



# Business Intelligence for University



**20 JANUARY 2010**

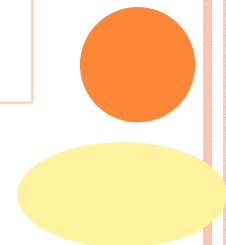
**Present by Ms.Poonyanuch Sompat**

# STATEMENT OF PROBLEMS

Thai autonomous Universities.




2008

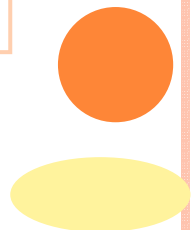
- Thaksin,
- Mahidol
- Burapa
- King Mongkut
- Ladkrabang
- Chulongkorn
- Chiang Mai Univeristy



# STATEMENT OF PROBLEMS

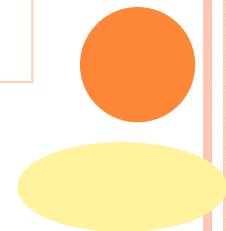
Problems of being governmental university.

-  Not independent in management.....●
-  Lack of mobility in administration.....●
-  Depend on the state budget.....●



# STATEMENT OF PROBLEMS

- Autonomy on March 7, 2008
- Aimed at better management
- To correct traditional work, work-flow overlap



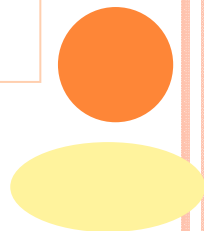
## IDEA TO SOLVE THE PROBLEM

To achieve these objectives, the university should have software that will support the work in all aspects. It is considered that should bring Business Intelligence to support the administration in higher education.



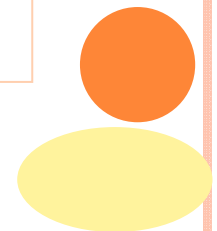
# BUSINESS INTELLIGENCE:DEFINITION

Business Intelligence is software which used existing data to create reports in various forms. It can analyze information and show relationship of information. Furthermore it can forecast trends that may occur. Business intelligence will support the administrators to get benefits in various strategic planning and have efficiency in decision making.



# THE REVIEW OF LITERATURES

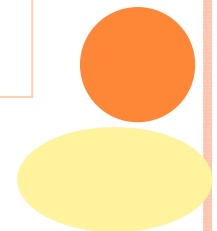
(Dr. Michael Stevenson, 2004) The good Canadian universities have made cost savings on the administrative side with increases in output. In fact, the depth of administrative reorganization, restructuring, outsourcing and the incorporation of technology for cost-effective delivery of administrative services has been as good in the public universities as in any organization, public or private.



# THE REVIEW OF LITERATURES

(Council of Europe Higher Education Forum, 2005)  
They considered governance to be a crucial element of the quality culture of higher education. Good governance should be founded on the principle of:

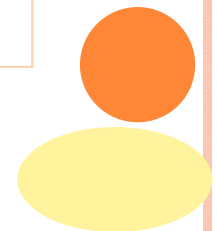
- Transparency in procedures and tasks
- Effective mechanisms of accountability of those involved in governance
- The ability to reach, win acceptance for and implement decisions
- Participation and work with the rule of law





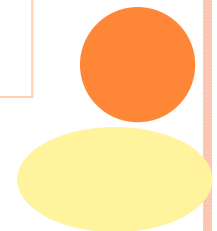
# THE REVIEW OF LITERATURES

(Dr. Arun C. Mehta, 2007) The up-to-date information on Higher and Technical education, if made available can be of great help in better planning and management of education. The disaggregated data when available will encourage all providers to better plan and manage affairs of Higher Education.



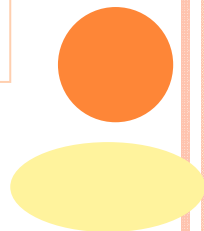
# THE REVIEW OF LITERATURES

(John Fielden, 2008) World class governance require flexible and responsive management with autonomy. For granting autonomy governments expect universities to be accountable to them in respect of good management and governance. The universities should have efficient system to control and manage information reports and statistics.



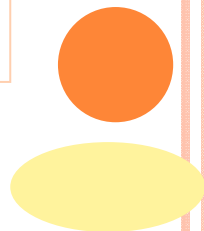
# OBJECTIVES

- To implement Business Intelligence to Chiang Mai University
- To increase efficiency in all workflow
- To support administrators in decision making and management



## PLAN TO ACHIEVE THE GOALS

- To implement Business Intelligence to Chiang Mai University , find constrains in using and remove it.
- Find the benefits from Business Intelligence and promote to be the strength of the University.





**Thank You**