaders in the Bangkok Metropolitan Region. The activities were organized to address the media literacy topic "Raise Media Awareness among Radio-Television Consumer Network Representatives" for groups of public health volunteers from the Public Health Service.

Program Name: Communication Arts Program

Project: Non-Degree Project - SMART TEACHERS 5.0

Industry Partner: Ministry of Higher Education, Science, Research and Innovation (MHESI)

Details: The Communication Arts Program initiated the non-Degree project with MHESI called the SMART TEACHERS 5.0 course. MHESI approved the budget for this project, covering three months from June 2023 to August 2023. This course is designed to train and develop communication and

technology skills for teachers and educational personnel to keep pace with the world. The event was honored by the presence of the university's management. The objective of this course is to enhance communication skills and the use of communication technology for teachers and educational personnel, considering the importance of the digital era context.

Program Name: Communication Arts Program

Project: Lecture and workshop on the topic 'News Writing Techniques in the Digital Era'

Industry Partner: TV Channel 5

Details: Dr. Pakamon Sasatanun, Director of the Communication Arts Program, went to give a lecture and conduct a workshop on the topic 'News Writing Techniques in the Digital Era' at the Royal Thai Army Radio and Television Station (TV5 HD). The participants in the project were personnel from Channel 5. This project is part of the academic services provided by the Communication Arts Program, Stamford International University, aimed at presenting new approaches and knowledge to the community, groups, or organizations that show interest. We would like to thank TV5 HD for their interest and warm reception.

Program Name: Communication Arts Program

Project: Workshop - actors preparing for an upcoming TV series for the actresses of WeTV

Industry Partner: WeTV

Details: A. Chalotorn Juntawong was invited by WeTV Thailand to conduct a specialized training session for actors preparing for an upcoming TV series. The comprehensive training covered key aspects of stage performance and singing, aiming to enhance the actors' skills and ensure their readiness for their roles. This initiative highlights WeTV Thailand's commitment to producing high-quality entertainment and supporting the professional development of its talent.

Program Name: Communication Arts Program

Project: Moderator - Good Morning ASEAN" on FM 100.5 MHz

Industry Partner: MCOT Channel 9

Details: Assistant Prof. Veerawan Vararuth was invited to be the moderator in the early morning on weekends. She will report and discuss information and news about ASEAN, including culture, media, technology, and social issues around ASEAN countries.

One of outstanding characteristics of our students nurtured by the faculty and the university is a ‘lifelong learner’ character. Teaching and learning methodology in Bachelor of Public Administration and Master of Public Administration programs emphasize on setting all environment to make students to be automatically lifelong learners. Students are challenged to explore more up to date knowledge in areas of their interest both locally and internationally and together with old but still usable knowledge to apply to their own benefit or to be prepared for their future career as valuable members of community and society.

Numbers of activities and projects, the faculty has provided to its students to become lifelong learners under an industry linkage mission are presented as follows:

**HIS 103: Asia and the World** is one of the courses that promote lifelong learning. From the course description, students must learn about the countries and people in Asia in terms of art, culture, religion, society, and the process of economic and political transformation that affects people’s attitudes and thoughts, including the history of each country from the past to the present. In this course, students and teachers cannot travel to study in various countries throughout Asia. Therefore, searching for information on the internet, textbooks, and various learning resources is necessary, including field trips to nearby places that still have traces of Asian civilization and other countries to support learning and emphasize self-learning skills and instill lifelong learning in students.



Students in HIS101 Class explored traces of Asian civilization through their fieldtrip.

### **The MOU Signage Ceremony with Government and Private Agencies**

In 1023, the Faculty of Public Administration and Social Studies organized significant activities for establishing formal agreements and cooperations with eight government and private

organizations, namely 1) Phetchaburi Provincial Livestock, 2) Phetchaburi Provincial Agricultural Office, 3) Phetchaburi Provincial Cooperatives and Agricultural Office, 4) Phetchaburi Animal Quarantine Station, 5) Malai Farm Livestock Tourism Learning Center, 6) Phetchaburi Tourism Business Association, 7) Organic Island by Suanphetch, and 8) Chaw Chao Samut; agricultural goods exporting business. The objectives of signing MOUs are to support and connect each other mainly to share work experience, knowledge, rules, and regulations in doing business and being government officials with our students to familiarize them with modern technologies and work ethics with business establishments and government agencies.



MOU signing ceremony

**The Smart Media Literacy Project:** This project is supported by the National Broadcasting and Telecommunication Commission aims to have the university under the faculty members and students worked with the community by applying variety techniques such as producing printed ads using local personal media to advertise products that are falsely advertised to encourage purchase, media literacy year calendar, design ten styles stickers to prevent cyber fraud, bulletin boards, and etc., to educate people in the community to be aware of fake news and online scams.



