



TERMS OF REFERENCE (TOR)
FACULTY OF BUSINESS ADMINISTRATION
ST. TERESA INTERNATIONAL UNIVERSITY

Academic Staff Workload Agreement and Performance Evaluation System

1. PURPOSE

This TOR establishes the academic workload, performance expectations, and evaluation framework for faculty members of the Faculty of Business Administration.

The TOR is designed to:

- Support excellence in teaching and learning.
 - Promote research productivity and academic advancement.
 - Encourage meaningful engagement with industry and society.
 - Align faculty performance with the University's strategic plan.
 - Support progression through academic ranks in accordance with Thai higher education regulations.
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2. ACADEMIC RANKS

The Faculty recognizes four academic ranks:

Rank	Abbreviation
Lecturer	L
Assistant Professor	Asst. Prof.
Associate Professor	Assoc. Prof.
Professor	Prof.

3. ANNUAL WORKLOAD REQUIREMENT

Each full-time faculty member shall achieve a minimum annual workload of:

30 LU per Academic Year

Workload shall be distributed among three missions:

Mission	Minimum %
Teaching & Learning	40-60%
Research & Scholarly Activities	25-45%
Academic Service & Industry Engagement	10-20%

4. WORKLOAD DISTRIBUTION BY ACADEMIC RANK

Rank	Teaching	Research	Academic Service
Lecturer	60%	25%	15%
Assistant Professor	50%	35%	15%
Associate Professor	40%	45%	15%
Professor	30%	55%	15%

5. LOAD UNIT (LU) CONVERSION TABLE

A. Teaching and Learning

Course Delivery

Activity	LU
Teaching 1 credit hour/course/semester	1 LU
New course development	3 LU
Major course revision	2 LU
Teaching in English-medium course	Additional 1 LU/course
Hybrid or Online Course Development	2 LU

Student Supervision

Activity	LU
Undergraduate project supervision	0.5 LU/student
Master's thesis supervision	1.5 LU/student
Doctoral dissertation supervision	3 LU/student
Independent study supervision	0.5 LU/student

Assessment Activities

Activity	LU
Comprehensive examination coordinator	1 LU
External examiner	1 LU/program

B. Research and Scholarly Activities**Publications**

Activity	LU
Scopus Q1 Article	10 LU
Scopus Q2 Article	8 LU
Scopus Q3/Q4 Article	6 LU
TCI Tier 1 Article	4 LU
TCI Tier 2 Article	2 LU
International Conference Paper	2 LU
National Conference Paper	1 LU

Books and Teaching Materials

Activity	LU
International Academic Book	10 LU
Textbook	6 LU
Teaching Manual	3 LU
Case Study Publication	2 LU

Research Grants

Activity	LU
Principal Investigator (External Grant)	5 LU
Co-Investigator	3 LU
Internal Research Grant	2 LU

Research Student Supervision

Activity	LU
Master's thesis completed	2 LU
Doctoral thesis completed	4 LU

C. Academic Service and Industry Engagement**Professional Services**

Activity	LU
Industry consultancy project	2-5 LU
Executive training program	2 LU
Professional workshop	1 LU
Government advisory service	2 LU

Academic Services

Activity	LU
Journal reviewer	0.5 LU/article
Editorial board member	2 LU/year
Conference organizer	2 LU
Academic speaker	1 LU/event

Community Engagement

Activity	LU
Community business development project	2 LU
SME mentoring project	2 LU
Financial literacy program	1 LU

6. ADMINISTRATIVE RESPONSIBILITIES

Position	LU/Year
Dean	10 LU
Associate Dean	8 LU
Program Head	6 LU
Program Asst. Head	6 LU
Research Coordinator	4 LU
QA Coordinator	4 LU
Committee Chair	2 LU
Committee Member	1 LU

Administrative LU may substitute up to 30% of annual workload.

7. PERFORMANCE EXPECTATIONS BY RANK

Lecturer

Teaching

- Deliver assigned courses.
- Maintain student satisfaction.
- Participate in curriculum review.

Research

- Conduct research activities.
- Prepare publications.

Academic Service

- Participate in faculty and community projects.

Annual Target

Area	Minimum LU
Teaching	18
Research	7
Service	5

Assistant Professor

Additional Expectations

- Lead curriculum improvement.
- Publish regularly.
- Mentor junior faculty.

Annual Target

Area	Minimum LU
Teaching	15
Research	10
Service	5

Associate Professor

Additional Expectations

- Lead research projects.
- Secure external funding.
- Supervise graduate students.

Annual Target

Area	Minimum LU
Teaching	12
Research	13
Service	5

Professor

Additional Expectations

- Lead research clusters.
- Develop international collaborations.
- Mentor faculty members.
- Shape strategic academic directions.

Annual Target

Area	Minimum LU
Teaching	9
Research	16
Service	5

8. ACADEMIC PROMOTION DEVELOPMENT PLAN

The annual TOR should include progress toward promotion.

Promotion Pathway: Lecturer → Assistant Professor

Expected Preparation:

- Doctoral degree preferred.
- Consistent teaching performance.
- Publication record in recognized journals.
- Development of teaching materials.
- Participation in research projects.

Annual Indicators:

- At least one publication submitted or published.
 - Research project participation.
 - Academic service contribution.
 - Teaching effectiveness above faculty benchmark.
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Promotion Pathway: Assistant Professor → Associate Professor

Expected Preparation:

- Strong publication portfolio.
- Research leadership.
- Graduate student supervision.
- External research funding.

Annual Indicators:

- At least one Scopus-indexed publication.
- Principal investigator role.
- Graduate supervision.
- Academic leadership contribution.

Promotion Pathway: Associate Professor → Professor

Expected Preparation:

- Internationally recognized scholarship.
- Sustained research impact.
- Major research grants.
- National or international academic leadership.

Annual Indicators:

- Multiple international publications.
- Significant citation impact.
- Leadership of research networks.
- Doctoral supervision.

9. PERFORMANCE EVALUATION

Area	Weight
Teaching & Learning	50%
Research & Scholarly Activities	35%
Academic Service & Engagement	15%

For Associate Professors and Professors, the Dean may approve:

Area	Weight
Teaching	40%
Research	45%
Service	15%

10. PERFORMANCE RATING SCALE

Score	Rating
90–100	Outstanding
80–89	Very Good
70–79	Good
60–69	Satisfactory
Below 60	Improvement Required

11. EVIDENCE REQUIRED

Teaching:

- Course files
- Teaching schedules
- Student evaluations
- CLO achievement reports
- Teaching observations

Research:

- Publications
- Acceptance letters
- Grant awards
- Conference proceedings
- Citation reports

Academic Service:

- Consultancy reports
- Training certificates
- Appointment letters
- Community project reports

Professional Development:

- Training certificates
- Conference attendance
- Industry certifications