

The Analysis of the Conditions of Academic Affairs Quality Management of English Program Secondary Schools in Bangkok Under the Jurisdiction of Office of the Basic Education Commission

Nanteya Suwan¹,
Pariyaporn Tangkunan²,
and Boonchan Sisan³

Faculty of Industrial Education and Technology
King Mongkut's Institute of Technology Ladkrabang, Thailand

¹nanteya_and_lookmoo@hotmail.com

²pariya2511@gmail.com

³kmitl0513@gmail.com

Abstract - The aim of this research is to study the conditions of academic affairs quality management of English Program schools in Bangkok under the jurisdiction of office of the basic education commission. Key informants are 9 experts with knowledge and experience on academic affairs quality management in an English Program Secondary Schools in Bangkok under Office of the Basic Education Commission (OBEC). The basis of data analysis was content analysis which found that the conditions of academic affair quality management of English Program schools in Bangkok under the jurisdiction of office of the basic education commission, consists of: 1) Academic affairs quality management in curriculum development in an institution, 2) Academic affairs quality management in teaching and learning management, 3) Academic affairs quality management in evaluation and educational assessment, 4) Academic affairs quality management in education supervision, 5) Academic affairs quality management in development of innovative media and technology for education, and 6) Academic affairs quality management in internal quality assurance system development.

Keywords - Quality Management, Academic Affairs Management, Academic Affairs Quality Management

I. INTRODUCTION

A. *History and Significance of the Problem*

The Trade Liberalization in Thailand with many countries and step into the ASEAN Economic Community in Thailand is driving an impact on educational institutions of Thailand. Both the basic education and higher education that need to accelerate the process of Human Capital in the country to effectively communicate with international language. English is a tool for Thailand's adaptation to living equality with many ASEAN member countries with respect to economy, society, security, culture, education as well as a major weapon in the international arena and in the work of ASEAN (ASEAN Charter 34 states that "The working of ASEAN language shall be English"). Therefore Thailand should focus on the development of human resources to have the competency in effective English communication by enhancing the English potentiality for learners in teaching and learning process [1].

Therefore the school management should focus on the development of academic management in the form of quality management that consists of important elements: strategic planning for organization, focusing on service recipients and stakeholders, knowledge management and information, focusing on human resources, systematic management, student quality and performance. To be the enduring efficient and successful organization, schools have to ensure the customers and stakeholders the continuous quality assurance process [2].

II. OBJECTIVES OF THE RESEARCH

To study the condition of the academic affairs quality management of English Program secondary schools in Bangkok under the Office of the Basic Education Commission.

III. RESEARCH FRAMEWORK

The researcher has designed the framework of the research that divided into 2 parts: 1) academic management framework and 2) quality management framework, the details are as follows:

A. The Concept of Academic Affairs Management

TABLE I
ANALYSIS OF ACADEMIC AFFAIRS MANAGEMENT FRAMEWORK

Academic Administration	Ministry of Education	OBECE	Department of Academic Affairs	Wararam [3]	Poopraser [4]	Wonganutaroj [5]	Tangkatananan [6]	Rungchatchadaporn [7]	Frequency
1. Academic planning						✓			1
2. School curriculum development	✓	✓	✓	✓	✓		✓	✓	7
3. Teaching and learning management	✓		✓	✓	✓	✓	✓		6
4. Development of learning process	✓	✓						✓	3
5. Evaluation, assessment, education	✓	✓	✓	✓	✓	✓	✓	✓	8
6. Research for improving the quality of education in educational institutions	✓	✓							2
7. Education supervision	✓	✓			✓		✓	✓	5
8. Guidance	✓	✓							2
9. Development of quality assurance system within the school	✓	✓					✓	✓	4
10. Development of innovative media and technology for education	✓	✓	✓				✓		4

From the analyze table the conceptual framework of academic affairs management mentioned above, the researchers can synthesize the concept of academic affairs management using the frequency of 4 or more.

B. Quality Management Framework

TABLE II
ANALYSIS OF QUALITY MANAGEMENT FRAMEWORK

Quality Management	Deming	ISO	EdPEX	SQA	ABEA	TQA	Juran	The standard of educational management of English Program curriculum under The Ministry of Education [8]	Frequency
1. Leadership	✓	✓	✓	✓	✓				5
2. Strategic Planning and Strategy		✓	✓	✓	✓		✓	✓	6
3. Focusing on the service recipients and stakeholders for mutual benefits	✓	✓	✓	✓	✓				5
4. Knowledge Management and information to decide on the basis of the facts		✓	✓	✓	✓			✓	5
5. Focusing on Human Resources	✓	✓	✓	✓	✓				5
6. Systematic Management	✓	✓	✓	✓	✓		✓		6
7. Student Quality and Result of performance		✓	✓	✓	✓			✓	5
8. Continuous improvement	✓					✓	✓		3
9. Creating success and sustainability				✓					1

Based on the above analysis of quality management concepts. The researchers can synthesize the elements of quality management using the frequency of 4 or more.

From the study of 2 concepts are: Conceptual Framework for Academic Affairs Management and the Quality Management Framework that can be summarized as conceptual framework of the research to develop the model of academic affairs management of English program secondary schools in Bangkok under the Office of the Basic Education Commission.

IV. RESEARCH METHODS

To study the conditions of academic affairs quality management of English Program Secondary Schools in Bangkok under Office of the Basic Education Commission.

1. Key informants in Focus group are experts with knowledge and experience on model development of academic affairs quality management of English Program secondary

schools in Bangkok under Office of the Basic Education Commission, total 9 persons.

2. Research instrument was interviewing form by using Opened-Ended questions and the data analysis was content analysis.

3. Study topic is the academic affairs quality management of English Program secondary schools in Bangkok under Office of the Basic Education Commission including:

1) Strategic Planning for Leading Organization including:

- Curriculum Development in an Institution.
- Teaching and Learning Management.
- Educational Measurement and Evaluation.
- Educational Supervision.
- Educational Media, Innovation and Technology Development.

- Internal Quality Assurance System Development.
- 2) Placing Importance on Service Consumers and Stakeholders for Mutual Benefits including:
- Curriculum Development in an Institution.
 - Teaching and Learning Management.
 - Educational Measurement and Evaluation.
 - Educational Supervision.
 - Educational Media, Innovation and Technology Development.
 - Internal Quality Assurance System Development.
- 3) Knowledge and Information Management for Decision Based on Facts including:
- Curriculum Development in an Institution.
 - Teaching and Learning Management.
 - Educational Measurement and Evaluation.
 - Educational Supervision.
 - Educational Media, Innovation and Technology Development.
 - Internal Quality Assurance System Development.
- 4) Focusing on Human Resources including:
- Curriculum Development in an Institution.
 - Teaching and Learning Management.
 - Educational Measurement and Evaluation.
 - Educational Supervision.
 - Educational Media, Innovation and Technology Development.
 - Internal Quality Assurance System Development.
- 5) Systematic Management including:
- Curriculum Development in an Institution.
 - Teaching and Learning Management.
 - Educational Measurement and Evaluation.
 - Educational Supervision.
 - Educational Media, Innovation and Technology Development.
 - Internal Quality Assurance System Development.
- 6) Quality of Learners and Results of Performance including:
- Curriculum Development in an Institution.
 - Teaching and Learning Management.
 - Educational Measurement and Evaluation.
 - Educational Supervision.
 - Educational Media, Innovation and Technology Development.
 - Internal Quality Assurance System Development.

V. RESULTS AND DISCUSSION

Based on the results of this study, the following points are discussed:

The result of this study showed that the integration of the quality management and the academic affairs management were done in the truth conditions of academic affairs quality management of English Program secondary schools in Bangkok under Office of the Basic Education Commission. It also showed the elements of the academic affairs quality management of English Program secondary schools in Bangkok under Office of the Basic Education Commission which consists of: 1) Academic affairs quality management in Curriculum Development in an Institution, 2) Academic affairs quality management in

Teaching and Learning Management, 3) Academic affairs quality management in Educational Measurement and Evaluation, 4) Academic affairs quality management in Educational Supervision, Academic affairs quality management in Educational Media, 5) Academic affairs quality management in Innovation and Technology Development, and 6) Academic affairs quality management in Internal Quality Assurance System Development. According to the result of this study, it can be the result from the Office of the Basic Education Commission: OBEC give the policy to English Program secondary schools in Bangkok performing as internal quality assurance system, so the overall school management of English Program secondary schools in Bangkok focus on the quality of academic affairs management which were consistent with Wonganutararote [5] emphasise that the academic affairs management is based on academic management planning which is curriculum development in an institution, teaching and learning management as well as educational measurement and evaluation. Wehachat [7] also state that the academic management has six important aspects that are Curriculum Development in an Institution, Teaching and Learning Management, Educational Measurement and Evaluation, Educational Supervision, Educational Media, Innovation and Technology Development and Internal Quality Assurance System Development.

VI. CONCLUSIONS

This research aimed to study the conditions of the academic affairs quality management of English Program secondary schools in Bangkok under Office of the Basic Education Commission. The following conclusions were drawn:

1) Academic affairs quality management in Curriculum development in an institution is the availability of curriculum development system. The acts are the establishment of a curriculum research and development unit / center, preparation of a curriculum development system and mechanism, appointment of a curriculum development committee for each

educational level, analysis of problems and needs of guardians, local community, and world society to establish visions, goals, missions, competencies of learners and desirable characteristics, establishment of a curriculum development plan, holding a meeting of teachers, guardians, Basic Education Commission and stakeholders to give them an opportunity to participate in curriculum development, try-out of a curriculum, implementation of a curriculum development, continuous follow-up and evaluation of a curriculum implementation, building a strong partnership in the country and abroad in the form of research cluster for curriculum development and the evaluation of the result of performance in Curriculum development in an institution for improvement.

2) Academic affairs quality management in Teaching and Learning management is the availability of teaching and learning management system. The acts are the establishment of a learning management research and development unit / center, preparation of a learning management system and mechanism, appointment of a learning management committee for each educational level, analysis of objectives of each curriculum, holding a meeting of teachers, guardians, local community, stakeholders to give them an opportunity to participate in teaching and learning management plan for achievement of curriculum objectives, arrangement of learning activities, evaluation of students' learning outcomes, preparation of a learning outcomes report, building a strong partnership in the country and abroad in the form of research cluster for teaching and learning management development and the evaluation of the result of performance in Teaching and Learning management for improvement.

3) Academic affairs quality management in Educational measurement and evaluation is the availability of educational measurement and evaluation system. The acts are the establishment of a regulation on educational measurement and evaluation, development of educational measurement and evaluation instruments, performing registration tasks, grading and approval of

study results and issuance of transcripts, holding a meeting of teachers, guardians, local community, stakeholders to give them an opportunity to participate in Educational measurement and evaluation plan for achievement of curriculum objectives, arrangement of learning activities, evaluation of students' learning outcomes, preparation of a learning outcomes report, building a strong partnership in the country and abroad in the form of research cluster for Educational measurement and evaluation development and the evaluation of the result of performance in Educational measurement and evaluation for improvement.

4) Academic affairs quality management in Educational supervision is the availability of academic and instructional supervision system. The acts are the appointment of a supervision committee, analysis of supervision goals, establishment of a supervision plan, selection of supervision activities, preparation of supervision instruments, preparation of supervision evaluation instruments, preparation of a supervision schedule, communication for the promotion of understanding among relevant persons, implementation of a supervision plan, implementation of an academic and instructional supervision as assigned, continuous evaluation of a supervision system and process, holding a meeting of teachers, guardians, local community, stakeholders to give them an opportunity to participate in Educational supervision plan, building a strong partnership in the country and abroad in the form of research cluster for Educational supervision development and the evaluation of the result of performance in Educational supervision for improvement.

5) Academic affairs quality management in Educational media, innovation and technology development is the availability of educational media, innovation and technology development system. The acts are the establishment of an educational media, innovation and technology research, development, production and evaluation unit / center, provision of learning sources in an institution and community, systematization of learning information, making an

efficient media list in an institution and a community, provision and development of media for learners and teachers, systematic evaluation of quality of learning media, building a strong partnership in the country and abroad in the form of research cluster for educational media, innovation and technology development, holding a meeting of teachers, guardians, local community, stakeholders to give them an opportunity to participate in Educational media, innovation and technology development plan, building a strong partnership in the country and abroad in the form of research cluster for Educational media, innovation and technology development and the evaluation of the result of performance in Educational media, innovation and technology development for improvement.

6) Academic affairs quality management in Internal quality assurance system development is the availability of internal quality assurance development system. The acts are the establishment of an internal quality assurance system and mechanism research and development unit / center as prescribed by a Ministerial Regulation, establishment of an internal quality assurance system and mechanism as prescribed by a Ministerial Regulation by appointing an internal quality assurance committee for promoting the understanding about internal quality assurance system, holding a meeting of teachers, guardians, local community, stakeholders to give them an opportunity to participate in Internal quality assurance system development plan, establishment of internal quality assurance guidelines, systematization of information, and by adding local identity for preparation of an institution quality development plan and annual action plan, building a strong partnership in the country and abroad in the form of research cluster for internal quality assurance system development and the evaluation of the result of performance in Internal quality assurance system development for improvement.

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(Arranged in the order of citation in the same fashion as the case of Footnotes.)

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