

# Bulletin

## Training on Consultancy Bidding for International Financing Institution Projects



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# UPDATE



Second batch of students of Higher Graduate Diploma with Dr. Padoongchart Suwanawongse (fourth from left).



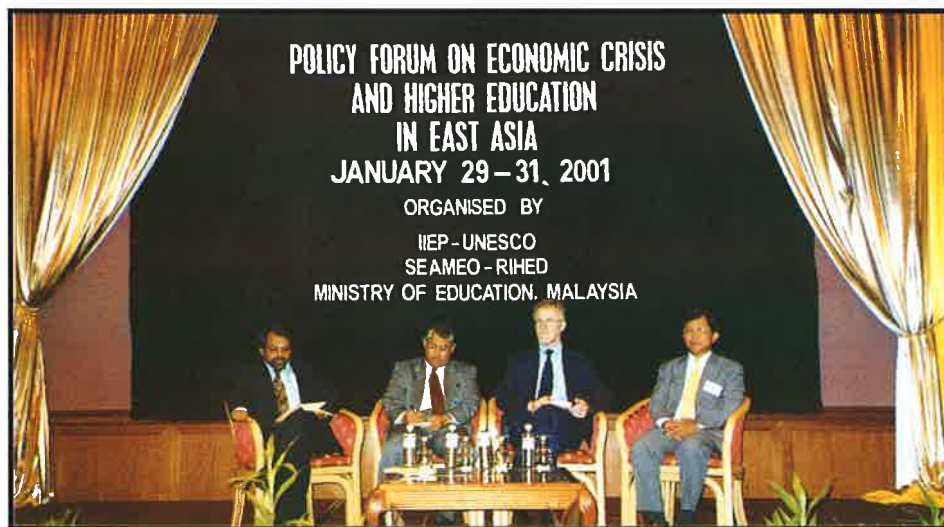
Dr. Padoongchart Suwanawongse, RIHED Director, chairs “Mechanisms for Quality Assurance” during International Conference on Quality Assurance.



Signing of agreement among partners in organising 1st SEAMEO Education Congress, 26 - 29 March 2001 - Bangkok, Thailand



Keynote Address by Prime Minister of Malaysia, H.E. Dr. Mahathir bin Mohamad at the 36th Southeast Asian Ministers of Education Council Conference.



Policy Forum on Economic Crisis and Higher Education in East Asia, 29 -31 January 2001 Organised by IIEP, SEAMEO RIHED and Ministry of Education, Malaysia.

# International Conference on Quality Assurance in Higher Education

## *Standards, Mechanisms and Mutual Recognition*

The International Conference on Quality Assurance in Higher Education took place at the Siam Inter-Continental Hotel in Bangkok, from 8 - 10 November, 2000. The former Thai Prime Minister, H.E. Mr. Chuan Leekpai in his opening address stressed the importance of how we must prepare ourselves for the future in the globalisation process. He stated that we must improve upon and streamline our economics, political and social structures so that they achieve internationally-recognized standards. Most importantly, to further develop our human resources, making them more knowledgeable and, in turn, more productive. And that this can only be achieved through an

education system that is better and of higher standard. He also talked about quality assurance and that it should be more comprehensive, incorporating education philosophies and providing, among other things, guidelines on how to improve upon an institution's teaching and learning process, student development activities, and research programmes. It should also address better management and governance, helping educational institutions to become more professional, which, in turn, will help them provide a higher standard of education. For all

of this to be accomplished collaborative efforts at both the regional and international level are required. In his closing remarks, he stated that this International Conference is an important step in this direction. Besides reflecting our commitment to achieve a better education system, this meeting has provided a valuable opportunity to exchange views and experiences to promote quality assurance in Southeast Asian countries.



Former Prime Minister, Chuan Leekpai greeting participants

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Dr. Vanchai Sirichana, Permanent Secretary for University Affairs, gave the keynote speech on "Quality Assurance: International Benchmark for Higher Education". It mainly

comprised four main topics, which he stated were the principles of quality assurance, desirable directions for international benchmarking, difficulties to be overcome, and apex of the attempts. The topics included: importance of voluntary decision, tailor-made system, key component inclusiveness, and external involvement. He stated, "I believe that dream creates hope and hope carries with it will power for us to move head-on. Close cooperation of countries within the same region must be promoted to concertedly cope with the issues of quality."

## COVER STORY



**Dr. Chantavit Sujatanond**, Assistant Permanent Secretary for University Affairs (third from left) at the opening session.

In Dr. Chantavit Sujatanond's opening address, 'Training on Consultancy Bidding for International Financing Institution Projects' she mentioned some of the more important changes affecting us. Technological advancement has created globalisation. What does globalization imply for us in higher education? She stressed three main points. The first is the importance of language as a means of international communication. The need to strengthen foreign language programs. The second is the importance of research and technology. We must put more effort into research to create our own technology in order to be on par with other nations. The third point is the need for active involvement in the international community. We must participate, learn, adapt, and compete.

Dr. Sujatanond discussed the second major change concerning the changing concept of higher education and the functions of higher education institutions. She stated, "higher education is for the mass, not for the elite as in the past" and that it is necessary for education institutions to become more autonomous.

# Training Consultants for International Financing

- *Nature of the Consulting Business*
- *Skills Requirements and Work Culture*
- *Generic Project Cycle (Business Opportunities)*
- *Marketing Consultancy*
- *Expression of Interest (EOI) and Short-listing Process*
- *Letter of Invitation (LOI), Terms of Reference (TOR) & Attachments*
- *Proposal Preparation Process*
- *The Technical Proposal*
- *The Presentation of Organization Background and Exercise*



**Associate Professor Dr. Sumonta Promboon** (third from left) Chairperson, the Council of University Presidents of Thailand, speaking with **Dr. Padoongchart Suwanawongse** and **Ms. Nancy Ebuenga** and **Ms. Dina Magnaye**, Resource Persons from SEAMEO SEARCA.

# ng on cy Bidding cing Institution Projects

- *The Presentation of Approach and Methodology*
- *The Presentation of Work Programme (WP), Logistic Support (LS)*
- *Interface of Work plan and Logistics Support with the Financial Proposal*
- *Strategies for Personnel Selection*
- *Packaging of Curriculum Vitae (CV)*
- *Format of ADB, WB and USAID*
- *Evaluation of Technical Proposal*
- *Common Weaknesses in Technical Proposals*
- *Contract Negotiations*

Each university is full of resources--the expertise of staff members, the collection of knowledge in various fields, the accumulation of research studies, and the various equipment and facilities. These comprise the management and technological know-how that can be put to use to generate income. We must attract people who will benefit from our facilities and expertise through international conferences, seminars, and conventions. Also, it would be advantageous to set up a "Consultancy Business" in the universities and then offer our services through bidding in the international circle.

We must assess our own strength and then market it to the world of work beyond the confinement of the campus.



**Dr. Sumonta Promonta Promboon** (left) Chairperson, the Council of University Presidents of Thailand presents a participant with a course certificate.

Assoc. Prof. Dr. Sumonta Promboon, in her closing remarks, stressed her belief that if universities join hands we can do much more, as the nature of consultancy projects, most of the time, are interdisciplinary or multi-disciplinary in nature. As such, we can pool the strengths and expertise of our universities. She expressed her appreciation to Ms. Nancy Ebuenga, Ms. Dina Magnaye from SEAMEO Regional Center for Graduate Study and Research in Agriculture (SEARCA) and Dr. Charoon Chirapaisarnkul from the Asian Institute of Technology for their excellent conducting of this training course. She also thanked SEAMEO RIHED and the Ministry of University Affairs for making this activity possible.



**Dr. Charoon Chirapaisarnkul**, Executive Director of Regional Computer Center, Asian Institute of Technology, making a point during his session.

## UPCOMING EVENTS

### **1st SEAMEO Education Congress**

26 - 29 March 2001  
Bangkok, Thailand  
Central Grand Plaza Hotel

### **Special SEAMEO RIHED Governing Board Meeting**

9 – 10 April 2001  
The Pan Pacific Hotel  
Kuala Lumpur, Malaysia



**Seminar & Exhibition**

### **Thai Higher Education in Viet Nam**

12 – 16 May 2001  
Hanoi & Ho Chi Minh City

**Regional Workshop on**

### **Simulation of Motor Control**

30 April - 4 May 2001  
Thai-French Innovation Centre  
Bangkok, Thailand

# Southeast Asian Studies

## *at Thammasat University*



*Students enrolled in the Southeast Asian Studies Programme at Thammasat University take part in a Liberal Arts Fair in December 2000.*

under the Faculty of Liberal Arts, is a four-year programme. It's focus is on preparing students for careers in the Thai Foreign Service, regional-international organisations and private business by providing an understanding of Southeast Asian politics, administration, economics, society, arts and culture, and languages.



## Welcome



RIHED welcomes **Ms. Susan Adler-Shaw**, as our new 'Information Officer' as of March 2001, replacing Mr. James Mancuso, who is returning to Canada. She has a background in teaching English and using art therapy with hyperactive children. She is a graduate of Pratt Institute, NYC, USA, with a BFA in Art Education. Ms. Adler-Shaw has taught English in Thailand and has worked in the School of Communications and the Office of Development, University of Washington-Seattle, USA.



RIHED welcomes a new consultant, **Dr. Pensri Teeravarapaug**. She began her work at RIHED in October 2000. With a doctoral degree in mathematics from Oklahoma State University, USA, she worked at Rajabhat Institute, Thailand --training



teachers and consulting for development modules. Dr. Pensri is not new to SEAMEO; she has previously worked as a training officer and assistant director of research for the SEAMEO Regional Centre for Education in Science and Mathematics (RECSAM), Malaysia.

Higher educational institutions are faced with  
**Unprecedented Challenges: Meeting Threats and  
Opportunities in Both National and International Arenas**

**Pan Yue Ming**

Siam University, Thailand



Pan Yue Ming

Higher educational systems everywhere face unprecedented challenges mainly due to the external pressures for great changes at an accelerated speed. Although the patterns of difficulties vary from country to country, many similarities exist. It is important to note that the university as an institution today embodies multiple paradoxes. The university is expected to keep its focus on national realities on the one hand, and international actualities on the other. The paradox exists between buying expensive computer-based instructional facilities while facing cut-backs in expenditures from government aid. Moreover, the university is expected to emphasize logic and creative instruction for its students while also doing useful research and community services for businesses and governments. The contemporary university has, in fact, already lost some of the support from society it used to enjoy in the past. As such, the higher educational system has been pushed back into the corner. In order for any university to find out an appropriate way to solve the current dilemmas, the university is required to adapt its administrative strategies so as to respond to the political and corporate forces. For example, focusing on multiple funding sources; reshaping the organisation as a result of the demand for university autonomy; a call for more accountability to develop graduates with more skills in independent and analytical thought. More to the point, the university should attempt to bring the university and industry together in order to meet the expectations both from industry and the job market. It would be more correct to say that the new function of universities, in addition to offering more logical instructions, could play (1) a key role in scientific research; (2) a leading source of training for technologically skilled manpower and (3) a place for teachers' professional development as well.

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**Visit the SEAMEO Website [www.rihed.seameo.org](http://www.rihed.seameo.org)**

**\*Note: This issue, January/April 2001, covers the period from October 2000 – 1 April 2001. The next issue will be out in July**