



**CA Research Committee Knowledge Management Report 2023**  
Albert Laurence School of Communication Arts  
Assumption University

Main Theme

**“Guideline for Academic Units and VCUs”**

**Albert Laurence School of Communication Arts**

Assumption University

Academic Year 2023

Prepared by

**Administrative Committee**

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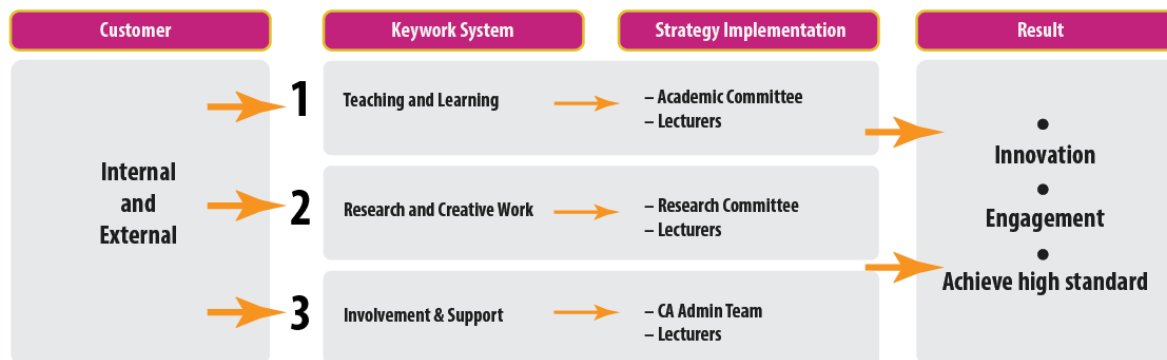
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## AU KM Focusing Themes Guideline for Academic Units and VCU

AU KM (Units)	Focusing Themes
<b>Academic Units</b>	<ol style="list-style-type: none"> <li><b>1. Teaching and Learning</b></li> <li><b>2. Research Conducting</b></li> </ol>
<b>Value Creation Units</b>	<p style="text-align: center;"><u><b>AU Identities (3Es)</b></u></p> <ol style="list-style-type: none"> <li><b>1. English Proficiency</b></li> <li><b>2. Ethics</b></li> <li><b>3. Entrepreneurial Spirit</b></li> </ol>

### AU KM

The School has three work processes, which are teaching and learning, research and creative works, and social culture and industry linkages. The key measures are set as targets, KPIs, and results. Consequently, the School uses the PDCA cycle in order to operate, evaluate, and improve the work processes as discussed in this report.



### Topic:

Teaching and Learning Onsite After Covid-19

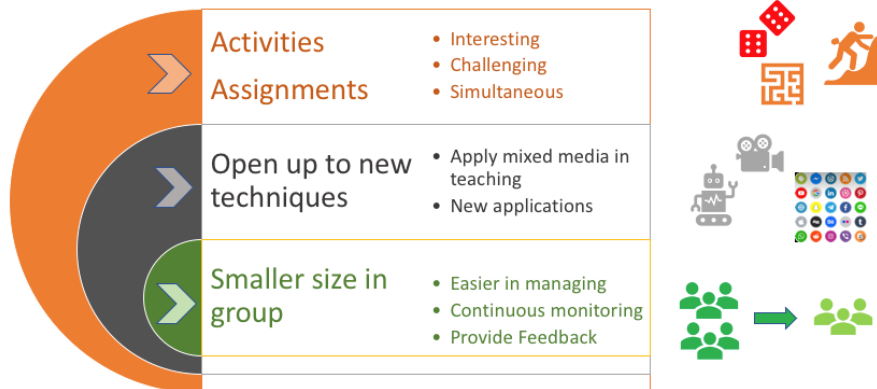
### Objectives:

1. What are the teaching and learning techniques implemented onsite to create more engaging teaching and learning environment?
2. What are some of the problems encountered?
3. What are some of the solutions?

## Implementation:

Discussions in the department meetings were encouraged to discuss how the framework for techniques for enhancing teaching and learning outcome was carried out 1) the teaching and learning techniques, 2) the problem(s) the lecturers encountered, and 3) the solution(s) the lecturers implemented.

### Techniques for Enhancing Teaching Learning Outcome



## Tacit knowledge (Tips & Tricks):

1. The teaching and learning techniques  
Faculty members shared many different teaching and learning techniques that were based on the PLEARN (Play and Learn) philosophy of the School. It is found that many classes increased engagement through activities such as fieldtrips, games, case studies, and role playing. In addition, more classes engaged with industry and alumni to create more fulfilling classes, while some included industry certification such as Google Garage. Some of these techniques are innovative ways of teaching and learning.
2. The problem(s) lecturers encountered
  - Students have low levels of participation and take a long time to familiarize with the activities.
  - Classes with a large student number is harder to manage activities and engagement (Ideal is to have smaller class sizes but due to limitations this is not possible in some cases.)
3. The solution(s) lecturers implemented
  - Lecturers have to evaluate, which techniques work with students to improve the activities in the following semester.
  - Lecturers assign teaching assistants in the class to help other students.

## Benefits / Impacts:

- Faculty members learned innovative teaching and learning techniques that can be applied in different kinds of class arrangement.
- Students' learning experience was improved as seen in the slight improvement of satisfaction levels.

## **Topic:**

Teaching and Learning

## **Objectives:**

1. What are the teaching and learning techniques in different courses at different study levels implemented onsite to create more engaging teaching and learning environment?
2. What are some of the problems encountered?
3. What are some of the solutions?

## **Implementation:**

The committee discussed the 2022 curriculum to map the classes based on the different levels of study. The program chairs then developed the goal for students at each year of study to reflect the PLEARN philosophy. In total 95% of classes use active learning, 40% have experiential learning through fieldtrips, 46% are project based, and 20.8% have linkage with multi-national companies.

The names of the administrative committee are as follows:

- |                                       |                      |
|---------------------------------------|----------------------|
| 1. Dr. Marissa Chantamas              | Chairman             |
| 2. A. Darunee Sa-areedee              | Member               |
| 3. Dr. Prichaya Manmin                | Member               |
| 4. Dr. Chanon Sirithorn               | Member               |
| 5. Asst. Prof. Dr. Nutthaphut Pandjad | Member               |
| 6. Dr. Chulamani Aggadamvong          | Member               |
| 7. Asst.Prof. Theerawat Pojvibulsiri  | Member               |
| 8. Asst. Prof. Nattanan Naewmalee     | Member               |
| 9. Dr. Suriya Rattanawongul           | Member               |
| 10. A. Checkchanok Bullakul           | Member               |
| 11. Dr. Pongpipat Pongton             | Member               |
| 12. A. Sutharm Unganothai             | Member               |
| 13. A. Benjawan Apinunrunroj          | Member               |
| 14. Dr. Chonnikarn Thienthaworn       | Member and Secretary |

## Tacit Knowledge:

Each of the program maps out the courses based on the infographics developed as a guideline that is used for both students, course lecturers, and school and program administrators. It is found that this plan creates an effective means for developing the ASAP for the academic year and development of the TQF3 for the course. In the future it would be used to modify the PLOs and develop better rubrics for the courses.



## **Topic:**

Promoting Research/Creative Works

## **Objectives:**

1. What are the means for promoting research/creative works?
2. What are some of the problems encountered?
3. What are some of the solutions?

## **Implementation:**

The committee discussed plans for promoting the creation of research/creative works. The policy is clear from the University level that the faculty as a unit should have more research/creative works, thus sending this message to the department and individual level. Consequently, this year there are a total of 28 research/creative works of which 3 are research published in TCI Tier 1, while the rest are creative works at the national and international level.

The names of the research committee are as follows:

- |  |                        |
|--|------------------------|
| 15. Assist. Prof. Theerawat Pojvibulsiri | (Chairman)             |
| 16. Dr. Marissa Chantamas                | (Member)               |
| 17. Assist. Prof. Nattanan Naewmalee     | (Member)               |
| 18. A. Chalitaporn Yamoon                | (Member)               |
| 19. Assist. Prof. Dr. Chonlathip Aswakan | (Member)               |
| 20. A. Orathaya Saramart                 | (Member)               |
| 21. A. Rayut Soonkool                    | (Member)               |
| 22. Dr. Parichart Wongweeranonchai       | (Member and Secretary) |

## **Tacit Knowledge:**

Techniques that lecturers recommend for conducting research and creative work effectively included applying to on-site, while keeping the online. As for the secondary data, the lecturers suggest that online platform/database should be used. As for the primary data, the lecturers also suggest online platform such as Google Forms, Zoom and Line in collecting both quantitative and qualitative data. As for the research and creative work publication, online platform showcase and use of graphic design are highly recommended. One of the major problem is the limitation of incentive for promoting the research/creative works. The solution is to seek third party support for star researchers such as the ACUCA faculty mobility scheme or the DAAD scholarship.

## Techniques for Conducting Research and Creative Work

