

## Academic Service Projects/Activities provided by AU in 2021

In the academic year 2021, there were 53 academic service projects (one of them is a multidisciplinary academic service) provided at the institutional, local, national, regional and international levels. The details of projects/activities classified by strategy plans are shown in the following table.

### Strategy plan I: Providing academic services in different forms and channels for sustainable development of the communities and external organizations.

School/Institute	Projects/Activities	Target Population	Year (s) of Operation	Achievement/ In Process
1. Institute for Research and Academic Services	1. การพัฒนาเยาวชนสู่ประชาคมอาเซียนในเขตอำเภอบางเสาธงและอำเภอบางปะอง จังหวัดสมุทรปราการ (คุณลักษณะด้านการประหยัดอดออม)	Community	7	Achievement
2. Theodore Maria School of Arts	1. AU School Mentoring	Community	8	Achievement
	2. Short Course (IELE)	External Organization	1	Achievement
	3. Student Academic Services	Community	1	Achievement
3. Albert Laurence School of Communication Arts	1. Agro Journey Hunter	External Organization	1	Achievement
	2. Social Marketing Online Campaigns (Unhealthy social media consumption behavior)	Community	2	Achievement
	3. Little Hands Can Help	Community	2	Achievement
4. Martin de Tours School of Management and Economics	1. ยุวพัฒนารักษ์ถิ่น	Community	2	Achievement
5. Bernadette de Lourdes School of Nursing Science	1. Health Education for the AU Community	Community	7	Achievement
	2. Preceptorship Training for Clinical Nursing Practicum	Community	7	In Process
6. School of Biotechnology	1. Earthworm culture training for community	Community	7	Achievement

School/Institute	Projects/Activities	Target Population	Year (s) of Operation	Achievement/ In Process
7. Montfort del Rosario School of Architecture and Design	1. Community Design Research and Academic Service	External Organization	5	Achievement
8. School of Law	1. Legal Aid 2021	AU Community	6	Achievement
9. Confucius Institute at Assumption University	1. Chinese Proficiency Tests	High-school students	5	Achievement
	2. Chinese Singing Contest	High-school students	4	Achievement
	3. Chinese Speech Contest	High-school students	5	Achievement
10. Vincent Mary School of Science and Technology	1. Assumption University Digital Transformation (AU DX2022)	AU Community	2	Achievement
	2. VMS Talk Series	High-school teacher and student	1	Achievement

**Strategy plan II A: Promoting social engagement and supporting collaboration between AU and its surrounding local schools or communities as well as AU and external organizations (national level)**

#### **Multidisciplinary Academic Services Projects**

School/Institute	Projects/Activities	Target Population	Year (s) of Continuity	Achievement/ In Process
IRAS & all 13 Schools	<ul style="list-style-type: none"> <li>- English Language Project</li> <li>- Legal Aid Project</li> <li>- Science &amp; Technology Knowledge</li> <li>- Poster design for the school's needs</li> <li>- Physical exercises for obesity and mental health prevention</li> <li>- learning about savings behavior</li> <li>- Music Training</li> <li>- Occupation promotion</li> </ul>	Wat Sri Waree Noi School and communities	5	Achievement

## Academic Services Projects

School/Institute	Projects/Activities	Target Population	Year (s) of Continuity	Achievement/ In Process
1. Institute for Research and Academic Services	1. เก็บข้อมูลเพื่อความตระหนักด้านวิทยาศาสตร์	External Organization	1	Achievement
	2. บริการวิชาการระหว่างมหาวิทยาลัยอัสสัมชัญและหน่วยงานภายนอก	Community	8	Achievement
2. Albert Laurence School of Communication Arts	1. Catholic Media Awards	External Organization	5	Achievement
	2. บัณฑิตและสื่อใหม่ในการประชาสัมพันธ์” บรรยายพิเศษหลักสูตรนายทหารกิจการพลเรือนและประชาสัมพันธ์ กรมกิจกรรมพลเรือนทหารอากาศ	External Organization	2	Achievement
	3. ความสำคัญและสิ่งจำเป็นของงานกราฟิก” และ “เทคนิคการวาดภาพเล่าเรื่อง” บรรยายพิเศษแก่สถานพินิจทั่วประเทศผ่านระบบออนไลน์	External Organization	1	Achievement
	4. New media and ministry activities (PT.3471 Practicum 3)	External Organization	1	Achievement
3. Martin de Tours School of Management and Economics	1. KrungSri Bank’s Training Project “Fundamental Knowledge on the Banking business and Financial Markets in Thailand”	External Organization	2	Achievement
	2. SCG Business Financial Management Training	External Organization	2	Achievement
	3. Digital Marketing Course for Southeast Insurance: Digital Marketing Strategy 1-3 and Content Marketing (Batch 1-2)	External Organization	1	Achievement
	4. Strategic Marketing Plan: College of Public Health Sciences, Mahidol University, Thailand	External Organization	1	Achievement

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	5. ABLE Center MSME Business School	External Organization	1	In Process
4. School of Biotechnology	1. Consumer test for premium sausage	External Organization	1	Achievement
	2. Product Development to the New Marketing Way	External Organization	1	Achievement
	3. Physical and sensory analysis of herbal gel	External Organization	1	Achievement
	4. Consumer test for Anti-aging cream	External Organization	1	Achievement
	5. OPOAI-C (Nontaburi)	External Organization	1	Achievement
	6. Development of human-grade canine cuisine	External Organization	1	Achievement
	7. Development of crispy sunflower sprouts snack	External Organization	1	Achievement
	8. Development of Keto Chili Paste (Phase 1)	External Organization	1	Achievement
	9. OPOAI-C (Ratchaburi)	External Organization	1	Achievement
	10. Technology Transfer, Intofarm (อึ้งทอง)	External Organization	1	Achievement
5. Montfort del Rosario School of Architecture and Design	1. Design products from old Thai banknote	External Organization	1	Achievement
	2. Creative and Design Exhibition / Bangkok Design Week 2021 by TCDC	High-school and AU students	3	Achievement
6. School of Law	1. Academic Seminar on “Insurance Contract	External Organization	1	Achievement
7. Graduate School of Business and Advanced Technology Management	1. Educational Services	External Organization	2	Achievement
	2. Competency-based and Active-based learning of Assumption Nakhon Ratchasima	External Organization	1	Achievement

**Strategy plan II B: Supporting collaboration between AU and external organizations (International level)**

<b>School/Institute</b>	<b>Projects/Activities</b>	<b>Year (s) of Continuity</b>	<b>Achievement/ In Process</b>
1. Martin de Tours School of Management and Economics	1. Globe 2021 Project	3	In Process
2. Bernadette de Lourdes School of Nursing Science	1. Student Exchange	1	Achievement
3. Theophane Venard School of Biotechnology	1. Student Exchange	1	Achievement
4. Confucius Institute at Assumption university / Theophane Venard School of Biotechnology	1. The 4th Belt and Road Biotechnology Seminar	4	Achievement
5. Graduate School of Business and Advanced Technology Management	1. AU Virtual International Conference 2021 Entrepreneurship and Sustainability in the Digital Era 19/10/2021	1	Achievement
	2. The 3rd Organization Development World Summit 2021 5 to 17 October 2021	1	Achievement
	3. Student Exchange	4	Achievement
6. Graduate School of Human Science	1. 3RD APSPA INTERNATIONAL CONFERENCE June 22, 2022 to June 23, 2022	1	Achievement