

##C443394 : MAJOR HIGHER EDUCATION

KEY WORD: DEVELOPMENT OF ADMINISTRATIVE PROCESS / HIGHER EDUCATION INSTITUTION
TOTAL QUALITY MANAGEMENT (TQM) / CHULALONGKORN UNIVERSITY
PANSAK POLSARAM : THE DEVELOPMENT OF ADMINISTRATIVE PROCESS FOR
HIGHER EDUCATION INSTITUTION BY EMPLOYING THE TOTAL QUALITY
MANAGEMENT CONCEPT (TQM): A CASE STUDY OF CHULALONGKORN UNIVERSITY
THESIS ADVISOR : ASSIST. PROF.SUKANYA S. KOVILIAKOOL, Ph.D. THESIS
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The research was designed to investigate the administration of Chulalongkorn University in order to develop an appropriate Total Quality Management (TQM) process for the University.

It was found that Chulalongkorn University has many favorable conditions that enhance opportunity for TQM implementation. The University has highly qualified personnel. The University has fifteen year Development Plan (2540-2544) aiming at being an excellent international institution. The administrators leadership is strong and they have clear vision in organization development. Currently, the administration is in the process of decentralization and an academic management being reform.

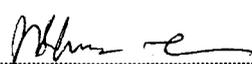
An appropriate TQM process for the University consists of : Introduction of TQM Process, Establishment of a Pilot TQM Team, Identification of Vision and Mission, Set-up of Award System, Set-up of Implementation Plan, Set-up of Sub-Teams, Establishment of Coordination among Sub-teams, and Set-up of Reporting and Awarding Process. The study reveals that all 8 steps above are fairly feasible and most likely achievable. Only the Reporting and Awarding was cautioned.

This study recommended that the University implement the TQM using the Standard Operating Manual as developed in this research as guideline and the University's Human Resources Development Department be the center for implementation of the TQM Process.

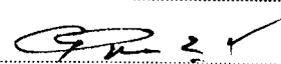
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