

Abstract

Research Title	Project Management Models of Bachelor's Degree Program in Interdisciplinary Study for Local Development: A Case Study at Phranakhon Rajabphat University
Researchers	Asst. Prof. Pranee Surasit Asst. Prof. Dutsanee Suphawattanakul Mrs. Niranchara Makma
Faculty	Management Sciences

The purposes of this research were to 1) study the project management model of Bachelor's Degree Program in Interdisciplinary Study for Local Development, 2) evaluate the project and find out the tactics of efficient and productive management and 3) explore the students' satisfaction and expectation towards the project.

Both qualitative and quantitative research was conducted. The qualitative data was collected by the following ways i.e., studying important documents, in-dept interview, observation, focus group and public platform for the relevant university administrators, the project office staff, the relevant personnel, lecturers, provincial coordinators, directors of learning centers and students' representatives. The obtained data was analyzed by creating the conclusion and links in order to explain the objective items. For the quantitative research, the questionnaires were employed to ask the students at learning centers in nineteen provinces. The statistics utilized to analyze the data were frequency, percentage, mean and standard deviation.

The research results revealed that:

1. The project model was managed by the committee. This committee composed of the university president as the head, university administrative committee and project secretary as the committee secretary. There were two components of organization structure: Coordinative Office of Project of Interdisciplinary Study for Local Development and Local Learning Centers in nineteen provinces. Moreover, responsibility takers and their roles were clearly specified. Resources regarding personnel, buildings, equipment and basic facilities were managed together with local organizations. Management and administration of finance and budget was strictly

adhered to the regulations of Finance Ministry. Block course was offered. The instruction based on real community state was emphasized. Because of the above successful management model, there were 2,620 out of 2,756 students (95 %) graduated from the university in 2009.

2. Having analyzed the project, it indicated that strength was more dominant than weakness. The distinctive weak points needed for a solution was a very slow service of money transfer to the relevant sectors. Places and facilities did not meet the criteria of The Higher Education Commission. Moreover, the important limitation was that the government policy did not support scholarships and the target groups could not study. Having brainstormed to pursue the strategy and to determine the tactics of the efficient project management, four tactics were obtained: management and administration, learning process management, services and network building. These brought the model of efficient management in five aspects called 3M2P. These aspects included personnel management (Man), financial and budgetary management (Money), information management (Message), instructional process management (Process) and buildings management (Place).

3. Having studied the students' satisfaction and expectation, it revealed that their satisfaction with four aspects of the learning centers i.e., its services, providing facilities, lecturers and instruction and curriculum subjects was found at a high level, while with some items of providing facilities was found at a moderate level. In addition, their expectation taken from their open-ended questions reflected the problems. The following are the problems that should be solved by the university: The university should have a permanent place where was full of instructional equipment and ready facilities. The continuous learning centers with various programs should be opened. Finally, education loan sources should be sought for people with a slim chance of getting education to have an opportunity of furthering their education.