INTRODUCTION TO NARESUAN UNIVERSITY
INTRODUCTION

Naresuan University emphasizes the improvement of educational opportunity and equity for all as one of the top government university in Thailand. A strong focus is placed upon research, innovation, partnership, and internationalization.

Naresuan University aspires to be the University of Innovation. It is strategically located at the heart of the Thai Kingdom, Phitsanulok province, the major city of the lower northern region and more importantly, the birthplace of King Naresuan the Great for whom our University is named. In line with the auspicious date of the 400th anniversary of King Naresuan the Great’s accession to the throne, the University was officially founded on July 29, 1990. The institution’s history can, however, be traced back to its inception as the College of Education in 1967.

The comprehensive university lives up to the public expectations in providing diverse, cutting-edge programs through 22 faculties, colleges, and a demonstration school. Our vision statement affirms a commitment to continue proactive roles in promoting high standards in higher
education both in the national and international arenas. Through ongoing review and the development of new paradigms of the best practice, the university continues to improve the quality of teaching and learning, especially highlighting the project-based, inquiry model throughout the university. All the programs are continuously enriched and informed by the rapid transfer of new knowledge used in ongoing curriculum improvements.

To produce graduates of international standing, where expertise is in high demand and whose contributions and practice are of the highest caliber and integrity, the university instills in students at all levels the six “smarts”:

- Smart at work
- Smart in people skills
- Smart with ideas
- Smart in life skills
- Smart at problem solving
- Smartly equipped with knowledge, skills, and attitudes as global citizens.

Partnership with counterparts at home and abroad, coupled with governmental and industrial entities is envisioned as a pathway to realistic leverage of an academic institution. At present, the university has signed MOUs with approximately eighty organizations and the number is still growing.

The main purpose of such cooperation is for sharing of resources, such as faculty/student exchanges, consultancy, internship, research, and development. Academic services are also consistently strengthened through a number of activities focusing on the communities in the vicinities. They are
Mobile Unit: While carrying heavy teaching loads, lecturers are still willing to contribute their academic and medical assistance to remote villages through this small yet efficient unit.

Best Practice Villages: This is conducted to study successful administration in a number of villages and see what can be applied to other villages based on a sufficiency economy.

Language competency development is considered a key to enhance staff and students’ language competence, particularly in the English language and other widely spoken languages in ASEAN countries.

The university provides exhaustive learning resources where modern technology and multimedia are available. Efficient assessment and evaluation procedures and activities which allow students to interact with native speakers are part of success in language development.

One innovation worth mentioning is the establishment of the Myanmar Studies Center of Naresuan University, the first if its kind in Thailand, for our graduates to engage in interconnective activities with Myanmar.

To keep up with global changes, the Naresuan University Continuing Education Division is highlighted as a tool to foster those who willingly engage in life-long learning or lack opportunities to develop in their fields of interest which are related to their professions.

Extra-curricular activities are always deemed a necessity if we would like to achieve situationally-based learning. This learning approach will allow students to think critically and make informed decisions based on a comprehension of different situations and cultures.

Nurses are required to practice in the wards at the Naresuan University Hospital. Professional training, on the other hand, is undertaken by students in the other faculties. For instance, pharmaceutical students have their training at the Community Pharmacy.
Study and research are essential mechanisms of education. The Central Library services as a source of knowledge where technology and multimedia are seamlessly merged in the well-defined and up-to-date system, giving access to over 200,000 volumes of textbooks and over 6,000 entities of multimedia.

Naresuan University has been developed steadily and is ready to take further challenging paces in accordance with its four key missions:

- Well-qualified student production to serve country and world needs
- Research excellence and academic service to achieve sustainable development of the Thai society
- Community service as an integral part of the community in which it operates, to be accessible and to ensure that its teaching and research remain relevant to community needs
- Art and culture conservation to sustain the country’s appreciation of its heritage and the spirit of humanity

We are on our pathway to being the University of Innovation.
FACILITIES & SERVICES

Art and Culture
The university embraces the mission of maintaining, fostering, and enriching the cultural heritage of the country, especially the region. Graduate students are encouraged to participate in this area, involving cultural preservation and development, performing and visual arts, as well as crafts and local cultural events. Hosts of this mission are the Khong Sarawin Cultural Center, Student Affairs, and faculty level student clubs. In 2012, sixty-two projects were carried out, funded by both the university and the government budgets.
Banks

Four national banks are located on the campus as university branches to provide all the banking services including international exchanges and transfers of funds. Particularly, these banks provide smart cards as student I.D.s and serve as counters for university payments, i.e., registration, transfer of credits, and the like.

Buildings and Grounds

The main campus covers approximately 640 acres of land with 54 buildings, housing 17 faculties, 4 colleges, administrative offices, and a student center as well as the Central Library. The Demonstration School Campus in the city of Phitsanulok is on 25 acres of land. Additionally, the Bangkok campus is conveniently located, right at the Pleonechit BTS station.
Center for Information Technology and Communication Services (CITCOM)

To be a University of the electronic age, CITCOM was established to facilitate information and communication technology on campus. CITCOM provides MIS for data-based administrative decision-making and campus wide-operations. Serving as the technical consultant, CITCOMS provides hardware and software needs. Moreover, upon request, databases are designed and developed, tailored-made to fit the requirements of the division. Additionally, CITCOMS constructs e-learning for general education and also builds and monitors the central data-base of the university. On-line services, such as e-registration and e-admission are examples of support services provided to academic affairs. Occasionally, CITCOMS organizes workshops and seminars for all on campus and networks.
Central Library

In ensuring the availability of a range of educational resources indispensable to instruction, research and development as a university of innovation, which can meet the needs and circumstances of university constituencies, the Central Library continuously develops more effective “self-services” learning resources. At present, the library houses 219,767 textbooks, 35 databases, e-journals and e-books from 4 databases, and 210 printed journals. Additionally, 8,226 audio-visual titles are available in 7 languages. The Library is famous for state-of-the-art services, namely, on-line, proactive service, one-stop service, 24 hour zone, one search system, and research support as confirmed by several national awards conferred (http://www.lib.nu.ac.th).

Community Service

The University promotes community service in broad areas set out in several endeavors. The University seeks to make its resources and expertise accessible to other universities, research institutions, governments, industry, and the wider community. The highlight in this area is “Community Empowerment” continuously delivered to the
provinces in the lower northern region via “Mobile Units”, emphasizing dissemination of research findings, instructional extension to villages and case studies, aiming at supporting self-containment and sustainability in local communities, such as the Ban Klongku Project.

**Copying Center**

Next door to the post office is a copying center, where all duplicating services and bindings are provided for papers, theses, and dissertations.

**Housing**

The University provides ample housing for faculty, staff, and students: fourteen building with 1,030 units for staff and fifteen dormitories with 1,170 rooms for students.

**Hospitals and a Clinic**

Naresuan University houses two full-service hospitals, Medical Hospital and Dental Hospital. Both places serve as teaching hospitals while providing needed medical treatments for the university constituencies and the public at large. Asom Salao is the name of the Thai Traditional Clinic where faculty and students practice their expertise in Thai herbal medicine and the famous traditional Thai massage. The public is welcome.

**International Development**

The Division of International Development plays an active role in supporting academic and research activities, particularly done with overseas partners. Responsibilities include
facilitation for international staff in terms of work permits, visas, and liaising for University housing arrangements, working contracts, and the well-being of the staff. The office also takes care of communication with MFA for the process of passports and visas for Thai staff going overseas, specifically for study visits, conference participation, and collaborative discussion.

The university has currently signed 80 cooperative arrangements with potential universities providing a large number of activities in academic and research fields. DID’s range of duties extends to organizing international conferences or playing supporting roles for Faculties to deliver such gatherings. The Division is in charge of overseas arrangements for senior administrative staff of the university and serves as the central unit for exchange activities with strategic alliances. Circulation of scholarship opportunities, funded by Thai government or overseas organizations, is part of the office’s assignments.

For international students, the Division bears responsibility in communicating with 9 ASEAN Embassies and the Embassy of Bhutan to inform them about scholarship opportunities offered by the university. To drive all these, International Development Committee has been set up as a key agent to efficiently meet an increasing demand of internationalization.
International Student Hospitality

As a vital part of the Student Affairs Division, the International Student Hospitality functions as “the home away from home” for our international students. It serves as the information and counseling center, where all questions are answered and all troubles are solved. Hospitality starts from arrival to departure. Services comprise the International House, the International Club, International Nights, Host Families, and occasional parties and excursions.

Language Center

The Naresuan University Language Center’s mission is to enhance foreign language proficiency for students and staff. The following services are available: standard language testing, training, exhibitions, and self-access international language seminars. Some of the courses taught by native speakers are:

- English for Communications and Career
- TOEFL/IELTS Preparation
- English-writing for Academic Purposes
- ASEAN Languages and Cultures for Beginners Activities designed for students are as listed.
- Self-access Computer Programs, such as ELLIS, Tell Me More, Quartet Scholar, Practice Test for TOEFL, and Let’s Talk.
- Expert Readers Reading programs with books ranging from beginners to advanced. Also, novels and magazines with exercises are available for reading improvement.
- Let’s Play Games Board games designed for English skill development are provided, i.e., Crossword Puzzles, Scrabble, Flash Cards, and the like.
- Series-Movies Manias, Sound track English language series are played at scheduled times. After viewing, students are encouraged to work on exercises and to join in activities of discussions about the movie in English conversations.
- Meet and Greet. Every Thursday and Friday, English language native speakers are invited to have conversations with those interested from 1.00-3.00 p.m.

NULC is located at the CITCOMS building.

**Post Office**
A university post office with full services is located in a convenient location at the center of the campus at the QS building.

**Radio Station**
The University operates its own radio station: FM 107.25 mhz. Programs focus on educational dissemination of knowledge and research findings, including selected current national and international news. Most programs are proposed and organized by faculty, staff, and interested students.
Research
One of our university’s goals is to improve the quality of research training, including supervision, services, facilities and infrastructure, and communications for higher-degree-by-research students.

The university established collaborative research partnerships with a range of national and international counterparts, including research funding agencies, industry, business, the professions, and public agencies in key strategic areas. One successful strategic development is establishment of centers of excellence.

In targeted areas, innovative research activities and outcomes further enhance the university’s reputation both nationally and internationally. The evidence lies in the annual increase of 18.7% in research and 300% in innovation from 2011 to 2012.

Security
A community police station is located within the campus for all police services. Moreover, the university engages a team of security guards positioned all over the campus around the clock.

Sport Facilities
- **Indoors:** two gymnasiums with courts for basketball, volleyball, badminton, and table tennis.
- **Outdoors:** football fields, volleyball courts, especially a beach volleyball behind the swimming pool, petong court, and several tennis courts.
Student Center
In the vicinity of the dormitories is the Student Center with meeting norms, activity facilities, and offices for the student government and clubs. Adjacent to the center are banks and a shopping center with cafeterias.

Textile Museum
One of our popular sites on campus is the Textile Museum where information on indigenous Thai textiles is available. We are proud of our permanent exhibit of Her Majesty the Queen’s formal gowns made of intricately hand-woven Thai cotton and silk. Another exhibit is the Central Thai Textiles. Moreover, the museum organizes temporary exhibits from time to time. Souvenirs of the university and student and staff uniforms with logo on accessories are also available at the shop.

Theatres
Two theatres are provided, one indoors and one outdoors for performances and cultural activities.

Transportation
A mass transit system of 16 electric buses serves commuters on campus. Five hundred bicycles are available for use. Both services are from 7.00 a.m. to 10.00 p.m. and free of charge. As for field trips and other operations outside the campus, the university has in service 5 tour buses and several vans.