



**AY2023 Key Highlights & AY2024 Priorities
College Action Plan**

FACULTY OF HOSPITALITY MANAGEMENT

CENTER OF BUSINESS ADMINISTRATION AND GENERAL EDUCATION

AY2023 Key Highlights

- Approval of the revised HM Curriculum (OBE/WIL)
- Improvement in HM and IHM Enrollments
 - HM 95 (52.3% above STLY)
 - IHM 13 (62.5% above STLY)
- Communication and process clarification due to the recent change of Org. Structure
- Increased DI x DTC Collaboration
- Increased involvement in academic competitions and activities
 - Hosting SHC 2024 Semi-Finals
 - Winner in THE-ICE Global Revenue Management Challenge
 - Top 15 in the ACCOR Hospitality Challenge
 - Hosting NIA Start-up Competition

AY2024 Priorities

- CURRICULUM PORTFOLIO DEVELOPMENT
 - Online MBA
 - TSI – New Program / DHA Program Revision
- TEACHING & ASSESSMENT QUALITY
 - HM/IHM program in alignment of AUN QA standards
 - English Testing
 - Teaching and Assessment Policy
- INTERNATIONALIZATION OF STUDENT BODY
 - Study Abroad Program (SAP) Launch
- GREATER SYNERGY
 - DTC x DI
 - DTC x Other schools

FACULTY OF CULINARY ARTS

AY2023 Key Highlights

- Completion of the revised CA Curriculum (OBE) and TQF 2 revision
- Design preparation and operating concept under WIL and F&B concept for CA and ICA
- Maintaining Academic Excellency program as well as to promote Thai Art and Culture
- More opportunities of student experience in real business activity in the necessity of 21st century skill
- Successful DTC Showcase

AY2024 Priorities

- CURRICULUM PORTFOLIO DEVELOPMENT
 - A feasibility study of new curriculum, Food Technology
 - Inhouse WIL, F&B Concept
- TEACHING & ASSESSMENT QUALITY
 - CA/ICA program in alignment of AUN QA standards
 - More publications and research papers in CA
- WAR OF COMPETITION and Professional Skills
 - Certification of Skills (local & int'l)
 - Local and Int'l Competition
- GREATER SYNERGY
 - DTC x DI
 - DTC x Other schools

STUDENT AFFAIRS

AY2023 Key Highlights

- More extra-curricular activities (local and international)
 - 2023 Taiwan Culinary Arts Challenge, World Skills Thailand and Thaifex
- Increased numbers of international exchange/internships/ employment
 - HTF2023, International internship
- More scholarships provided for students
 - e-donation, SCG scholarship
- Promote good health and well-being of students
 - Counseling, HPV infection vaccine
- Promote Thai Arts and Culture
 - DTC Showcase, College Events e.g. Songkran, Loy Kratong

AY2024 Priorities

- ENGAGED STUDENT EXPERIENCES
 - Int'l internships / Employment
 - Local and Int'l Competitions
- STUDENTS COMPETENCY
 - English Proficiency Level
 - Soft Skills and Student Personality
- STUDENTS WELL-BEINGS
 - Both physical and mentally
 - Special needs support
 - Interactive communication
- GREATER SYNERGY
 - DTC x DI
 - DTC x Other schools

RESEARCH AND INNOVATION AFFAIRS

AY2023 Key Highlights

- Research funding
 - Internal 6 projects
 - External 5 projects, in a total of 6.88MB
- Research Output
 - Petty Patent -10 Licenses (WIP)
 - Research Product: DTC Herbal and Jumpaka Tea
- Publication
 - 15 papers (Publication)
 - 2 papers (Conference)
- DTC Journal : TCI 2 prep for TCI 1
- Thai Cuisine Promotion: Royal Cuisine Cookbook

AY2024 Priorities

- RESEARCH PROJECTS
 - Focusing on market trends, industry needs, college and faculty needs
 - Innovate and commercialize our research into the market
- PUBLICATIONS
 - Develop database to support research development management and planning
- FACULTY DEVELOPMENT
 - Individual development plan for faculty members
 - Encourage and emphasize the application process for academic positions

ACADEMIC AFFAIRS

AY2023 Key Highlights

- **Student Registration**
 - Digitalize student/alumni service process such as e-certification, leave of absence
 - Establish a student registration system for DHA and transfer system for int'l students
- **Admission Exam and Assessment**
 - Implement a new admission and assessment system including interviewing, evaluation and guidelines
- **Credit Bank and Transfer Credit system**
 - Using Vision Net as a credit inventory system, and a system for DHA course structure
 - The course structure for the Transfer Program and tuition fees are announced for AY2024
- **Outcome-Based Education**
 - Both CA and HM curriculums have been adjusted to OBE and now being reviewed by MHESI
 - OBE2 form for IHM and ICA in preparation for revision of AY2025
 - OBE3 format for instructors to be used prior to the beginning of 2024 revised curriculum
- **Quality Assurance (QA)**
 - Completed OBE trainings in total of 178 pp
 - Key executives and personnels training for 'assessors for IQA'
 - IQA AY2022 scores are higher than previous year
 - Working in progress for College Excellence Development Plan

AY2024 Priorities

- **QUALITY ASSURANCE (QA)**
 - AUN-QA Implementation with Self-Assessment Report and monitoring system
- **OUTCOME-BASED EDUCATION (OBE)**
 - Revise curriculum in alignment of OBE standards and utilize AUN-QA criteria for annual IQA
- **CREDIT BANK AND TRANSFER CREDIT SYSTEM**
 - Opportunities for formal and/or informal education being collected in the credit bank lifetime
- **STUDENT LEARNING AND ASSESSMENT**
 - Teaching and Learning Policy
 - Assessment methods are reasonably justified to evaluate the achievement of expected learning outcomes
- **NEW PROGRAM DIVERSIFICATION**
 - Producing programs based on current labor market, service industry
- **LIBRARY & ACADEMIC RESOURCES**
 - Transforming into a learning space

EXTERNAL AFFAIRS

AY2023 Key Highlights

Events

KSA – in close partnership with IHM/SA drove 40 students to go to KSA in 5 days
PHIST – key-note, re-establishing connections with industry in Phuket
HTF – profitable model – 500,000+ THB+, max turnout (IR and students) additional revenue channel via schools
THAIFEX – combined exhibit with DTC gave high traffic and exposure
Maverick Academy – major Netflix event happening on campus will be huge boost to Recruitment in future

Branding & Positioning

Organic marketing – new launch – students, team, strategy, production, expansion
Socials and Media - Newsletter, BLOG, Bangkok Insights Article, LinkedIn presence, PR value measurements
Positioning – First and Largest, redesign of marketing materials, double down on EHL relationship

DI x DTC

DI branding – DTC Entry, HTF attendance, marketing materials, positioning
Increased Talent delivery - via TOP and BD support (Vietnam, Indonesia, Japan, Malaysia, Cambodia, Myanmar)
Improved Communication – The Lobby, DHE Steering committee, GM meetings, corporate connections

Programs

TOP – realigned and launched program, marketing, and sales strategy
Destination Bangkok – created study tour concept (DlxDTC), to produce results in mid 2024
IBCP – First meeting/exploration with IB schools to create course and credit transfer model

AY2024 Priorities

RECRUITMENT AND ADMISSIONS

- Sales-driven team locally and internationally
- Drive best-in-class school partners with market expansion

PROFESSIONAL PROGRAMS

- Emphasize on market-proven courses to achieve targeted sales

MARKETING

- Optimize DTC marketing channels
- Own DTC brand and marketing strategies

PUBLIC RELATIONS

- Maintain relations with Media and identify opportunities to promote DTC news as well as to attract additional media partners to expand media networks for DTC

INTERNATIONAL AND ALUMNI RELATIONS

- Acquire International accreditation and enhance Int'l academic reputation
- Increase International exchanges for students
- Strengthen connection between college / alumni

FINANCIAL SERVICES

AY2023 Key Highlights

- Reduced %Material cost to Net Sales from 9.6% in Dec'23 to 6.9% in Apr'24
- BOM Review in order to reduce the overall cost of sales
- Prepare biweekly material consumption report
- Prepare monthly Professional Program P&L by Group
- Price Negotiation and Grouping of purchase order with PTY
- Tracking of Other Expenses and Capex vs Budget
- Shorten Payment Approval Process

AY2024 Priorities

- BUDGET CONTROL
 - In an alignment with DI, the budget solution project will be implemented
- COST SAVING
 - Improvement of material consumption
 - Procurement process improvement
- FLEXIBILITY
 - Financial options for installment of student's tuition fee

PEOPLE TECHNOLOGY AND OPERATION SERVICES

AY2023 Key Highlights

PEOPLE

- Resources Rebalancing
 - Hiring Freeze Policy / Reorg. Structure
- Revisit and revision of HR Policy
 - Vacation Carryover Policy
 - Standardization of Position Allowance
 - Long Service Award Policy
 - Business Travel Policy
 - Performance Appraisal
- Communication
 - Townhall / DTC Moving Forward Workshop
- HR System
 - Enhancement and enabling more self-service functions to employees i.e. ePayslip, eTax

TECHNOLOGY

- Helpdesk Support on Aug-2023 to Apr-2024 (Staff and Student about 3,000 users)
 - Total 1,782 cases (Staff 70% and Student 30%)
- Maintenance Agreement / Preventive Maintenance / System Upgrade or Improvement, Patching and Licensing for 28 Program
- DTC x Skilllane in develop DTC research-based recipes to online courses and serve the learners through Skilllane's platform
- Online learning platform, digitallearning.dtc.ac.th, providing DTC online course for learning experience
- DI x DTC in collaboration to create and promote Dusitlearning.com for the training and skill development of Dusit's employees across the word

OPERATION SERVICES

- Food waste record application and compost quality test – lab test result is in standard range
- Solar Roof – to be completed by July 2024
- Waste record application - completed
- Change the current water taps into automatic 100%
- Change all light bulbs to energy saving type 100%
- Mail & Parcel Application – completed
- Sustainable awareness activity in Town Hall (continuously)

PEOPLE TECHNOLOGY AND OPERATION SERVICES

AY2024 PRIORITIES

PEOPLE

- Performance Management System (PMS) – Focus group
- Competitive Reward & Remuneration
- Employees' well-beings (Physical / Environmental / Financial)
- Employee's communication (BP/TH/ExCom/Div), HR Portal
- Personnel Development (Leadership/Strategic/Functional)

TECHNOLOGY

- Data-driven college
- Cybersecurity and Privacy
- IT Governance and Compliance
- New revenue-generating channel

OPERATION SERVICES

- Modernize learning facility based on new curriculum
- Improve learning and working environment in the concept of happy workplace
- Revamp administrative and operational system (Physical assets, Kitchen Supplies etc)
- Consolidate all as-built drawings for one single blueprint
- Tree of Life roll-out (Waste Segregation, Energy Mgt, Guest&Staff Wellbeing, Against child trafficking and sexual exploitation and Community Engagement)