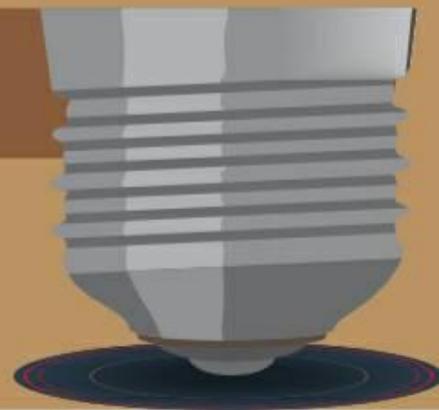




MSME
BUSINESS SCHOOL
ASSUMPTION UNIVERSITY



MSME

Faculty Handbook

*Martin De Tours School of Management
and Economics*

2018

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PREFACE

This handbook complements the University's Human Resource Policies and Regulations, as well as the University's Faculty Manual. The handbook provides a statement of policies and academic issues set forth by the University and the Martin de Tour School of Management and Economics (MSME) that are relevant to MSME faculty members. Knowledge of the policies outlined in all of the above-named publications is every faculty member's responsibility.

ABOUT MSME

MESSAGE FROM THE DEAN

Five decades is not a short time. Martin de Tours School of Management and Economics (MSME Business School) has a proud history of 49 years when Assumption University started as the first international university in Thailand. We continue our journey relentlessly to be a distinguished business school in nurturing leaders to face new challenges and seize opportunities.

The campus provides students with a rich multi-cultural environment with international students from over 80 countries and faculty members from 40 countries. Students are exposed to a diverse and top-notch learning environment- a truly congenial setting to develop a global mindset and prepare them to adapt to the changing business environment.

The School extends its commitment to instilling entrepreneurial spirits and business skills. Strong industry networks and business incubator for start-up opportunities provide our students a clear edge in the business world.

We pride ourselves as one among the top business schools in Thailand providing:

- Diversified business programs covering all business disciplines, where students develop well-rounded business skills.
- Experiential learning with business exposure where they meet with industry experts and have a unique opportunity to learn and practice at business sites.
- Academic excellence and practical business knowledge that ensure our graduates good job opportunities, employability and admissions to world-class universities.

We shall extend our continued commitment and support to provide excellence in creating quality graduates who make a positive impact on the society. Our website will take you for a journey where you can experience the various business programs, campus life, practical experiences and have a feel of being on campus.

We welcome you to MSME Business School and look forward to providing you a stimulating learning experience.

Dr. Uree Cheasakul
Dean, Martin de Tours School of Management and Economics

HISTORY

Martin de Tours School of Management and Economics (current name) was started in the same year as the establishment of Assumption University in 1969. Assumption University of Thailand, a Catholic institution administered by the Montfort Brothers of Saint Gabriel was started with a student body of totaling just 51, as an autonomous higher education institution under the name of Assumption School of Business (ASB), with the primary aim of providing an opportunity for Assumption Commercial College's students to further their studies at the baccalaureate level.

On June 1972, ASB received full accreditation from the Ministry of Education and changed its name to Assumption Business Administration College, better known as ABAC. It was in May 1973 that ABAC went co-educational and moved to the Hua Mark campus. The Ministry of Education later accredited the institution in 1975. During its early years, the institution offered only undergraduate business education. It was not until 1985 that the institution started offering other curriculums. The institution was granted a new status in 1990 as Assumption University (AU) by the Ministry of University Affairs.

In 2001, the School moved to Bang Na, a new campus at Samut Prakan province, later known as Suvarnabhumi Campus. After its official inauguration and relocation of laboratories, workshops and other resources, the Suvarnabhumi campus became our main campus. It is a complex with beautiful modern buildings that will bear all the vestiges of a true seat of wisdom. This new campus will feature all necessary facilities and encapsulate an academic atmosphere that facilitates and encourages the pursuit of knowledge and the opportunity to experience campus life that will lead to the total development of an individual; the metamorphosis of a novice into a seer and sage. The Suvarnabhumi Campus will be the nation's citadel of learning, the pride of our students, their parents, alumni, faculty, staff and it was built with a missionary fervor and zeal and is intended to last, millennium after millennium.

Today, the University has 15 schools and two institutes offering bachelor's, master's, and doctoral degree in various disciplines including architecture, biotechnology, engineering, language, law, and nursing. The unit of the University offering undergraduate business programs is officially known as the Martin de Tours School of Management and Economics (MSME Business School). Throughout the University's history, the undergraduate business curriculums, and therefore MSME, have always been the flagship and the most prominent programs of the institution.

From 2003 to 2014, the management team of the School was led by Dr. Cherdpong Sribunrueng, then Dean of the Martin de Tours School of Management and Economics. Under his administration, the School offered a wide range of undergraduate programs which includes the traditional disciplines as well as the emerging fields of study such as Marketing, Finance and Banking, Management, Accounting, Business Information Systems, Hospitality and Tourism Management, International Business Management, Industrial Management, Real Estate, Insurance and Business Economics. The objective was not only to increase the options for the students but also to ensure that the graduates possess the necessary skills to perform successfully in the business world.

With his visionary leadership, the School offered two Master Degree Programs (Master of Science in Supply Chain Management and Master of Science in Financial Economics) and one Doctoral Degree Program in Business Administration. This would facilitate the

students to have uninterrupted opportunity to pursue their studies from undergraduate to the doctoral degrees.

Since 2014, the management team of the School is led by Dr. Uree Cheasakul, the current Dean of the Martin de Tours School of Management and Economics. Under her leadership, the School is strengthening its education quality towards international standards, particularly pursuing the Association to Advance Collegiate Schools of Business (AACSB) accreditation.

VISION, MISSION AND CORE VALUES

Vision

To be a distinguished business school with an international learning environment producing quality graduates

Mission

Educating graduates with entrepreneurial spirit, global competency, and social responsibility.

- By nurturing business knowledge and skills to develop creative business solutions;
- By developing business communication skills and appreciation of diversity;
- By fostering ethical awareness to act in the benefit of the society at large.

Core Values

The Martin de Tours School of Management and Economics (MSME) bases its values on the Identity of Assumption University. Throughout the years, Assumption University maintains its values of determination, competency, openness to diversity, and moral behavior. MSME strongly believes that, while the business environment continuously changes, the AU Identity still applies and can help the School achieve its goals. The School, therefore, has its set of values that it identifies with to overcome today's challenges: Mastery, Synergy, Multiculture, and Endeavor and Endurance.

- **M = Mastery**

We have an unwavering commitment to providing quality business education, ample learning opportunities and sound research.

- **S = Synergy**

We, the faculty members of MSME, come from diverse academic backgrounds and work together on organizing faculty, department, and student activities. Our curriculum structure provides students with the flexibility to choose courses across major business disciplines and gain knowledge in a learning environment that consists of students from different fields of specialization. We also collaborate with business industries and local communities to make an impact on society. Overall, synergy creates a superior learning experience for faculty members and students, and strengthens networks within the School and with external sectors.

- **M = Multiculture**

We embrace the diversity of cultures and have a deep appreciation of how it fosters creativity and enriches learning experiences.

- **E = Endeavor and Endurance**

By consistently working hard, we strive to continuously perform at higher levels with our dedication to quality and competence.

STRATEGIC PLAN: 2018-2023

STRATEGY I: Strengthening Education Quality towards International Standards

Objective 1 Internationalize MSME operations to meet international standards and practices

Initiative 1 Align MSME operation procedures and support systems towards AACSB and EdPEX standards

Initiative 2 Increase deployment of international practices in teaching and learning

Objective 2 Strengthen MSME's national, regional and global positionings in graduate production, intellectual contributions, and multicultural learning environment

Initiative 3 Produce graduates and intellectual contributions that meet international standards.

Initiative 4 Increase diversity in MSME community

STRATEGY II: Steering MSME towards Digital Transformation

Objective 1 Increase utilization of ICT in MSME's core functions

Initiative 1 Integrate digitalization into MSME operations

Initiative 2 Build an ICT innovative culture in MSME

STRATEGY III: Increasing Engagement within and beyond MSME

Objective 1 Make impactful contributions to the Thai and ASEAN business communities, as well as the public at large

Initiative 1 Increase professional collaborations with the Thai and ASEAN business communities, as well as the public at large

Objective 2 Increase engagement among MSME stakeholders

Initiative 2 Create a system to support student, faculty, and alumni engagement

STRATEGY IV: Ensuring MSME's Sustainable Development

Objective 1 Provide value added curricula and student development that ensure long-term growth and sustainable employment of MSME graduates

Initiative 1 Establish systems to support regular modification and adaptation of curriculum, as well as student development to meet current trends in the business community

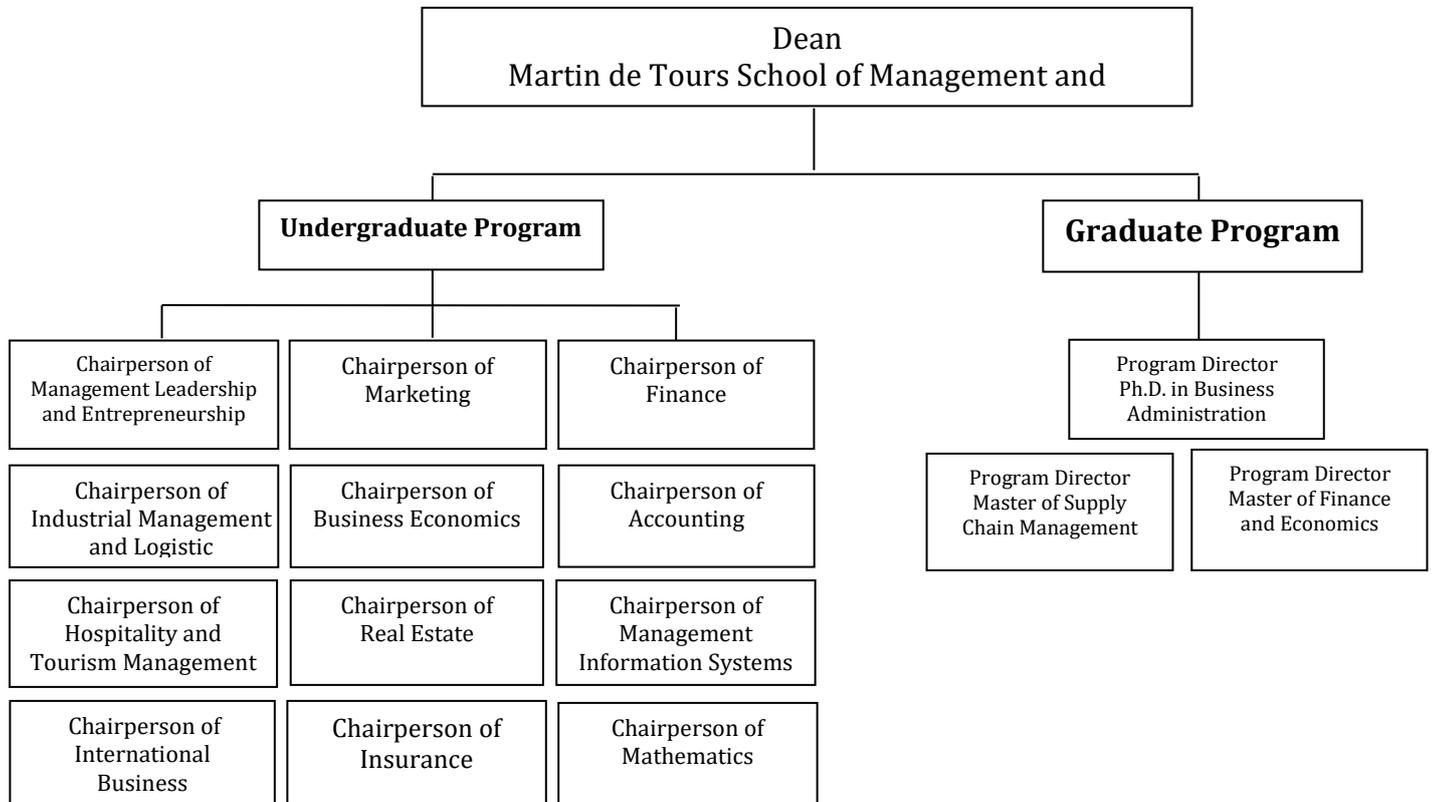
Objective 2 Create and maintain good public image of MSME

Initiative 2 Make the public aware of the distinctive features of MSME

Initiative 3 Optimize management system and resources

MANAGEMENT STRUCTURE

Academic Units



Dean's Responsibilities

- Plan and direct the School activities in line with Mission and Vision of the School
- Lead the School by coordinating with Chairs to achieve academic excellence
- Periodically oversee and review the portfolio of programs within the School at undergraduate and graduate levels to meet the University standards
- Coordinate the assessment and development of academic programs within the School to meet the national level standard
- Pursue international level accreditation
- Oversee academic and non-academic human resource matters including recruitment, appointment, termination, faculty evaluation, promotion and professional development plans
- Maintain good working relationship with faculty and administration in all Academic and non-academic areas
- Maintain effective communication between students, faculty and chairpersons within the School and with other academic units

- Assume additional responsibilities assigned by the Vice President for Academic Affairs or President
- Participate in University and MSME activities

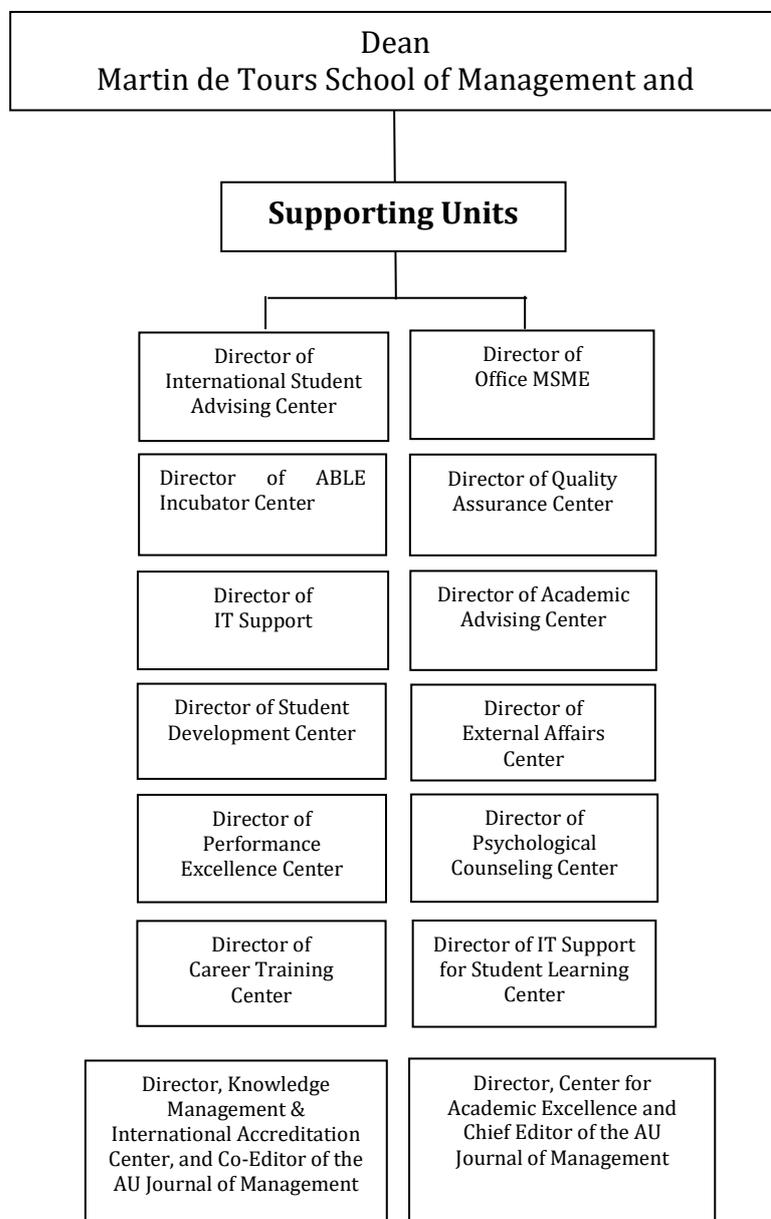
Chairpersons and Program Directors' Responsibilities

- **Supervision and leadership of program**
 - Develop and implement long-term goals and objectives to achieve the successful outcome of the program
 - Develop new initiatives to support the strategic direction of the organization
 - Monitor and implement the human resources policies, procedures and practices of MSME such as human resource planning and management program selection, recruitment, training and performance evaluation
 - Establish and implement a performance management process for all faculty members in the department
 - Ensure all faculty members receive orientation and appropriate training in accordance with MSME policies
 - Advise students on issues such as course selection, progress toward graduation, and career decisions
 - Participate in University and MSME activities
 - Promote the University or the School by participating in other events outside the University
- **Program management and development**
 - Plan and deliver the overall program and activities in line with the mission and the goals of MSME
 - Ensure that program activities operate within the policies and procedures of MSME
 - Communicate with industries/organizations and other stakeholders to gain community support for the program and to encourage input to improve the program
 - Identify and evaluate the risks associated with program activities and take appropriate action to control the risks
 - Prepare the budget and financial control of the department
 - Develop an annual budget and operating plan to support the program
 - **Quality management and enhancement**
- **Student Progression and Graduation**
 - Follow up with students and graduates for program achievement
 - Build linkage to current students and create more engagement
 - Pass Rate
 - Employment Rate

- **Quality management and enhancement**

- Ensure that adequate quality assurance mechanisms are conducted
- Ensure quality program and fulfill all program requirement and national accreditation
- Support MSME management team in pursuing AACSB accreditation standards and EdPEX
- Examine reports and documentations on the program management including SAR, Annual report and TQF documents

Supporting Units



Directors' Responsibilities

Director, International Student Advising Center

The International Student Advisor performs a broad range of duties to meet the needs of the International Student for Martin de Tours School of management program, including advising students on academic problems. Resolving status violations, advising prospective students and their families about the student problems cooperation with internal and external like the registration office.

Advisor, Dr. Yokfar Phungphol, provides office hours as follows: Monday 9:00 to 17:00, Wednesday 9:00 to 17:00, and Thursday 9:00 to 17:00. Walk-in is welcome during these office hours. Students can also make an appointment via email: yokfarp@msme.au.edu. The center is located at MSM 205, Suvarnabhumi Campus.

Director, Office of Martin de Tours School of Management and Economics

MSME office works as a supervisor of the MSME support staff. The position also undertakes a range of other duties to support the efficient and effective delivery of administrative services to the school as well as individuals.

The office has two windows. One is located in the 2nd floor of MSM, Suvarnabhumi Campus, open daily from 9 am to 16.:30 pm. The other is in the 6th floor of D Building, Hua Mak Campus, open daily from 9 am to 19:00 pm. The office can be reached at schoolmsme@msme.au.edu.

Director, Academic Advising Center

Academic Advising Center is responsible for all academic advising activities during the academic advising period for all departments (about 200 advisors from 11 majors) and for all MSME students (about 7,000 students) in every semester.

Students are welcome to seek help with respect to academic matters from the Academic Advising Center in addition to their assigned advisors. Students should contact the director of the center at varapornsrw@msme.au.edu. A walk-in appointment with the director is also available on Mon 9.00-12.00 and Tue. 9.00-12.00. The center is located at MSM 203, Suvarnabhumi Campus.

Director, Student Development Center

MSME Student Development Center aims to provide leadership in designing the system and mechanism of student development activity. The center also organizes both academic and extracurricular activities to improve and develop students' capabilities and learning skills for the 21st century.

On a first-come first-served basis, walk-in appointments are 15-minute meetings. One can also make an appointment with the director of the center, Mr. Anuphab Siripat, in advance at anuphabsir@msme.au.edu. The center is located at MSM 204, Suvarnabhumi Campus.

Director of External Affairs

This administrative position provides leadership in establishing collaboration with other universities both nationally and internationally. The forms of collaboration include joint-degree programs, student exchange, faculty exchange, research collaboration and so on.

This position also serves to communicate and build external relationships with external stakeholders of the School.

Director, Quality Assurance Center

Assures consistent education quality of the Martin de Tours School of Management and Economics in accordance with the internal quality assurance indicators set up by the Office of Higher Education Commission.

The director can be reached at qa@msme.au.edu.

Director, ABLE Incubator Center

ABLE Incubator Center is responsible for coordinating the activities of the University's business incubator by working collaboratively with University's faculties, faculty members and students. Also, the Director oversees and facilitates the operation of the incubator by coordinating services and providing business development assistance to incubator clients.

The center is located at VMC 201, Suvarnabhumi Campus.

Director, Center for Academic Excellence

Center for Academic Excellence is responsible to develop and enhance faculty research capability through training and consultation. This center also provides quality assurance on faculty research including grant proposal and publication remuneration.

The director can be reached at research@msme.au.edu.

Director, Center for Knowledge Management & International Accreditation Center

Center for Knowledge Management & International Accreditation Center prepares MSME in the pursuit of international accreditations. Oversee MSME operations, activities and documentations to meet international accreditation standards. Identify useful organizational knowledge acquired from MSME operations and activities. Integrate and assimilate MSME's organizational knowledge. Promote dissemination of useful information within MSME and to the public.

The director can be contacted at aacsb@msme.au.edu.

Director, Psychological Counseling Center

Psychological Counseling Unit is to assist and manage the unit to enhance students' individual, social and academic development, ease their adaptation processes to university life and help them acquire the skills necessary to cope with potential problems.

Appointments should be made in advance via email counseling@msme.au.edu or phone 086-644-9582 or 087-985-5075, and a typical appointment is 30 minutes long. The center is located at VMC 202, Suvarnabhumi Campus.

Director, Performance Excellence Center

Performance Excellence Center is responsible for adoption of EdPEX framework (Education Criteria for Performance Excellence) indicators to improve overall MSME performance.

The director can be contacted at edpexmsme@msme.au.edu.

Director, Career Training Center

A career training and development director handles the learning and professional development of undergraduate and graduate MSME students for external organization's workforce.

On a first-come-first-served basis, walk-in (MSM 3rd floor, Suvarnabhumi Campus) appointments are 15 minutes long. One can also make an appointment with advisors in advance via email jirayutpmt@msme.au.edu or phone 062-235-5524, and appointments scheduled in advance are 30 minutes long. The center is located in the 3rd floor of MSM, Suvarnabhumi Campus.

Director, Office IT System Center

IT System Center is an extension of MSME office. It is responsible for providing a range of IT related services to Dean, Chairpersons, Directors, faculty members. Director of IT System Center collaborates closely with the office of MSME in providing IT services to school and consultant to MSME administrative.

The director can be reached at it-office@msme.au.edu.

Director, IT Support for Student Learning Center

IT Support for Student Learning Center primarily provides to students ICT training classes and workshops, particularly, in the following areas: information systems for innovative business development in hotel business management and logistics and transportation management, creativity suite for video tutorials and presentations (Camtasia), Microsoft Office suite, ERP, and e-commerce development.

The center also provides for external organizations in the public and the private sectors consulting and training services pertaining to the development and implementation of ERP, information systems and e-commerce.

The center is located at VMC 302, Suvarnabhumi Campus.

GENERAL INFORMATION

CAMPUS AND FACILITIES

Teaching and learning under MSME are conducted in three different locations: Huamak, Suvarnabhumi, and Sathorn (ACC) campuses. Huamak and Suvarnabhumi campuses are approximately 40 km apart from each other. The University provides scheduled shuttle buses; the scheduling of the shuttle buses could be found at [AU Transportation](#). Sathorn Campus is situated in downtown Bangkok.

Currently, more than 90% of courses offered by MSME are carried out in Suvarnabhumi Campus, while a small number of courses and sections are being assigned to Hua Mak and Sathorn campuses. Each campus is equipped with computer labs, sports facilities, a medical station as well as all administrative departments.

Libraries

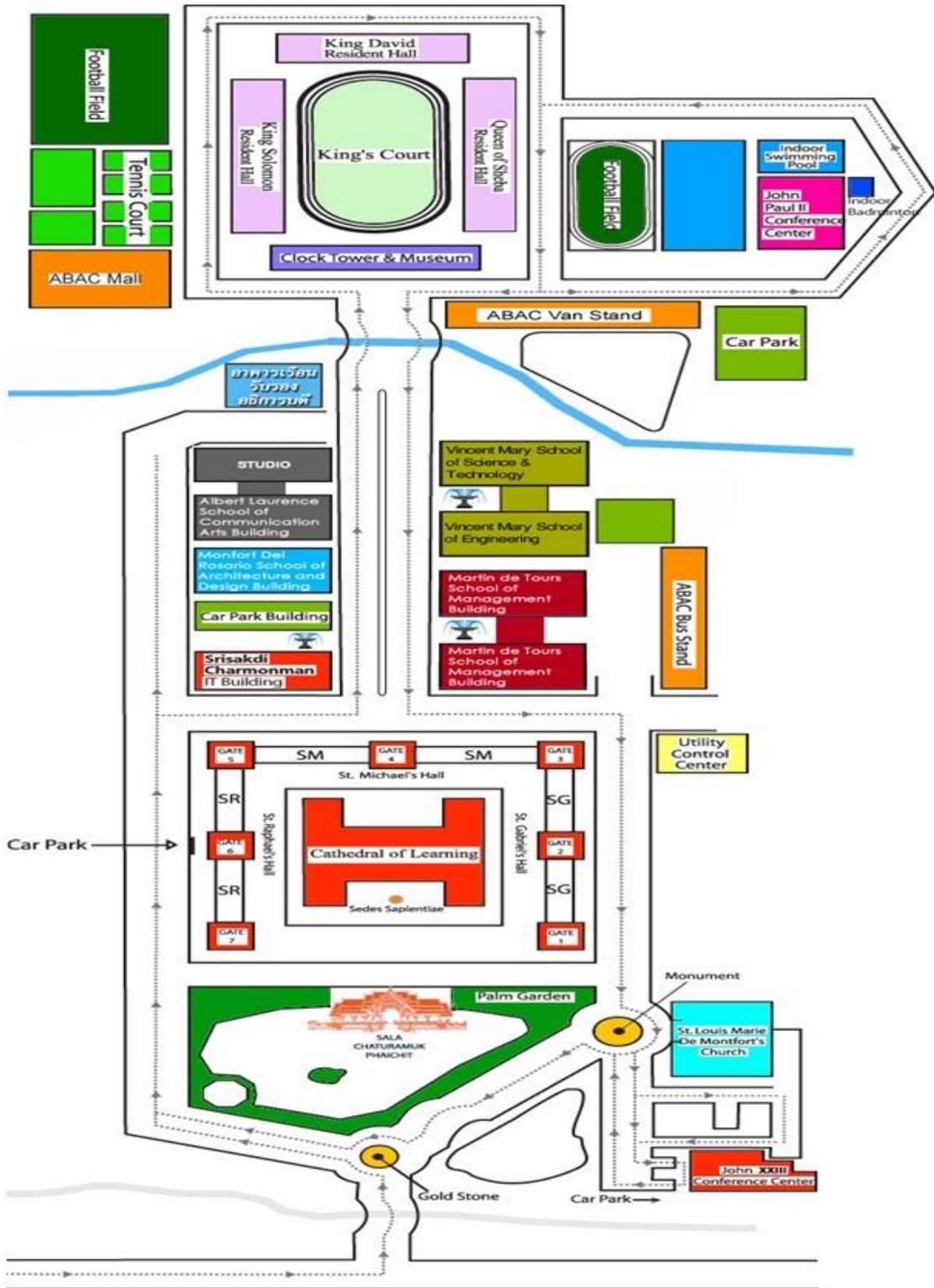
Both Hua Mak and Suvarnabhumi campuses maintain a large library with a combined total of over 500,000 volumes. The Library also subscribes to about 1,700 journals and periodicals. In addition to the study facilities provided for students and instructors in the libraries, there are reading areas in various other locations. These include the Catholic Education Council Library, the Catholic Library, the graduate student lounge, the Guidance and Counseling Library, the Faculty Lounge and the International Center.

The library on the Suvarnabhumi Campus campus can be found on the second floor of the CL building, while the library on the Hua Mak Campus can be found on the ground floor of St. Gabriel's Hall.

Computer Labs

The Office of Information Technology Services (ITS) strives to acquaint students with the use of the computer as a tool for working with large quantities of information in an advanced technological environment. Its general activities are under the direction of the Director of the Computing Center. In addition to supplying instructions on the use of computers to students and faculty, the Center also assists them with coursework and research activities involving complex computation and intricate data processing. Computer labs that are accessible by all students and faculty are located in:

- Cathedral of Learning, 5th floor, Suvarnabhumi Campus
- IT Building, 3-5th floor, Suvarnabhumi Campus
- St. Gabriel's Library, Ground Floor, Huamak Campus



Suvarnabhumi Campus Map

ASSUMPTION UNIVERSITY

HUA MAK CAMPUS



KEY PLAN

1. ABAC POST OFFICE
(ที่ทำการไปรษณีย์)
2. GATE OF WISDOM
(ประตูชัย)
3. CATHOLIC EDUCATION COUNCIL, THAILAND
(สภาการศึกษาคาทอลิกแห่งประเทศไทย)
4. BANK OF AYUDHYA
ธนาคารกรุงศรีอยุธยา
5. CAR PARK
(ลานจอดรถ)
6. DE MONTFORT HALL (D)
(อาคารเดอ มงฟอร์ต)
7. ADMINISTRATIVE OFFICE (1st Floor) & AUDITORIUM (2nd Floor)
(สำนักงานอธิการบดีฝ่ายบริหารชั้น 1 และห้องประชุมชั้น 2)
8. INFORMATION BUILDING (I)
(อาคารอินฟอร์เมชั่น)
9. STS. PHILIP & BERNARD HALL (P)
(อาคารเซนต์ฟิลิป แอนด์ เบร์นาร์ด)
10. ST. MARY'S SQUARE & CAR PARK
(จัตุรัสเซนต์แมรี่และลานจอดรถ)
11. TOWER OF DAVID
(หอนาฬิกา)
12. SALLE D' EXPO (1st Floor) & CHAPEL (2nd Floor)
(ห้องนิทรรศการชั้น 1 และโบสถ์แม่พระรับสารขึ้น 2)
13. ASSUMPTION HALL (A)
(อาคารอัสสัมชัญ ร.ศ. 200)
14. ST. LOUIS HALL (L)
(อาคารเซนต์หลุยส์)
15. ST. GABRIEL'S HALL (CENTRAL LIBRARY)
(อาคารเซนต์กาเบรียล), (สำนักหอสมุดกลาง)
16. MARTIN DE TOURS HALL (M)
(อาคารมารติน เดอตูร์)
17. LUCEAT LUX VESTRA SQUARE
(ลานตร. ซุน พลาซ่า)
18. THAI ART AND CULTURE CENTER & INTERNATIONAL CENTER
(สำนักงานศิลปวัฒนธรรมไทยและศูนย์นานาชาติ)
19. SALA ROMANEE
อุทยานรมณี
20. GRADUATE SCHOOL OF ENGLISH
(บัณฑิตวิทยาลัยภาษาอังกฤษ)
21. CAMPUS LAKE
(ทะเลสาบ)
22. SALA PRATHIPALAYA
(ศาลาประทีปชัย)
23. KING'S LAWN
(คิงส์ ลอว์น)
24. CORONATION HALL (C)
(อาคารเฉลิมรัชมณฑ)
25. QUEEN'S SQUARE
(ควีนส์ สแควร์)
26. CAFETERIA & STUDENT CENTER
(ห้องอาหารและองค์การนักศึกษา)
27. ENGINEERING BUILDING (E)
(อาคารเอกพระเกียรติ สก.)
28. QUEEN'S TOWER (Q)
(อาคารควีนส์ ทาวเวอร์)
29. ABAC CONDOMINIUM
(เขตหอ คอนโดมิเนียม)
30. ABAC CONDOMINIUM (Only 8th Floor)
(เขตหอ คอนโดมิเนียม เฉพาะชั้น 8)

AU Internet Service

Assumption University provides free Wi-Fi internet connections to current students in both campuses. The coverage includes all school buildings, grounds, dormitories and supporting facilities. Faculty can obtain accounts from ITS (3rd floor, IT building, Suvarnabhumi Campus) by providing their faculty identification cards.

Office Supplies

Faculty may obtain office supplies, such as pens, pencils, or stationary at Purchasing Department, Room SG119.

Medical Facilities

Assumption University provides health services on both campuses. Registered nurses are on duty Monday through Friday from 8.00 a.m. to 4.30 p.m. and are available for emergencies, first aid, and medical counseling.

Students, faculty and staff members with medical problems are encouraged to keep their files active at the Health Center regarding the nature of their problems so that appropriate action can be taken in the event of an emergency. The infirmary rooms are located at

- **Suvarnabhumi Campus.** 2nd Floor, Queen of Sheba Residence Halls
Contact : 0-2723-6296
Service Hours : Mon – Fri (8.00 a.m. - 4.30 p.m.)
- **Hua Mak Campus.** Martin De Tours Hall (M Bldg.) - floating floor
Contact : 0-2300-4543-62 ext. 3504
Service Hours : Mon – Fri (8.00 a.m. - 4.30 p.m.)

Faculty can seek medical assistance for minor issues. Furthermore, Assumption will offer services such as free check-ups and reduced rates for flu vaccines throughout the year. Faculty will be notified of these opportunities via email.

Fitness and Sports Center

Faculty and students can enjoy air-conditioned fitness rooms free of charge in either campuses. Suvarnabhumi Campus is also equipped with a multi-function sports center. AU Fitness and Sports Center is located at John Paul II Conference Centre. Lockers are available in front of the fitness room.

AU SUPPORTING UNITS AND CENTERS

Faculty Related Service

Office of Human Resource Management provides the following services:

- Provide information on the University's human resource rules and regulations

The office is located at SM Building Room 107, Suvarnabhumi Campus, and 1st Floor, D Building Room, Hua Mak Campus.

Office of the Vice President for Academic Affairs provides the following services:

- Support, coordinate and monitor curriculum development and management
- Support and process academic title application

The office is located at 2nd Floor, D Building Room, Hua Mak Campus.

Office of the Vice President for Administrative Affairs provides the following services:

- Academic documents and examination arrangements
- Legal and general business information
- Audio-visual equipment management
- Public relations

The office is located at SM Building Room 105, Suvarnabhumi Campus.

Student Related Service

Office of the Vice President for Students Affairs provides services at University level regarding:

- Students personal and campus life
- Learning supports
- Financial aids and scholarships
- Career advises

The office is located at CL Building 14th Floor, Suvarnabhumi Campus.

Office of the University Registrar provides services in the areas of:

- Admissions and student records
- Evaluation and academic records
- Class schedule
- Student registration service
- VISA services for international students

The office is located at SM Building Room 106, Suvarnabhumi Campus and M Building Ground Floor, Hua Mak Campus.

MSME ONLINE RESOURCES

MSME Knowledge Space

The MSME Faculty Knowledge Space is a platform for MSME faculty to share knowledge. It also provides important faculty information including most, if not all, faculty forms. The Space can be found [here](#). To access the Space, enter your AU login information.

MSME eDocument System

The MSME eDocument System is a platform for MSME administration keeps documents as well as for MSME faculty members to submit documents to their respective supervisors or to supporting units. The System can be found [here](#). To access the System, enter your AU login information.

PROFESSIONAL ETHICS

Lecturers of Assumption University must exhibit high levels of professional competence and ethical conduct, not only to merit the confidence and respect of the students and their parents which they must serve, but also to be able to act as their role models. In the Thai context, university lecturers are considered a privileged class. Correspondingly, both as professionals and as educators they are expected to have a high sense of moral values and a common standard of behavior.

All AU lecturers are expected to comply both with the letter and spirit of the ethical standards set forth in the current text, henceforth referred to as the "Code of Professional Ethics." Or "The code" for short. The code is expressed in the form of a set of enforceable and mandatory Rules (See further). These Rules prescribe the ethical conduct required of every lecturer, regardless of her/his occupational position. Any individual subjected to this Code who violates a Rule will be exposed to the possibility of disciplinary actions. Do remember however that the goal of the Code is to prevent unethical conduct before it occurs.

This Code text will keep referring to just "the lecturers" but it is understood also to apply (*mutatis mutandis*) to the Deans, Associate and Assistant Deans, Chairpersons, etc. in the exercise of the duties and tasks as related to their function.

All violations of the Rules will be handled by especially nominated ad hoc committees. Such committees will oversee the responsibility of investigating and adjudicating alleged Rule violations and of proposing appropriate penalties. Disciplinary sanctions will be imposed as warranted by the severity of the offense and its circumstances, but in accordance with the published AU procedures and penalties (see reference 1) and within the framework of due process and equal protection under the law.

When there is a reason for the lecturer to feel uncertain about the ethical propriety of a specific activity or type of conduct, the said lecturer should refrain from engaging in any such activity or conduct until the matter has been duly clarified. Any lecturer who needs assistance in interpreting the Code is encouraged to request an advisory opinion from the AU Office of Human Resource Management (OHRM).

AU CODE OF PROFESSIONAL ETHICS

As stated the Code of Professional Ethics is expressed in the form of a set of enforceable and mandatory Rules. Many of these Rules touch upon subjects and topics treated more extensively or more explicitly in earlier ABAC or Assumption University publications. (See the References 1, 2 and 3)

Rule 1: The AU lecturer has the duty to familiarize himself or herself with all the Rules of conduct as prescribed in the Code of Professional Ethics and to abide by them.

Rule 2: The lecturer shall competently, faithfully and consistently discharge her/his teaching duties and related responsibilities.

Rule 3: The lecturer shall support all the university efforts aimed at improvements in teaching, learning and research, as well as those rendering services to the public or supporting and promoting Thai tradition and culture. In particular, the lecturer shall cooperate with all internal operations aimed at improving the overall efficiency and effectiveness of the university, such as quality assurance operations, good governance, one- and five-year planning, etc.

Rule 4: The lecturer shall support all the policies and practices of the university which provide individual lecturers with opportunities to update and to advance their professional competence and their academic achievements.

Rule 5: The lecturer shall support the development, the improvement, and the enforcement of the Code Rules and in particular those aimed at fostering ethical conduct among the lecturers

Rule 6: The lecturer shall, in the conduct of her/his professional activities, not engage in any act of a dishonest, deceitful or fraudulent nature.

Rule 7: The lecturer shall not allow the pursuit of financial gain or any other personal benefit to interfere with her/his exercise of sound professional judgment and honest practice.

Rule 8: A lecturer shall not withhold any information or assistance, officially requested by the ad hoc committees mentioned in the introduction or by any other regulatory university authorities charged with investigating or prosecuting an alleged violation of the Code.

JURISDICTION AND COMPOSITION OF THE AD HOC COMMITTEE

Every investigation of an alleged violation of the Code of Professional Ethics and its Rules of Conduct will be carried out by an ad hoc committee of (in principle) five persons. This ad hoc committee will have a chairperson appointed by the Vice President for Academic Affairs. This chairperson, in turn, will recruit four more members for the committee and propose them as member-candidates to the said Vice President for his approval and their formal nomination.

The committee shall have the responsibility for:

1. Investigating all matters involving the alleged Code violation;
2. Submitting in writing the result of its investigation;
3. Proposing appropriate disciplinary actions or penalties.

As the result of its investigating experiences, the ad hoc committee member may suggest amendments to the current Code, to its procedures or to the disciplinary actions and penalties which they entail.

PROCEDURAL STEPS FOR CODE COMPLAINTS

The steps are as follows.

1. Complaints alleging a violation of the Code of Professional Ethics must be submitted in writing to the Vice President for Academic Affairs.
2. For any complaint that is deemed receivable, the said Vice President will appoint an ad hoc committee chairperson who, in turn, will recruit the other ad hoc committee members and propose them to the Vice President for Academic Affairs for his approval and formal nomination.
3. Any person accused of a Code violation has the right to request an appearance in person before the ad hoc committee in order to explain his/her version of the facts.
4. Upon the conclusion of its investigation, the chairperson of the ad hoc committee will prepare a report of the committee's activities and its conclusions and submit it to the Vice President for Academic Affairs.
5. Any lecturer stricken by an adverse decision of an ad hoc committee, shall be given a period of 30 working days within which he or she can address a (motivated) request for a revision of his/her case to the Vice President for Academic Affairs.

PENALTIES

- A. If the ad hoc committee determines that a complaint merits a disciplinary action, it may recommend an appropriate penalty.
- B. The severity of the penalty proposed shall be commensurate with the severity of the offense committed. Also, the extent to which the violation reflects on the likelihood of future professional misconduct should play a role.

- C. Penalties that may be imposed are those of article 33 of the Regulations referred to in reference 1. One thus meets in ascending order of severity:
- a verbal private admonition,
 - a verbal reprimand in the form of an informal rebuke,
 - a formal censure in the form of a written warning (with or without a probation clause),
 - the imposition of a leave of absence without salary,
 - the imposition of a (specified) deduction - from the salary,
 - the cancellation of the yearly meritorious service salary bonus, & a decrease in salary step(s),
 - a termination of the employment contract.
- D. All the proceedings, correspondence and decisions related to a breach of the Code of Professional Ethics as handled by an ad hoc committee shall in principle be kept confidential between the parties involved. However, if it can serve a higher purpose, the Vice President for Academic Affairs may decide on a case-by-case basis to disclose the decision and the penalties imposed by the ad hoc committee.
- E. Complaints involving an alleged violation of the Code of Professional Ethics by members of the ad hoc committee themselves, shall be submitted to the AU Ombudsman.

REFERENCES

1. Assumption University Regulations Governing the Principles of Job Performance of Lecturers and Officers (B.E. 2535). (See Selected University Rules and Regulations at the end of this handbook.)
2. Assumption University Faculty Manual, 1995
3. ABAC Academic Standards, April 1994

AU FACULTY RULES AND POLICY

APPOINTMENTS AND TERMINATIONS OF FACULTY MEMBERS

Recruitment and Appointment of the Faculty Members

The University exercises great care in the selection of its instructors because it knows that no matter how noble its ideals are they will never be realized unless its teachers are imbued with the same ideals. The recruitment and selection of an instructor is the responsibility of the dean of the respective faculty. The proposal for a new appointment will be forwarded to the Vice President for Academic Affairs and the President for approval.

Each faculty is responsible for administering appropriate exam(s)/interview(s) to properly evaluate an applicant in his/her knowledge in the specific area, English proficiency, and teaching ability. Since the University uses English as its medium of instruction, fluency in English is a must for all applicants. However, fluency in English alone does not guarantee acceptance. Applicants must have a thorough grasp of the subject or subjects they wish to teach and must demonstrate the ability to impart such knowledge to the students. In addition, the applicant must possess the following qualities:

- a sociable nature
- a willingness to abide by the University regulations
- a willingness to work hard
- a thorough grasp of the nobility of the teaching profession initiative and enthusiasm.

Probation

Once an applicant is accepted, he/she will serve a probationary period of 180 days (which could be extended based on the Chairperson's evaluation). At the end of the probationary period, the probationer will be given permanent status or released.

Termination

An instructor shall be discharged from duty under the following cases:

- Death
- Voluntary resignation
- Employment termination
- Retirement at the age of 60 years

In case of death the University will render assistance under the rules/regulations of the University and the labor laws of the country.

If the instructor wishes to resign, the instructor shall submit a written notice not less than 30 days before the end of the semester. While the resignation is pending approval, the instructor must continue his/her normal duties and the University shall pay him/her the remuneration for coming to work.

The instructor who submits a resignation notice 30 days before the end of the second semester and would want it to be effective at the end of the current academic year must maintain his/her teaching duties up to the end of the summer period.

In any event that the university is unable to find a substitute instructor, the instructor will continue employment until the end of the academic year, and the university will pay the remuneration up to the last day of the instructor's employment.

An instructor will receive his/her severance pay and other terminal benefits on the day of his/her resignation, provided he/she has clearance from the following offices:

- Registration
- Library
- Finance
- Administration
- Human Resource Management
- Assumption University Credit Union Cooperative Ltd.

Failure to comply with the 30-days' notice might result in the instructor forfeiting his/her severance pay.

Employment termination of an instructor will be exercised for any of the following reasons:

1. Expiration of the employment contract with a specific period of time mentioned therein.
2. A major violation of the regulations of the University or serious misconduct, or misbehavior as specified below:
 - 2.1 Absent from work for 3 consecutive days without sufficient reason.
 - 2.2 Violation of the rules and regulations governing job performance for a repeated offense after a written warning has previously been given by the immediate supervisor or higher authorities.
3. The University may terminate the employment without any warning if an instructor:
 - 3.1 Through intentional or careless negligence, he/she causes damage to the materials or to the prestige and honor of the University.
 - 3.2 Is found to be dishonest or has committed acts deemed antagonistic to the University.
 - 3.3 Engages in immoral and unethical conduct that is considered unjustifiable and unacceptable by society.
 - 3.4 Is sentenced to imprisonment, except for light or careless offenses.

In case the University terminates the employment of an instructor for any of the aforementioned reasons, the University shall comply with and conform to the labor laws and the existing rules and regulations of the University.

RESPONSIBILITIES OF THE FACULTY MEMBER

The main duties of an instructor are as follows:

The first duty is to understand the University, what it stands for and what its aims (its philosophy and objectives) are.

The second duty is to get a thorough grasp of the different programs of study and how they interrelate with each other.

The third duty is to understand the rules and regulations of the University, nature and scope of his/her own work within the framework of the philosophy and objectives of the University and the various programs of study. As responsible persons, instructors will prepare their lessons before going to class, be punctual, and see to it that the class period is fully utilized. Instructors will be available to students when they are needed and will take an interest in each of the students. Instructors will do what they can to help their students in any ethical way possible

Other responsibilities are:

1. Attending University Functions

University functions, such as Wai Kru Ceremony, Last Orientation, Academic Exhibitions, Commencement, etc. offer the instructors unique opportunities to show their sense of participation and oneness. They must not only be willing but eager to take part in such functions. They are always there when the University needs their presence or their service. Invitation letters are normally sent out to faculty members; our faculty members are also encouraged to participate the events if there is not teaching obligation.

2. Attending Faculty Meetings

Faculty meetings, whether at the University or departmental level, are held when needed. Faculty meetings are held to exchange ideas, to offer criticisms and encouragement and to solve problems. Therefore, all should actively participate.

3. Proctoring Exam

All full-time instructors are responsible for proctoring on the following occasions.

- Entrance Examination
- Quizzes
- Mid-semester Examination
- Final Examination

The Office of Administrative Affairs provides the proctoring schedule and all instructors are requested to follow the schedule faithfully. Examination days are working days and all instructors are expected to be present unless they are on personal leave or on other university assignments. Absent in proctoring will affect to the case of annual bonus payment and annual step raise if not given appropriate reason. Evidence should be provided with any absent, for instance doctor certificate, proof of accident from insurance company or police station, etc.

4. Advisory Role

Most students need some help and guidance to complete their university education successfully. To provide them with such help, every student is assigned an advisor whom he/she can consult with whenever he/she has any problem. To fulfill his/her role the advisor must know:

- the rules and regulations of the University
- the programs and requirements
- the sequence in which courses are to be taken
- the basic contents of the courses
- the academic standing of the student
- the rules on probation and dismissal.

To be an effective advisor an instructor must be:

- patient and understanding
- firm but fair
- available to help the student
- interested in the student and his/her problems
- full of initiative to follow up on the student and his/her performance

5. Professional Integrity

This means honesty to oneself, one's duty and one's students. Instructors should accomplish their work and do it well. They should be fair to all 15 their students. They should constantly evaluate themselves and their performance. Their motto should be: "ONLY MY BEST WILL DO".

6. Social Responsibility

No education is complete if it does not instill in students' social responsibility. Assumption University owes its origin to those who were imbued with love for their fellowmen. Such people were conscious of their sacred duty to improve and uplift others around them. Assumption University instructors must walk in the footsteps of these pioneers. Assumption University instructors can best fulfill their social obligations by helping their students to become conscientious, compassionate, law abiding and morally sound citizens. As instructors of Assumption University, they should be in the vanguard of research in this country. They can also serve the country and community by writing academic papers books in response to the needs of the Thai community.

7. Clocking In and Clocking Out

All instructors are required to clock in each morning when they report for duty and they must also clock out before leaving the campus. A three-in-one card (ATM, ID, Time-Registration) has been introduced in March 1999 to facilitate the process. The card is the property of Assumption University. It should be carried at all times and presented upon request to any University Official. This card is NON-TRANSFERRABLE. Lending this card to anyone, or failure to present it upon request or failure to clock in and clock out is a violation of the University regulations and subjects the holder to disciplinary action. In particular, when it is used to register time for office hours, the holder of this card is the sole person who has the right and responsibility to do so. Duplicity in time-registration is tantamount to cheating and is liable to disciplinary action.

8. Posting of Hours and Teaching Load Requirements

Each semester, instructors are required to post their (1) teaching hours, and (2) office (or advising) hours on their office doors. Copies should be given to their immediate supervisor and to the Vice President for Academic Affairs. The University requires each instructor to carry a teaching load of 12 hours/week (180 hours/semester presuming that one semester has 15 weeks) and to interview or give oral test to students 3 hours/week. Under special contracts, faculty may teach 15 hours/week. Normally Mondays, Tuesdays, Wednesdays, Thursdays and Fridays are considered working days for an instructor unless it is arranged otherwise. A lesser load is allowed when the instructor shoulders administrative or other duties. In addition, an instructor must put in at least 15 hours/week in the office for student advice and guidance. In short, a minimum of 30 hours of work per week is required, excluding the overtime hours. The lunch hour is not included in advising hours. Advising hours means the hours when instructors are present in their offices and at their work desks. Instructors working less than a full load may be required to work in a second department/faculty depending on the needs and concurrence of the deans and/or department chairpersons involved. Only instructors who fulfill the full teaching load can receive extra payment. If an instructor is invited to teach beyond the required load in another faculty, he/she needs to get approval from the dean of the respective faculty before accepting the teaching assignment.

LEAVE OF ABSENCE (PAID OR UNPAID)

Emergency Leave

If, for some unavoidable reasons, an instructor must be absent from the University, a Leave of Absence Form should be filled out by the instructor concerned and approved by the chairperson, the dean and the Vice President for Academic Affairs. In case of emergency and only one day of absence is needed, the Authorized Absence Form may be filled out by the instructor concerned after the leave has been taken. For an authorized absence not exceeding two consecutive working days, the approval of the instructor's immediate supervisor must be obtained. If the period of absence is for more than two consecutive days, the instructor must forward his/her Authorized Absence Form through the immediate supervisors to the Vice President for Academic Affairs for approval. Request for an authorized absence must be acknowledged by the immediate supervisor at least one working day before taking effect. All class periods missed due to the leave taken must be made up by the instructor concerned. An instructor is not allowed to take more than 15 days of personal leave in any academic year.

Sick Leave

An instructor is allowed a sick leave of 30 days in an academic year. All class periods missed due to the sick leave must be made up by the instructor concerned.

Vacation Leave

Vacation leave of 15 days per academic year, not exceeding 5 days at any one time as approved by the immediate supervisor, is allowed only for instructors who have no teaching duties to perform.

Maternity Leave and Leaves on Religious Purpose

A female instructor can take 45 days' maternity leave with pay, and an additional 45 days leave, if necessary, without pay.

A male instructor can take 30 days leave with pay to enter into monkhood. The term "monkhood" shall apply broadly without any religious discrimination. For example, a person with Islamic faith proceeding to Mecca or having to fast during the Ramadan may take such leave.

A written authorization from the immediate supervisor and the Vice President for Academic Affairs is required before an instructor can take the Authorized Leave.

FOREIGN STAFF SERVICE

The Office of Human Resource Management (OHRM) handles all the bureaucratic requirements for our non-Thais employees to work and stay in the Kingdom of Thailand. Its International Affairs Section is responsible for the following activities:

- Visa Applications and Extensions
- Work Permit Applications and Extensions
- Applications for Re-entry Permits
- Formal Reporting to the Thai Immigration Department every 90 days
- Provision of Letters of Certification of Employment and Remuneration
- Our labor and travel are absorbed as part of our service to our overseas employees.

OHRM informs you when your visa or work permits are about to expire so that it can extend them for you. You have to pay the fees for visa extension, single re-entry permits, multiple re-entry permits, valid for a one-year period. The University absorbs work permit fees. Passport size photos are required for each transaction. Please allow approximately five business days for extensions.

Employees who need verification of employment or verification of remuneration may obtain these with only a few days notice. These letters aid employees in obtaining services such as credit cards, mobile telephones, or purchase of items on credit.

MSME FACULTY RULES AND POLICY

The following are additional faculty rules and policy that are applicable to MSME faculty members whether full time or part time. Several sections are an excerpt from the MSME Faculty Documentation Manual that can be found [here](#).

FACULTY INFORMATION SUBMISSION

In response to quality assurance and accreditation standards, MSME will maintain a real-time information on its faculty qualification through a record keeping system called Sedona System.

Initial Curriculum Vitae Submission

Each and every MSME faculty member, whether full time or part time, is requested to submit a curriculum vitae (CV), i.e. MSME Academic Qualification Form ([MSME-IA0002](#)), documenting all academic and professional activities along with supporting evidence as well as a signed MSME Information Confidentiality Form ([MSME-IA0001](#)) to his or her respective immediate supervisor.

The information from the CV will then be entered into Sedona System by an MSME staff. (A notification regarding the completion of the initial data entry into Sedona will be sent via email.)

Keeping Information Up-to-date

Once this initial data entry is completed, each faculty member is responsible to subsequently maintain an up-to-date information about himself or herself by updating information with the immediate supervisor, including replacing forthcoming publication dates once the published dates are known.

Near the end of each academic year (**July 1**), each faculty member is asked to submit to their respective immediate supervisor an annual report of their academic, professional, research, teaching and service activities including all the changes to CV items occurs during that academic year, i.e. MSME Faculty Annual Report Form ([MSME-IA0003](#)). Information from the annual report will then be compared to what has been entered into Sedona.

Any approval of faculty member's compensation including research publication remuneration and annual step raise **will not be processed until relevant information is entered into the Sedona System.**

PARTICIPATING AND NON-PARTICIPATING FACULTY

MSME documents its faculty member as a participating faculty member if s/he attends departmental meetings and events regularly AND participating regularly in the following activities yielding at least 2 points in total. The number in parenthesis indicates the points.

- **Instructional activities**
 - Faculty development related to teaching and learning such workshops organized by department and MSME as well as mentorships of department members (1)
 - Curriculum and program development (1)
- **Research activities**
 - Faculty development related to research such as workshops organized by department and MSME as well as mentorships of department members (1)
 - Collaboration to conduct academic research with department and MSME members (1)
- **Administration and service activities**
 - Student advising and other student activities (1)
 - Knowledge management of department and MSME (1)
 - Other services such as involvement in faculty governance, committee and advisory group member (2)
 - Hold MSME administrative positions such as Dean, Associate Dean, Assistant Dean, Department Chairperson, Deputy/Assistant Chairperson, Program Director and Director (2)

FACULTY QUALIFICATIONS

The most important human resources of the School are lecturers. The School has identified four academic qualifications of our fulltime lecturers based on AACSB criteria.

AACSB General Guidelines

Scholarly Academics (SA) sustain currency and relevance through scholarship and related activities. Normally, SA status is granted to newly hired faculty members who earned their research doctorates within the last five years prior to the review dates. After being hired, SA status is sustained as outlined below.

- Scholarly activities leading to the production of scholarship outcomes
- Relevant, active editorships with academic journals or other business publications
- Service on editorial boards or committees
- Validation of SA status through leadership positions, participation in recognized academic societies and associations, research awards, academic fellow status, invited presentations, etc.

Practice Academics (PA) sustain currency and relevance through professional engagement, interaction, and relevant activities. Normally, PA status applies to faculty members who augment their initial preparation as academic scholars with development and engagement activities that involve substantive linkages to practice, consulting, other forms of professional engagement, etc., based on the faculty members' earlier work as an SA faculty member. PA status is sustained as outlined below.

- Consulting activities that are material in terms of time and substance
- Faculty internships
- Development and presentation of executive education programs
- Sustained professional work supporting qualified status
- Significant participation in business and professional associations
- Practice-oriented intellectual contributions
- Relevant, active service on boards of directors
- Documented continuing professional education experiences
- Participation in professional events that focus on the practice of business, management, and related issues
- Participation in other activities that place faculty in direct contact with business or other organizational leaders

Scholarly Practitioners (SP) sustain currency and relevance through continued professional experience, engagement, or interaction and scholarship related to their professional background and experience. Normally, SP status applies to practitioner faculty members who augment their experience with development and engagement activities involving substantive scholarly activities in their fields of teaching. SP status is sustained as outlined below.

- Relevant scholarship outcomes
- Relevant, active editorships with academic journals or other business publications

- Service on editorial boards or committees
- Validation of SP status through leadership in recognized academic societies, research awards, academic fellow status, invited presentations, etc.
- Development and presentation of continuing professional education activities or executive education programs
- Significant participation in academic associations, professional standard setting bodies or policy-making bodies

Instructional Practitioners (IP) sustain currency and relevance through continued professional experience and engagement related to their professional backgrounds and experience. Normally, IP status is granted to newly hired faculty members who join the faculty with significant and substantive professional experience as outlined below. IP status is sustained as outlined below.

- Consulting activities that are material in terms of time and substance
- Faculty internships
- Development and presentation of executive education programs
- Sustained professional work supporting qualified status
- Sustained professional work supporting IP status
- Significant participation in business and professional associations, professional standard setting bodies or policy-making bodies
- Relevant, active service on boards of directors
- Documented continuing professional education experiences
- Documented professional certifications in the area of teaching
- Participation in professional events that focus on the practice of business, management, and related issues
- Participation in other activities that place faculty in direct contact with business or other organizational leaders

MSME Faculty Qualification Criteria

Use past five-year information of each individual.

Status	Original Academic Qualification	Minimum Number of Publication Required	Minimum Publication Points	Other Applied or Teaching Contribution Points	Academic Activities	Professional Activities
SA3	Doctorate degree	2	12 points	None	Important (1)	None
SA2			8 points			
SA1			1.5 points			
PA2	Master's degree	1	0.5 point	1.5 points	Important Academic/Professional Activities (1) AND Significant Professional Activities (1)	
PA1				0.5 point		
SP2	Master's degree	1	0.5 point	0.5 point	Important (1)	
SP1				None		
IP2	Master's degree	0	None	0.5 point	Important (2)	
IP1				None		

Notes:

- Faculty members in the **Ph.D. program must be an SA3 or an SA4 and must have at least 2 PRJs in basic or discovery scholarship**, unless given an annual approval from the MSME Faculty Qualification Status Committee.
- The status is evaluated from publication and activities within the past 5 years prior to the last day of that academic year (July 31). For example, an SA status as of July 31, 2017 is based on publication and activities during August 1, 2012 to July 31, 2017 including forthcoming publication.
- Only publication and activities related to discipline of teaching will be counted. For example, someone whose publication is in mathematics (whether basic/discovery or teaching and learning) will not be an SA nor a PA unless s/he teaches a course in mathematics.

Points for Each Publication

Database Name	Points per PRJ	Points Cap (Maximum Number of Points from Each Database)	Maximum Number of Coauthors for Full Score
ABDC A*/A	7	49	3
SSCI or SCI	5	5	3
SCOPUS	3	9	3
Cabell/EBSCO/Ingenta	1	3	2
TCI Tier 1	0.5	0.5	2

Notes:

- A PRJ is a research article. It does not include book review or case study publication.
- Once the maximum number of PRJs has been reached the rest will be assign a lower score. For example, someone with 4 SCOPUS in the past five years will receive a total score of $9 + 1 = 10$.
- Dissertation related publication is allowed.
- Up to 4 co-authors are allowed for each PRJ. However, a PRJ with number of coauthors beyond what is allowed for full score will have half a score. For example, an ABDC A* PRJ with 4 authors will get 3.5 points and a Cabell PRJ with 4 authors will get 0.5 point.

Points for Other Applied or Teaching Contributions

Types of Intellectual Contributions	Point per Contribution	Maximum Number of Points per Types	Maximum Number of Coauthors for Full Score
PRJs in Applied or Teaching and Learning Scholarship Categories	1	10	2
Competitive Research Awards in Applied or Teaching and Learning Scholarship Categories	0.5	0.5	3
Professional Practice Standards or Public Policy	0.5	0.5	3
Manuals	0.5	0.5	2
Textbooks	1	5	2
Business Cases	0.5	1	2
On-line Courses	0.5	3	2

Notes:

- A particular PRJ used to qualify for total publication points cannot be used again to be qualified for other contribution points or academic/professional activities.
- Similarly, a particular contribution used to qualify for points on contributions in other applied or teaching and learning scholarship cannot be used again to be qualified for academic and/or professional activities.
- Business cases (for teaching purposes) must be published at internationally accepted outlet such as Emerald Emerging Market Case Studies.

- A maximum of two co-authors is allowed to fully count each PRJ, manual, textbook, business case, and on-line courses. A contribution by 3 or 4 co-authors is counted as 0.5 contribution, e.g. 0.25 points for a manual and 0.5 point for a PRJ. Contribution of more than four authors will not be considered.
- A maximum of three co-authors is allowed to fully count each competitive research award and professional practice standards or public policy. A contribution by 4 or 5 co-authors is counted as 0.5 contribution, e.g. 0.25 points for a competitive research awards. Contribution of more than five authors will not be considered.
- Dissertation related work is allowed.

Contribution Impact: Academic Activities

Evaluated in the past five-year span.

	Important Contribution	Significant Contribution
Publications		
• Have an additional peer-reviewed journal publication beyond what is required (2 for SA and 1 for PA and SP).	1 time	1 time
• Have a peer-reviewed publication in the form of a research monograph, a scholarly book, or a textbook in the field.	1 time	1 time
• Publish a book chapter in an edited volume printed by an academic press.	1 time	2 times
• Publish review of scholarly book in the field, pedagogical cases with instructional materials, or instructional software.	1 time	4 times
Leaderships and Reviewing		
• Edit a book or a journal issue.	1 time	2 times
• Serve as an editor for an academic journal that is at least nationally recognized.	2 years	4 years
• Serve as an editorial board member for an academic journal that is at least nationally recognized.	2 years	4 years
• Serve as a reviewer for an academic journal that is at least nationally recognized.	3 times	12 times
Others		
• Obtain a patent in a related field.	1 time	1 time
• Sizable competitive external funding for research in excess of 150,000 THB.	1 time	
• Sizable competitive external funding for research in excess of 500,000 THB.		1 time
• Present an academic paper in selective national, international meeting/conference organized by internationally recognized academic/professional associations or invited colloquium at a university.	2 times	10 times

Contribution Impact: Professional Activities

Evaluated in the past five-year span.

	Important Contribution	Significant Contribution
Publications and Presentations		
<ul style="list-style-type: none"> Publish a professional book, a chapter in a text or scholarly book, a case study with instructional notes, an article in a peer-reviewed professional/trade journal, or a widely disseminated online white paper. Publishing in the consumer press such as news magazines, newspapers, and websites is specifically excluded. 	1 time	3 times
<ul style="list-style-type: none"> Participate in a professional conference by appearing as a speaker or a member of a panel session, or be a discussant of a paper. 	2 times	4 times
Consulting and Giving Training		
<ul style="list-style-type: none"> Engage in paid or non-paid consulting activities (that are material in terms of time and substance) or employment in the field of the faculty member's instructional activity. 	2 times	4 times
<ul style="list-style-type: none"> Documented service as an expert at the national or international level. 	1 times	2 times
<ul style="list-style-type: none"> Develop and/or instruct training sessions for professional in the field of practice or for other faculty members. 	2 times	4 times
<ul style="list-style-type: none"> Develop and/or instruct continuing education sessions related to professional association or designations. 	2 times	4 times
Leaderships and Reviewing		
<ul style="list-style-type: none"> Serve in an administrative role at the department, MSME or University level in which the administrative tasks performed are directly related to the faculty member's field. 	2 years	4 years
<ul style="list-style-type: none"> Serve as a committee/task group member in a national or international professional/government organization. 	1 time	3 times
<ul style="list-style-type: none"> Active service on boards of directors. 	2 years	4 years
<ul style="list-style-type: none"> Active membership on administrative board. 	2 years	4 years
<ul style="list-style-type: none"> Serve as editor of a trade or professional journal, textbook, or other business/management publication. 	2 years	4 years
<ul style="list-style-type: none"> Serve as reviewer of a trade or professional journal, textbook, or other business/management publication. 	1 time	4 times
Receiving Professional Education and Certifications		
<ul style="list-style-type: none"> Participate in formal program of study or professional development programs. 	2 times	4 times
<ul style="list-style-type: none"> Obtaining or maintaining a relevant professional certification or license in the teaching area. 	2 years	4 years

	Important Contribution	Significant Contribution
Publications and Presentations		
<ul style="list-style-type: none"> Publish a professional book, a chapter in a text or scholarly book, a case study with instructional notes, an article in a peer-reviewed professional/trade journal, or a widely disseminated online white paper. Publishing in the consumer press such as news magazines, newspapers, and websites is specifically excluded. 	1 time	3 times
<ul style="list-style-type: none"> Participate in a professional conference by appearing as a speaker or a member of a panel session, or be a discussant of a paper. 	2 times	4 times
Consulting and Giving Training		
<ul style="list-style-type: none"> Engage in paid or non-paid consulting activities (that are material in terms of time and substance) or employment in the field of the faculty member's instructional activity. 	2 times	4 times
<ul style="list-style-type: none"> Documented service as an expert at the national or international level. 	1 times	2 times
<ul style="list-style-type: none"> Develop and/or instruct training sessions for professional in the field of practice or for other faculty members. 	2 times	4 times
<ul style="list-style-type: none"> Develop and/or instruct continuing education sessions related to professional association or designations. 	2 times	4 times
Leaderships and Reviewing		
<ul style="list-style-type: none"> Serve in an administrative role at the department, MSME or University level in which the administrative tasks performed are directly related to the faculty member's field. 	2 years	4 years
<ul style="list-style-type: none"> Serve as a committee/task group member in a national or international professional/government organization. 	1 time	3 times
<ul style="list-style-type: none"> Active service on boards of directors. 	2 years	4 years
<ul style="list-style-type: none"> Active membership on administrative board. 	2 years	4 years
<ul style="list-style-type: none"> Serve as editor of a trade or professional journal, textbook, or other business/management publication. 	2 years	4 years
<ul style="list-style-type: none"> Serve as reviewer of a trade or professional journal, textbook, or other business/management publication. 	1 time	4 times
Receiving Professional Education and Certifications		
<ul style="list-style-type: none"> Participate in formal program of study or professional development programs. 	2 times	4 times
<ul style="list-style-type: none"> Obtaining or maintaining a relevant professional certification or license in the teaching area. 	2 years	4 years

RESEARCH INITIATIVES

In order to increase the research profile of the School, MSME has secured an approval of the AU President to reward faculty members who makes significant contributions in terms of research publications. This would not only provide the faculty members the flexibility in terms of time to work on their research and encourage them to pursue the research culture but also motivates more faculty members to do research. The benefit scheme is as follows.

Publication Tier	Number of PRJs per Academic Year	Benefit Scheme		
		Allowed for on-line advising	Clock-in only during class time and duty hours	Reduction of days of teaching
TCI Tier 1	1	Yes	Yes	No
Cabelle/EBSCO/Ingenta	1	Yes	Yes	No
SCOPUS	1	Yes	Yes	Yes for Q1, Q2
SSCI/SCI/SCIE	1	Yes	Yes	Yes
Sustain SA Status	N.A.	Yes	Yes	Yes

Exclusion:

- Articles whose author's affiliation is not Assumption University.
- Articles published by any Assumption University journals and articles associated with Beall's List.
- Dissertation work in published in journals that are not SCOPUS (or better) indexed.

The number of faculty members who would be eligible based on the established criteria would be monitored and evaluated on a semester basis and would be granted only upon evidence of publication (can be an acceptance letter for a forthcoming publication), and subject to immediate supervisor's endorsement.

To apply for this initiative, fill in the Application Form for MSME Research Initiative ([MSME-R0004](#)). The form is available at MSME Faculty Knowledge Space.

TEACHING AT MSME

Teaching is creative work. It involves building people. It takes patience and understanding. Only a person who loves teaching and students can be a good instructor. Students are individuals with their own unique personalities and problems. This means that each student needs individual care and attention. Only a person of great patience and understanding can function effectively in such a role. Students must be respected. They have ideas, opinions, and feelings. These must be understood and appreciated. Instructors are facilitators. They make it easier for students to learn, to think, to search, to develop; in short, to grow. Quality can be assured to stakeholders only in so far as it begins with the personal quality of the instructor. The process of learning should be the outcome of teaching preparation, teaching delivery, and teaching evaluation. Instructors of quality must possess quality in all teaching areas and other related activities.

ON BECOMING A LECTURER

Conceptual Framework

Nothing is more important to a University than the quality and vigor of its faculty. The attitudes and practices of the faculty must be attuned to fit the new environments. To enhance the quality of instruction and research in Assumption University, the faculty must assume a high sense of responsibility. Thus, reorientation programs will be undertaken from time to time. Today's faculty must be characterized by maturity, good judgment and exhibit great concern for the welfare of their students. To be effective, instructors must be imbued with current educational philosophy. Instructors are expected to be great teachers and expert researchers; counselors to students; professionals ready to assist their community and the nation in the solution of its problems; and active participants in faculty self-management by serving on appropriate university committees.

Paradigm Shift

From Teacher-centered to Student-centered. As the father of the active learning model. Dewey envisioned the role of a teacher as a leader of a group activity, rather than an authority figure who imparted knowledge. Student-centered learning and active learning must be key concepts that underscore the nature of teaching and the learning process. Dewey viewed learning as individual development, not as acquiring information poured in from a dogmatic teacher. Thus, the aim of educational institutions should be "development from within."

As Manager of the Learning Process. Excellence in teaching begins with the realization that what students learn is more important than what the teacher teaches. A teacher is considered to be the manager of the learning process. The managed-learning process calls for drawing information from the participating learners, keeping them involved and engaged in learning, and recognizing their progress when they have learned. The emphasis is on what the learner learns. The learner is the most important person in the process — not the teacher. The teacher assists the learner in acquiring skills, knowledge, and techniques, and helps the learner integrate this information for application in the non-academic world. According to Kuczarski & Kuczarski (1995), the three stages of managed-learning are:

1. **Discovery.** The teacher should know what students already know before the lesson is taught.
2. **Teaching.** To be effective, it is important to carefully consider the optimal mode of delivery of the subject contents.
3. **Application.** A platform must be provided which allows students to apply their knowledge or skill so the teacher can assess that learning has occurred or not. At the same time, learners must find out for themselves what they have learned correctly and evaluate their own level of learning achievement.

In the managed-learning process, the learners assume responsibility for their own learning.

By Inquiring into the Teaching and Learning Process. In his book "Learning to Teach," Arends (1998) states that the ultimate purpose of teaching is "to assist students to become independent and self-regulated learners." This primary purpose stems from two underlying assumptions, namely:

- knowledge is not entirely fixed and transmittable but is something that all individuals, students and adults alike, actively construct through personal experience, and
- the most important thing that students should learn is how to learn.

Effective Teaching

To achieve these lofty aims, Arends contends that effective teaching requires the following characteristics as prerequisites for teaching. Effective teachers must be academically able and care about the well-being of students. At the same time, they must produce results, mainly those of student academic achievement and social learning. But these characteristics need another four higher-level attributes to make teaching effective. The attributes of effective teachers are:

- Personal qualities that allow them to develop authentic human relationships and to create democratic classrooms.
- Positive dispositions toward knowledge. They need to have command of at least three broad knowledge bases that deal with subject matter, human development and learning, and pedagogy. They need to use this knowledge to guide the science and art of their teaching practice.

- A repertoire of teaching practices that are known to stimulate student motivation to enhance students' achievement of basic skills and to develop their higher-level thinking skills that contribute to producing self-regulated learners.
- Personally disposed toward reflection and problem solving.

They consider learning to teach a lifelong process, and they can diagnose situations and adapt and use their professional knowledge appropriately to enhance student learning and to improve schools. Teachers, regardless of their grade levels, their subject areas, or types of schools in which they teach, are required to perform three important functions:

- Provide leadership to groups of students. The leadership functions of teaching are to plan, motivate and coordinate work so individuals can work interdependently to help formulate and assess important organizational goals.
- Perform interactive functions of teaching. They provide direct, face-to-face instruction to students, creating models of teaching, teaching strategies and procedures, and the wisdom of practice contained in the repertoire of experienced teachers.
- Demonstrate organizational functions of teaching. According to Trends (1998), teachers are organizational members working with colleagues, parents, and others. They need to have good relationships with colleagues, agreeing on common goals. They must be able to relate to others or to attend to their own personal growth and psychological well-being within a complex organizational setting. Through this means they become influential professionals with their colleagues and beyond the confines of their school.

Moreover, they must develop good work relationships with colleagues engaged in cooperative planning efforts based on agreed goals and assist in the creation of a common means for achieving those goals that lead to institution wide effectiveness. They must have a repertoire for entering into institution-wide dialogue on important educational issues.

INSTRUCTORS' ROLE IN PROVIDING QUALITY EDUCATION

The following is an excerpt from Assumption University's Academic Standards (pp. 13-14) written in 1994 by then President Prateep Martin Komolmas.

Student progress and success are also dependent upon the kind of knowledge provided by the instructors. [The University] instructors must be self-conscious of their duties. They must try their best to guide their students toward the defined goals. Teaching is an occupation which demands self-sacrifice, discipline and tolerance. Each instructor must plan in advance specified course contents, effective instructional methods and comprehensive evaluation procedures: the three most important bases for quality teaching. Specifically, [the University] instructors should:

1. Prepare elaborated course outlines and follow those outlines so that all necessary material be adequately covered and corresponding to the kind of contents being taught.
2. Evaluate the students thoroughly, precisely and fairly. Evaluative procedures must not be one-sided. Student must be evaluated according to
 - Knowledge
 - Understanding
 - Application
 - Differing perspectives
3. Provide quality teaching. Teaching is both an art and a science. Teaching is also very much dependent upon personal style, expertise, knowledge and experience. Quality instructions, however, will always consist of
 - Good preparation
 - Interesting and effective instruction methods
 - Expert usage of resources from the community
 - Good communication skill
 - Empathy toward students' rate of acceptance (consideration of individual difference).

TEACHING DUTIES

Preparing Teaching Materials

Course Outlines and Assurance of Learning (AoL)

Organizing classroom teaching and learning requires providing complete knowledge as required by the curriculum and learning objectives of the various subjects that are predetermined in the lesson plan or AoL.

To build standards to control the scope of content and the subjects taught, MSME has assigned the subject coordinators the duty of coordinating the development of lesson plans to be given to all students in all subjects. Teaching and learning can then meet the standards in accordance with the curriculum approved by OHEC. The subject coordinator will organize meetings with the subject lecturers to propose textbooks to be used in analyzing the content of the subject and improve the subject content each semester.

The course outline must include the following:

- Subject title and subject code.
- The prerequisites of the subject to be taught.
- A list of the names of the lecturers teaching this subject, the sections they are responsible, their offices' location as well as their office hours.
- Course Description: The Scope of the subject as approved by the Ministry of University Affairs
- Overall learning objectives of the subject.
- Contents of each lecture.
- Evaluation criteria.
- Textbook to be used or references.
- Class time
- Attendance policy
- Various terms and conditions pertinent to the course outline, if any.

If there are several lecturers teaching one subject with each lecturer responsible for a certain number of assigned sections, each instructor will use the same lesson plans. These lesson plans are to have been approved by the department chairperson.

Course outline must be uploaded on LMS or distributed and explained in details to the students on the first day of the semester as well as to the late registration students on the first day of the class.

Teaching Materials and Textbooks

MSME uses teaching materials and textbooks written in Standard English that are printed by leading publishers in the various subject areas. The School of Management calls for textbooks to be changed or updated continuously. The full-time lecturers and the department chairpersons hold meetings to adjust and improve the subject content each semester to ensure that teaching and learning remain abreast of the changes in the business arena.

Presentation by the Instructors

The Use of English

Lecturers, with the exception of subjects that are allowed by the OHEC to be lectured in Thai, are required to conduct all class discussions in English. Furthermore, the School, to create an “International environment” and foster the “First International University” position of Assumption University, has strongly encouraged its lecturers to use English with their students outside the classrooms.

The Use of IT

To facilitate students’ learning and improve their understanding, MSME has set as a strategy to encourage lecturers to use IT in their teaching.

Policies Pertaining to Student Assignment Submission

The policies are applicable to all students submitting assignments in all MSME courses. They appear distinctively different from policies of other faculties. While MSME asks all students taking MSME courses to strictly follow the policies, the cooperation and assistance from all MSME course instructors are imperative so as to ensure that the execution of the policies and the desired results can be materialized.

- EACH and EVERY academic work, particularly term paper, project report, summary essay, critique, etc., submitted in partial fulfillment of requirements for a MSME course to the instructor should be accompanied with a signed MSME Student Academic Honesty Form ([MSME-S0001](#)). The form can be downloaded at MSME Student Knowledge Space.
- An academic work submitted in partial fulfillment of requirements for a course cannot be reused and resubmitted again to partially fulfill the requirements for another without the consent of both instructors. Failure to comply with this policy constitutes (self) plagiarism, a violation of academic integrity.
- The enrollment of a student to any MSME course constitutes the student's agreement to follow and be bound by these policies. Every student has an obligation to be informed concerning the terms of these policies.

CONDUCTING RESEARCH

To meet the qualifications and status standards of AACSB and OHEC, MSME lecturers are encouraged to undertake research activities in their own teaching fields to enhance teaching capability. The School has established the Center for Academic Excellence to support all MSME lecturers to carry out research.

RESEARCH ETHICS AND ACADEMIC INTEGRITY

Research has gradually become an inevitable part of life in academics. Although conducting research seems harmless, researchers should be aware of several issues in ethics when carrying out research activities.

Plagiarism

Plagiarism has become an epidemic in academics, particularly in non-English speaking countries. What constitutes plagiarism?

"taking over the ideas, methods, or written words of another, without acknowledgment and with the intention that they be taken as the work of the deceiver."

—excerpt from American Association of University Professors (September/October, 1989). "Statement on Plagiarism." *Academe*, 75, 5, 47-48.

Apparently, plagiarism is a form of cheating. MSME, therefore, advises one check APA, MLA or Chicago style manual to learn how to properly cite and quote others' work and to refrain oneself from the temptation of using "copy and paste" when drafting any manuscript.

Given the fact that several famous or infamous corporations, such as Enron and Arthur Anderson, collapsed due to business and accounting frauds in the late 1990s and early 2000s, ethics has since become a critical part of business education. With the new curriculum in business education, any form of cheating is NOT tolerated. Any violation of academic integrity is a serious offense and is subject to an appropriate sanction or penalty, students and faculty members alike! Please avoid plagiarism at all costs.

Privacy (Biodata) of Research Objects

As instructors, we know students in our classes well and likely want to research on them to enhance our teaching. However, it might exist some serious ethical issues if students were the observation objects in our study. For instance, if the research involves around performance of students, their identities, grades, GPAs and other private information

should remain private in the entire process of research, particularly in the final publication. If researchers wish to publish such work onto international reputable journals, an Intuitional Review Board (IRB) approval document usually deems necessary. Without it, these journals do not publish the work no matter how great it is. In light of this, MSME strongly suggests faculty members seek the University's IRB approval of conducting research on own students or even any human subjects before undertaking research that potentially violates privacy (or biodata) of the study subjects.

To apply for the IRB consideration, fill in the [IRB Form](#) to be submitted along with the proposal. The IRB's Standard Operating Procedure can be found [here](#). Contact the Secretary of the University's IRB at sripornpnr@au.edu for more detailed information.

RESEARCH SUPPORT

Faculty members are strongly encouraged to carry out research in their own teaching disciplines, to both enhance their teaching and develop their academic career. Three kinds of research scholarship—discipline-based, applied, and teaching—are particularly critical to such development.

The University provides research funding opportunities to support faculty members' research activities. There are typically three types of research funding: (1) AU research grant, (2) AU paper presentation grant, and (3) publication remuneration.

AU Research Grant

AU research grants provide faculty members who have been with the University for more than a year to undertake research activities. The provision of a grant specifies the researcher(s) to conduct and subsequently complete the research work within a year (generally from the date the grant is approved by the President) and the total amount of research expenses shall not exceed 100,000 baht.

No specific application deadline is strictly followed. Interested faculty members are however encouraged to send in their application materials in early **October** for the first semester and early **March** for the second semester in each academic year.

The required application materials are as follows.

- MSME Application Form for AU Research Grant ([MSME-R0001](#))
- AU research contract ([AU-R1](#))
- Completed research proposal form with projected expenses (Template can be downloaded at the MSME Faculty Knowledge Space [here](#). The Center for Academic Excellence can also provides some examples.)
- A memo to seek the MSME Dean's endorsement if the purchase of a software package is requested as one item of the projected expenses (Template can be downloaded at the MSME Faculty Knowledge Space [here](#).)

One should submit the complete package to his or her direct supervisor. The supervisor will provide the basic screening and endorse the application if the research deems sensible and beneficial to the discipline and the School.

Upon the endorsement of the direct supervisor, please submit a soft copy of the MSME form to research@msme.au.edu. Also, submit a hard copy of the MSME form (with the

supervisor's signature) along with supporting documents to Ms. Valai Vilaivarangkul of the Center for Academic Excellence at 2nd Floor MSME Office.

One will be contacted via email if MSME's internal review renders a negative conclusion. The application will be then returned back to the applicant, and the Center (and thereby MSME) will take no further action.

Should the application be recommended for approval, the Center for Academic Excellence will prepare a memo requesting the MSME Dean to endorse the application. The faculty member and the supervisor will be given a soft copy of the memo for record keeping. With the approval from the Dean, MSME will send the application package to IRAS—AU Institute for Research and Academic Services (and other relevant offices if applicable). The faculty member will be contacted via email once MSME is notified by IRAS about the University's review result.

The Office of Human Resource Management shall contact the faculty member directly once the President approves the application.

To facilitate faculty to carry out research activities, MSME has allocated a specific staff, Ms. Banyen Raksachom, to assist researchers in opening research budgets and claiming research expenses.

AU Paper Presentation Grant

AU paper presentation grants support faculty members to speak about and disseminate their research work at conferences or seminars. Each academic year, a faculty member can apply for the AU Paper Presentation Grant once.

If the conference is taken place in Thailand, one should not claim more than 12,500 baht. If the conference is taken place in an ASEAN country other than Thailand, the maximum amount of expenses in total cannot exceed 25,000 baht. If the conference is hosted in elsewhere, the maximum amount of expenses in total cannot exceed 50,000 baht.

Applications are accepted anytime. MSME's Center for Academic Excellence advises any interested faculty member submit his or her application 45 days prior to the scheduled conference, to give ample time for the School and University to conduct necessary screening.

The required application materials are as follows.

- Memo addressed to the University President with detailed expenses (including registration, transportation, accommodation, insurance, visa fees and living allowance)
- MSME Application Form for AU Presentation Grant ([MSME-R0002](#))
- AU application form for paper presentation grant ([AU-R3](#))
- [AU Evaluation Criteria Form](#)
- Research manuscript
- Conference details
- Conference peer review comments (if any)

One should submit the complete package to his or her respective chairperson. The chairperson will provide the basic screening and endorse the application if the research deems sensible and beneficial to the discipline and the School.

Upon the endorsement of the direct supervisor, please submit a soft copy of the MSME form to research@msme.au.edu. Also, submit a hard copy of the MSME form (with the supervisor's signature) along with supporting documents to Ms. Valai Vilaivarangkul of the Center for Academic Excellence at 2nd Floor MSME Office.

The applicant will be contacted via email if MSME's internal review renders a negative conclusion. The application will be then returned back, and the Center (and thereby MSME) will take no further action.

Should the application be recommended for approval, the Center for Academic Excellence will prepare a memo requesting the MSME Dean to endorse the application. The faculty member and the supervisor will be given a soft copy of the memo for record keeping. With the approval from the Dean, MSME will send the application package to IRAS—AU Institute for Research and Academic Services (and other relevant offices if applicable). The faculty member will be contacted via email once MSME is notified by IRAS about the University's review result.

The Office of Human Resource Management shall contact the faculty member directly once the President approves the application.

MSME staff, Ms. Banyen Raksachom, is assigned to assist researchers in preparing expense reimbursements.

AU Publication Remuneration

The University awards publications and dissemination of academic works through AU publication remuneration scheme. Currently, the award scale is specified as follows. Articles appearing in national conference proceedings yield 2,000 baht, articles in international conference proceedings 4,000 baht, articles in TCI Group 2 journals 6,000 baht, articles in either TCI Group 1 10,000 baht, articles in a journal included in a database (except Web of Knowledge and Scopus) approved by OHEC/ONESQA 40,000 baht, and finally articles in an either Web of Knowledge's SSCI or SCI, or Scopus journal 80,000 baht.

There is no specific deadline. However, the University's Institute for Research and Academic Services recommends faculty members submit application packages in early October for the first semester and early March for the second semester of each academic year.

The required application materials are as follows.

- MSME Application Form for AU Publication Remuneration ([MSME-R0003](#))
- AU application form for paper publication grant ([AU-R5](#))
- The Article
- Proof of publication (e.g., where, when and page numbers)
- Contribution form (if more than 1 author) ([AW2](#))

One should submit the complete package to their respective immediate supervisor. The supervisor will provide the basic screening and endorse the application if the research deems sensible and beneficial to the discipline and the School.

Upon the endorsement of the direct supervisor, please submit a soft copy of the MSME form to research@msme.au.edu. Also, submit a hard copy of the MSME form (with the supervisor's signature) along with supporting documents to Ms. Valai Vilaivarangkul of the Center for Academic Excellence at 2nd Floor MSME Office.

One will be contacted via email if MSME's internal review renders a negative conclusion. The application will be then returned back, and the Center (and thereby MSME) will take no further action.

Should the application be recommended for approval, the Center for Academic Excellence will prepare a memo requesting the MSME Dean to endorse the application. The faculty member and the supervisor will be given a soft copy of the memo for record keeping. With the approval from the Dean, MSME will send the application package to IRAS—AU Institute for Research and Academic Services (and other relevant offices if applicable). One will be contacted via email once MSME is notified by IRAS about the University's result.

RESOURCES

Where to Seek Publication

As faculty members are strongly encouraged to make their research and results known, where to seek publication becomes critical and one can feel very overwhelmed. Below are the few journal databases that one should explore, so as to publish right and avoid the bad and ugly. Note that all these databases overlap significantly. A journal can appear in multiple databases since they are not mutually exclusive.

Australian Business Deans Council (ABDC) Journal Quality List. This list has almost 3,000 academic journals. It rates journals into 4 categories: A+, A, B and C. Journals with a rating of A+ or A are top tier journals with a large (citation) impact factor.

Social Science Citation Index. The index is currently maintained by Thomson Reuters. It also contains almost 3,000 journals in social science disciplines including business, management and economics. It is widely used by university ranking institutions to rate universities or departments. Many universities in the East Asian countries have adopted this index to rank and manage their academic staff.

Scopus-Social Science. This database contains almost 3,000 journals. It is also used by some university ranking institutes. Currently OHEC is supporting the adoption of the database to rate research performance.

Cabell's Directory-Business. Cabell's directory has more than 3,000 international journals in business. It is used by many AACSB accredited schools in the US. Unfortunately, it has not been recognized by the Thai Government and thereby the University. Moreover, the database contains some questionable journals that are included in the Beall's list. Faculty members who wish to publish their work with a journal in this database should exercise their caution before submitting their manuscripts.

EBSCO. OHEC recognizes EBSCO's Academic Search Premier as an international journal database. There are roughly 3,000 peer-reviewed international journal in this database.

Ingenta Connect. OHEC recognizes Ingenta Connect as an international journal database.

Thai Citation Index (TCI) Group 1. TCI group 1 journals are now all included in ASEAN Citation Index (ACI). They are top journals in Thailand. These journals are good destination for faculty members who wish to publish their work in Thai. However, Thai journals, in Thai or in English alike, receive little to none citation and thereby there is

almost no impact factor. Authors with high ambition or significant research work should seek publication in journals in ABDC or SSCI databases.

Thai Citation Index (TCI) Group 2. TCI group 2 journals are not included in ACI. Thus, it bears almost no impact, so faculty members are advised to avoid publications in this database.

Beall's List. Beall's list displays questionable journals. These journals are likely of notorious reputation, often referred to in academia as vanity press and predatory journals. The typical practice of these journals is to charge authors high publication fees. In contrast, a reputable academic journal generally charges little to none.

In Quality Assurance Manual, journals included in Beall's list should be avoided. The Office of Academic Affairs also sent out memos to ask faculty members avoid publications in journals on Beall's list and conference presentation and proceeding publications by publishers/organizers on Beall's list.

SELECTED UNIVERSITY RULES AND REGULATIONS

Translation
Assumption University Regulations
Governing the Principles of Job Performance of Lecturers and Officers
B.E. 2535

Whereas it is deemed appropriate, Assumption University Council, empowered under provisions in Article 33 (2) of the Private Higher Education Instructions Act B.E. 2522, additionally modified (copy no.2) B.E. 2535, hereby formulates regulations of Assumption University governing principles of job performance of lecturers and officers as follows:

Part 1
General

No. 1 These regulations shall be called the “Regulations of Assumption University governing the Principles of Job Performance of Lecturers and Officers B.E. 2535.”

No. 2 These regulations shall become effective from the day following the date of announcement of the regulations.

No. 3 When these regulations are in enforcement, any regulations or announcements of Assumption University previous published, governing the Principles of Job Performance of Lecturers and Officers shall be repealed and replaced by these regulations.

No. 4 In these regulations

“University”	means	Assumption University
“Rector”	means	the Rector of Assumption University
“Lecturers”	means	those who have been appointed by the Ministry of University Affairs in the position of a University lecturer and are a paid monthly salary whether they reach or not.

“Officers”	means	full-time staff who serve anywhere within the University except for teaching work and are paid a monthly or daily salary. This category also includes service personnel according to the Regulations of Assumption University governing the “Appointment and Salary Rate of Lecturers and Officers.”
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“Employment termination” means finishing the employment of lecturers or officers, with or without a contract, for reasons of expiration of employment, violation of the regulations, or that the University wouldn’t employ them anymore.

“Compensation expense” means money the university pay lecturers or officers when the employment is terminated excluding other money the University agrees to pay. The payment will conform to the laws governing the compensation.

No. 5 The Rector of Assumption University shall enforce these regulations and shall have the authority to issue orders and announcements for the execution of these relations.

Part 2
The Regulations of Employment

No. 6 Once an applicant is accepted, he/she will serve a probationary period of 180 days. If his/her performance is satisfactory, the probationer will be given permanent

status. But if performance is not satisfactory, the University will release the employee and will provide no further compensation.

No. 7 Under the regulation No. 9, it is regarded that Monday, Tuesday, Wednesday, Thursday, and Friday are working days for lecturers and staff.

No. 8 The University requires each instructor to carry a teaching load of 15 hours. Lecturers have to work as advisers or perform other duties in the University everyday and give the work schedule to their supervisor for approval before the semester starts.

No. 9 Under the regulation No. 7, the working hours for staff are 8.00 – 16.30 with a one hour lunchtime. There are two shifts for lunchtime arranged by the supervisors of each department.

Part 3 Holidays

No. 10 In a week, Two ordinary holiday are Saturday and Sunday.

No. 11 In a year, at least 17 traditional holiday are observed as follows:

- New Year's Day 1 day on the 1st of January
- Makka Bucha Day 1 day to be announced by the University
- Chakri Memorial Day 1 day on the 6th of April
- Songkran Festival Day 3 days to be announced by the University
- National Labour Day 1 day on the 1st of May
- Coronation Day 1 day on the 5th of May
- Wisakha Bucha Day 1 day to be announced by the university
- Asarnha Bucha Day 1 day to be announced by the University
- Buddhist Lent Day 1 day to be announced by the University
- H.M. the Queen's Birthday 1 day on the 12th of August
- Kind Rama V Memorial Day 1 day on the 23rd of October
- H.M. the King's Birthday 1 day on the 5th of December
- Thai Constitution Day 1 day on the 10th of December
- Christmas Day 1 day on the 25th of December
- New Year's Eve 1 day on the 31st of December

In case of necessity, with respect to any lecturer or officer, when the University cannot observe any traditional holiday as stated in the previous paragraph, the supervisor may replace the holiday with other days in substitution for the traditional holidays.

In case any traditional holiday falls on the weekend holiday, the university shall substitute the traditional holiday on the following working day.

*The content in No. 11 shall be repealed according to No. 3 of the Assumption University regulations governing Principles of Job Performance of Lecturers and Officers B.E. 2535, modified (copy no. 3 B.E. 2541, and shall be replaced by the previous paragraph.

No. 12 In case the University needs to stop teaching temporarily in order to keep the public's security and peace, the President has the power to close the university with the approval of the University Council and the President needs to inform the University Council to acknowledge and consider this matter within 48 hours.

In case any traditional holiday falls on the weekend holiday, the University shall substitute the traditional holiday on the following working day.

***No. 13** Lecturers and officers who have completed one year of service can take annual vacation leave for 15 days per year and not exceeding 3 times a year on a rotational basis. The highest supervisor is to consider approving such leave.

The contents in the previous paragraph do not apply to any lecturer who has been assigned teaching duty.

*The content in No.13 shall be repealed according to No.3 of the Assumption University regulations governing Principles of Job Performance of Officers B.E.2535, modified (copy no.3) B.E.2541, and shall be replaced by the previous paragraph.

No. 14 The Head of a department has the power to arrange lecturers or officers for working on holidays. They don't get any substitution holidays but they are entitled to receive special money according to Article 4.

Part 4 Extra Pay

No. 15 The University will give extra pay to staff who carry out work on holidays or beyond their regular working time as follows:

15.1 For the first hour, the University shall give extra pay of 50 Baht.

15.2 For the second hour, the University shall give extra pay of 40 Baht.

15.3 For the duration of over 2 hours, the University shall also make extra pay of 30 Baht per hour.

*The content in No.15 shall be repealed according to No.3 of the Assumption University regulations governing Principles of Job Performance of Lecturers and Officers B.E.2535, modified (copy no.2) B.E.2539, and shall be replaced by the previous paragraph.

***No. 16** In case the staff must carry out duties ail right, tic computation of time has to be made excluding the time of the rest break.

*The content in No. 15 shall be repealed according to No.3 of the Assumption University regulations governing Principles of Job Performance of Lecturers and Officers B.E.2535, modified (copy no.2) B.E.2539, and shall be replaced by the previous paragraph.

No. 17 According to the calculation of no.15 and 16, if the staff works for 30 minutes, the calculation of extra pay has to made for 30 minutes. But if the staff works over 45 minutes, the calculation extra pay has to be made for 1 hour.

No. 18 Anyone who gains position pay shall not gain extra pay for over time or for working on holidays.

No. 19 In case lecturers and staff are assigned to work outdoors at a remote location and they need to stay overnight, they are entitled to be reimbursed for living and traveling allowance, and any expenses according to the University announcement governing expenses on travelling for carrying out duties in another place.

No.20 A supervisor shall set the regulations for carrying out duties for overtime and which occur on weekends, and the reimbursement for any expenses under the approval of the President.

Part 5 Leave

No. 21 Lecturers and staff have to use the University sick leave, authorized leave or any other leave forms. They are entitled to take sick leave with full payment for not more than 30 days a year whether at one time or several times. If they take sick leave for more than 30 days a year, the university will not pay for any leave exceeding 30 days. For not more than two sick leave days, they have to submit the leave form to their supervisor when coming back to work. For a consecutive three leave days, they have to attach the doctor's certificate with the form.

No. 22 Lecturers and staff are entitled to take authorized leave for not more than 15 days a year. The University will not pay for leave exceeding 15 days. They have to submit the leave form to their supervisor before taking leave.

***No. 23** Any female lecturer or officer is entitled to take not more than 90 days for each maternity leave, other than taking sick leave as stipulated in no.21. The University will pay salary in full for the first 45 days. The said leave must be proposed for approval from the Rector through the immediate supervisor respectively.

Lecturers or officers are entitled to sterilization as and when a first class medical doctor determines as such. The said leave must be proposed for approval from the Rector through the immediate supervisor respectively, along with the doctor's certification attached to the leave form.

Lecturers or officers are entitled to take leave for military courses, or physical fitness according to the Military Service Law. The University will pay salary in full for not more than 60 days a year.

*The content in No.23 shall be repealed according to No.3 of the Assumption University regulations governing Principles of Job Performance of Lecturers and Officers B.E.2535, modified (copy no.3) B.E.2541, and shall be replaced by the previous paragraph.

No. 24 A male lecturer can take 30 days leave with pay to enter into monkhood but if he takes more than 30 days, the University shall not pay salary. A written authorization of the immediate supervisor and the President is required respectively before a lecture authorized leave.

No. 25 Further study leave shall be according to the University regulations of further study leave.

Part 6 Determination of salary scale

No. 26 The University regulations governing the employment, the appointment, and the determination of salary scale are the basis upon which the salary is determined under the approval of the President.

No. 27 Normally, one-step increase for annual salary is approved by the President and counted from 1 June which is the first day of the academic year to 31 May. The President can approve, upon the recommendation of the committee, in case there is an increase of salary more than once a year or a special increase for only lecturers or staff who have demonstrated faithful, dedicated and outstanding service.

No 28 The standards for the consideration of an increase in annual salary are as follows:

28.1 Normally, one step increase is considered for a person who is hardworking and does not take an exceeding sick leave or an authorized leave.

28.2 Increasing salary more than a one step and for those who take an exceeding leave is regarded as a special increase. The qualifications of those who receive more than one step are as follows:

28.2.1 Outstanding performance of duties

28.2.2 Hardworking and performs their tasks and assignments without fear of either hardship or fatigue.

28.2.3 Devotes themselves to the University

28.2.4 Provides beneficial services to the University

28.2.5 Responsible in their work

28.2.6 Good creativity

28.2.7 Good human relations

28.2.8 Be leadership oriented

No. 29 A person who is entitled to obtain an increase in salary must complete 12 months of service. If they have completed more than 6 months but less than 12 months of service, they are entitled to obtain not more than an one step of increase according to the content in No. 28.2

The probationary period is included in the consideration of an increase.

No. 30 The University may award those who have provided outstanding service excluding an increase in salary as per No. 28.2 and will announce their honor in public.

No. 31 The immediate supervisor has the authority to consider an increase in salary and meritorious service in this part and then propose to the President through the Office of Human Resource Management.

Part 7

Specifications, Exemptions, and Punishments

NO. 32 Lecturers and staff shall perform the following:

32.1 Comply with the University regulations governing the performance of lecturers and staff strictly

32.2 Obey and comply with the supervisor's legal and valid order both in writing and verbally

32.3 Carry out one's duties with honesty

32.4 Be conscious and responsible to their duties and assignments

32.5 Do not perform anything resulting in damage in the reputation and property of the University

32.6 Perform duties with morality and good culture and do not overuse alcoholic drinks or drugs at the wrong time or place

32.7 Commit no actions causing conflicts, losing of one's temper, on quarrelling with lecturers, staff, or students

32.8 Refrain from any illegal gambling in the university

No. 33 Any lecturers or staff who break the content of No. 32 will be considered for the following punishment depending on the seriousness of the violation.

33.1 Verbal warning

33.2 Written warning or probation for a fixed time

- 33.3 Leave from work without pay
- 33.4 Deduction of salary
- 33.5 No consideration for award of annual meritorious service
- 33.6 Decrease in steps of salary
- 33.7 Termination of employment

No. 34 The punishment in No. 33 has the authority of the following persons:

34.1 Immediate supervisors have the power in No. 33.1 and 33.2.

34.2 The President, upon the recommendation of the committee, has the power in No. 33.3- 33.7

If the University has punished anyone as per No. 33.7, the University Council needs to be informed.

Part 8 Complaints and Petitions

No. 35 Lecturers and staff are entitled to submit their petition to their immediate supervisor in case of unfairness or gains and losses about work they received. The petition may be about personal problems or the state of work.

NO. 36 Lecturers and staff are entitled to appeal to the committee of Human Resource Management for any wrong and unfair order or decision of their immediate supervisor. If they are not satisfied in the judgement, they are entitled to appeal it to the President. The decision of the President is final.

Part 9 Discharge from duty

***No. 37** Lecturers and officers shall be discharged from duty under the following circumstances:

37.1 Death

37.2 Retirement at the age of 60 years

37.3 Resignation

37.4 Termination of employment

*The content in No.37 shall be repealed according to No.3 of the Assumption University regulations governing Principles of Job Performance of Lecturers and Officers B.E.2535, modified (copy no 1) B.E.2536, and shall be replaced by the previous paragraph.

***No. 38** In case any lecturer or officer wishes to resign from his/her position or duty, he/she must notify the respective supervisor in writing at least 30 days in advance. While waiting for the approval of resignation, the lecturer or officer has to work as usual and the University will pay salary to the lecturer or officer who reports to work.

*The content in No.38 shall be repealed according to No.3 of the Assumption University regulations governing Principles of Job Performance of Lecturers and Officers B.E.2535, modified (copy no.3) B.E.2541, and shall be replaced by the previous paragraph.

The content in the previous paragraph does not apply to any lecturers who have teaching duty because they must work in conformance with the conditions of the employment contract, namely they have to inform their intention to the university in writing at least 30 days in advance before the end of the semester. In case they resign

from the University with effect from the first semester of the coming academic year, and also they have no teaching duty in the summer session, they must notify their intention to the university in writing at least 30 days before the end of the second semester of that academic year.

No. 39 Lecturers and staff shall be discharged from duty under the following circumstances:

39.1 Expiration of the employment contract with a specific period of time mentioned therein.

39.2 A major violation of the University regulations or due to serious misconduct or misbehavior as specified below:

39.2.1 Absent from work for 3 consecutive days without sufficient reason.

39.2.2 Violation of the rules and regulations governing job performance for a repeated offense after a written warning has previously been given by their immediate supervisor or higher authority. The University may terminate employment without any warning due to a serious violation.

39.2.3 If through intentional or careless negligence, they cause damage to the materials or to the prestige and honor of the university.

39.2.4 Be found to be dishonest or responsible for the commission of acts deemed to be antagonistic to the university.

39.2.5 On their being sentenced to imprisonment, except for light or careless offense

39.3 In case the University terminated the employment of lecturers or staff for any of the aforementioned causes, the University shall comply with and conform to the labor laws and the existing rules and regulation of the University.

Given on December 31, 1992

Surasit Sukchai

(Rev. Surasit Sukchai)

Chairman, Assumption University Council

Certified correct and true

Chavalit Meennuch

(Dr.Chavalit Meennuch)

Secretary, Assumption University)

TRANSLATION

Regulations of Assumption University governing Principles of Job Performance of Instructors and Officers B.E.2535

SECTION 7

Codes of conduct, sanctions and punishment

- Article 32** Instructors and Officers shall abide by the following codes of conduct
- 32.1 To act strictly in compliance with the regulations of the University concerning the instructors and officers.
 - 32.2 To obey and act according to the immediate supervisor's legal and proper orders, either written or oral
 - 32.3 To perform their duties in good fath.
 - 32.4 To be fully aware of their responsibilities in duties and assignments.
 - 32.5 To avoid any actions that may lead to or bring both physical and reputational damages to the University.
 - 32.6 To perform their duties within the frame of good morals and behaviors. They shall not consume alcoholic drinks or intoxicants before, during or immediately after their office hours
 - 32.7 To avoid any and all action that will lead to any conflict, disunity and quarrels among instructors, officers and students.
 - 32.8 To keep away from all sorts of gambling which is illegal, within the campus.
- Article 33** Instructors and Officers acting contrary to the codes of conduct as stated in Article 32 should be warned according to the level and seriousness of their faults, namely:
- 33.1 Verbal warning.
 - 33.2 Written warning and/or being placed in disciplinary probation for a fixed period of time.
 - 33.3 Through temporary suspension from duty without pay.
 - 33.4 Deduction in salary.
 - 33.5 Excluding the concerned defaulter from annual merit evaluations
 - 33.6 Reduction in salary
 - 33.7 Termination of employment
- Article 34** Punishments as stated in Article 33 shall be in the power and duties of the following persons:
- 34.1 The immediate supervisor should have the power to exercise the punishments in Articles 33.1 and 33.2
 - 34.2 The President through the recommendations of the immediate supervisor shall have the authority to carry out punishments as stated in Articles 33.3, 33.4, 33.5, 33.6 and 33.7

In case the University has determined and implemented the punitive measures as stated in Article 33.7, the President will inform the University Council accordingly.