

Different Access Roles *between Demand-Absorbing and Semi-Elite Subsectors* **in Thai Private Higher Education**

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The 52nd Comparative and International Education Society Annual Conference
Teachers College, Columbia University, New York
March 20th, 2008



Outline of the Presentation

- Theoretical Orientation & Methodology
- The Thai Private Sector & Higher Education Access
- Defining Thai PHE Subsectors: Semi-Elite vs. Demand-Absorbing
- Diversity of Institutional Mission: Different Access Channels



Theoretical Orientation & Methodology

Different PHEIs may search for different missions. They seek to be accepted by different populations through various directions (Levy 2007)

Semi-Elite

- Leading institutions (w/ or w/out academic excellence), having comparable prestige to their public counterparts in their own countries
- Multi-dimensional prestige of socio-economic status, leadership in a niche, well-tuned employment networks
- Long-standing history

Demand-Absorbing

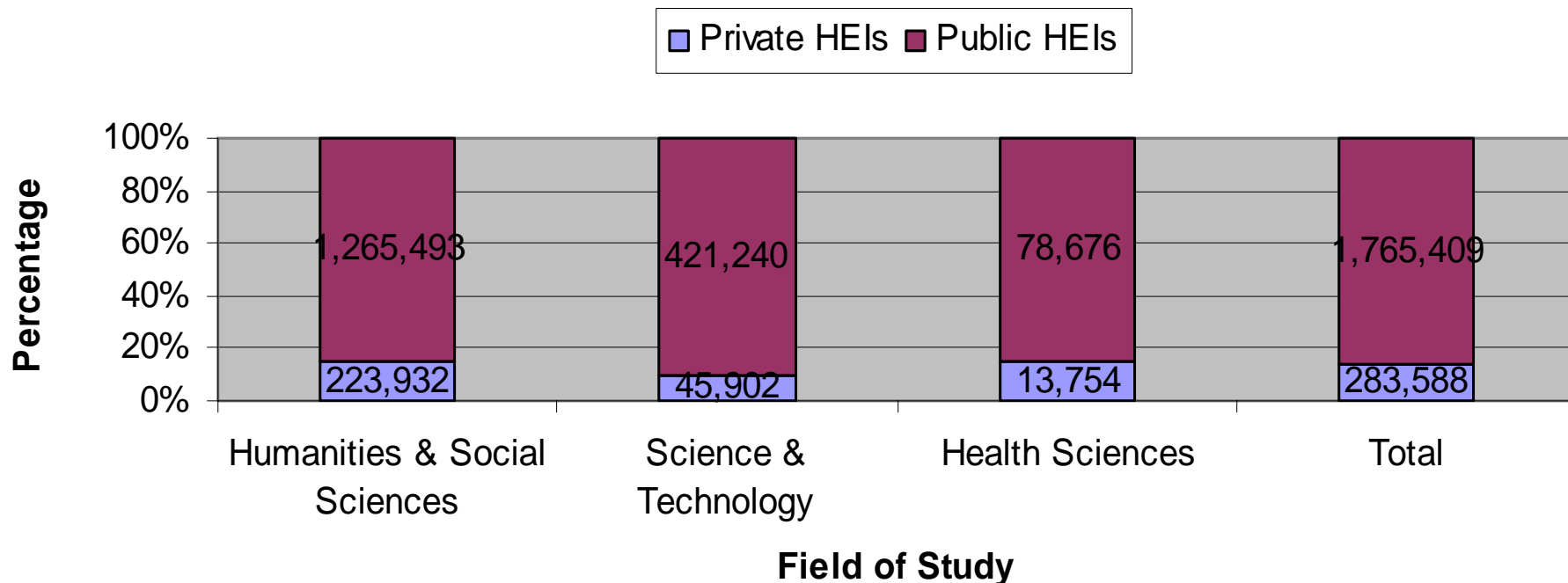
- Institutions emerging to absorb abundant demand whenever the supply cannot accommodate
- Recent establishment w/ minimum tradition & history

Methodology:

Fieldwork; Document & Web-Based Analyses

The Thai Private Sector & Higher Education Access [1]

Total HE Enrollment in Thailand Year 2007 (Full & Part Time)



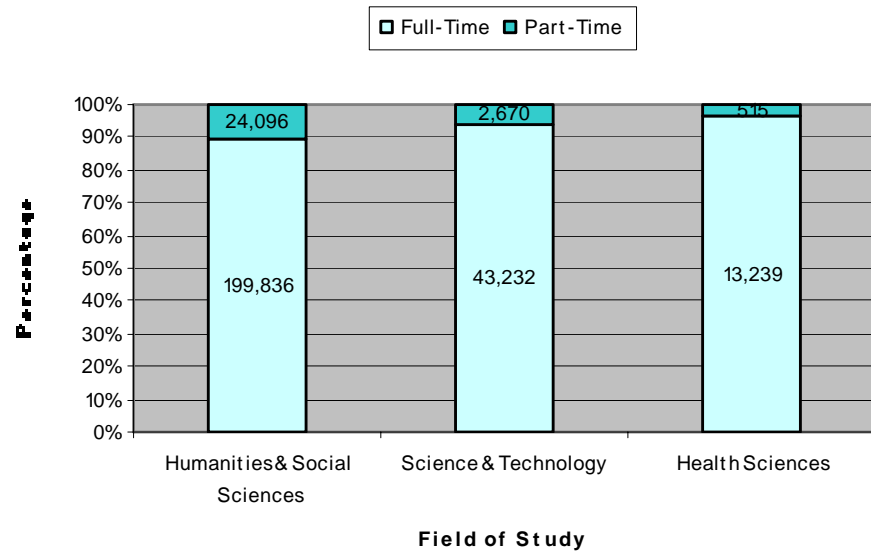
Year 2007 Total HEIs in Thailand = 146

Total number of PHEIs = 68 (47%); Total number of public HEIs = 78 (53%)

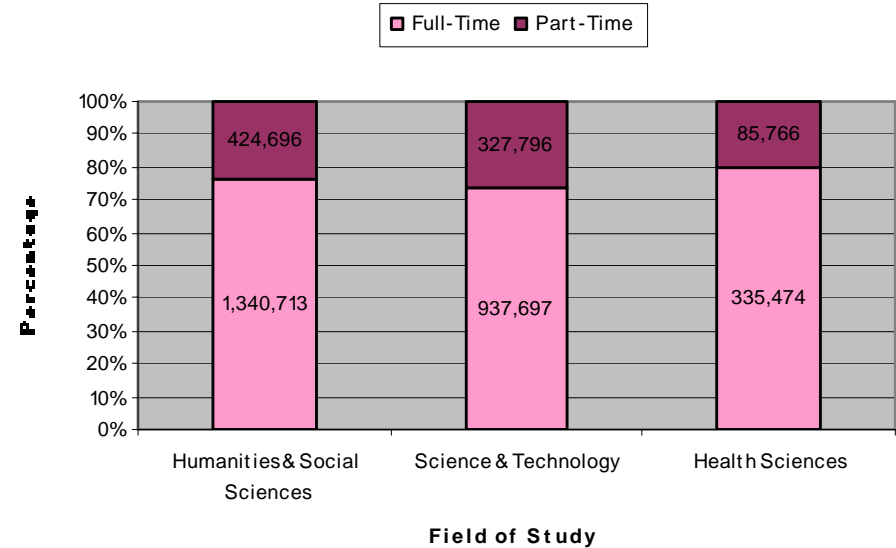
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The Thai Private Sector & Higher Education Access [2]

Total PHE Enrollment in Thailand Year 2007 by Time Status of Students



Total Public HE Enrollment in Thailand Year 2007 by Time Status of Students



Defining Thai PHE Subsectors: *Semi-Elite vs. Demand-Absorbing*

- Oldest w/ long history & reputation

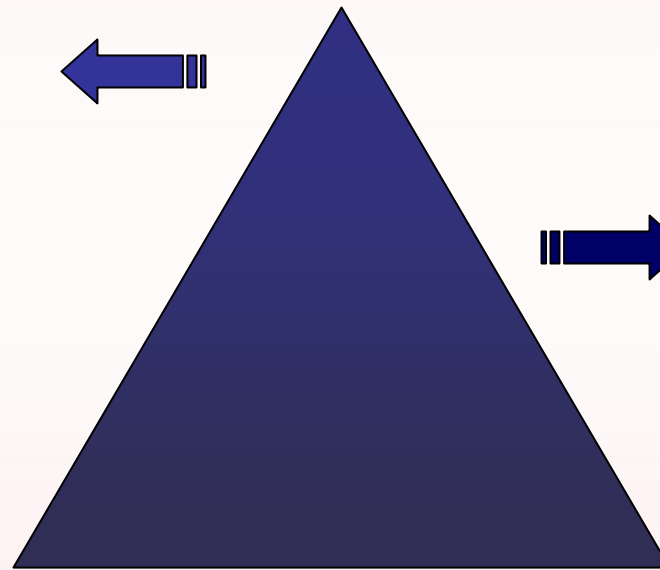
- The first to gain legal approval

- Gigantic in size (20,000+)

- Initially focusing on Biz. related fields & later expanding to various fields

- Very few & all located in the same area

Semi-Elite



Demand-Absorbing

- A bulk of PHEIs in Thailand

- New w/ less history, mostly founded after 1991

- Mostly small (< 3,000) to very small (< 1,000) in size

- Specialized, very few programs offered



Diversity of Institutional Mission: *Different Access Channels*

- 🌐 Academic Excellence & Everything Else
- 🌐 Business Oriented Aspiration
- 🌐 Custom-Made for Particular Niches
- 🌐 On-Demands (Business & Technology)

(All channels typically come w/ an option of international programs.)



Academic Excellence & Everything Else

- Semi-elite w/ long-standing history & national reputation
- Among the oldest & largest PHEIs (20,000+ students), each holding ~10% of the total PHE enrollment share
- Initially offering Biz. Admin. & later expanding their access channels to various fields & levels
- International college/ programs
- Admission: GPA, Written exam + interview OR National exam scores + interview
- Various scholarships → merit-based, need-based, athlete, u-school partnership, provincial representative, etc.)
- Students largely from a high- or middle- socioeconomic background

Business Oriented Aspiration

KSU (10,250 students)

- Serious demand-absorbing
- Currently providing various programs but initially stemming from Biz. & polytechnic vocational school
- Partnership w/ foreign universities
- Average tuition & fee (~37,000 B/ year; ~\$1150)

SIU (250 students)

- Serious demand-absorbing
- Founded by the former prime minister (Biz.)
- All int'l programs (Mgt., Int'l Biz, Com. Science, Mgt. Tech.)
- Partnership w/ foreign universities
- High tuition & fee (202,135 B/ year; ~\$6,300)
- Students mostly from a high socioeconomic background

Custom-Made for Particular Niches [1]

Engineering

MUT (8,000+ students)

- Rank 32, Asia Week
- Founded by a group of professors from prestigious public universities
- Initially known for Satellite project (THAI-PHAT). All levels in Engr.; Bachelors & Masters in Vet. Med., Biz Admin., Science & IT
- Training Center for companies
- Partnership w/ reputable foreign universities & public university
- Tuition fee = ~45,000 Baht/year (~\$1400)

TNI (370 students)

- Recently founded by the Technology Promotion Association (Thailand-Japan): TPA
- Bachelors & Masters in Engineering, IT, Industrial Mgt., Biz. Admin. (Japanese)
- For formal education students & employees of entrepreneurs
- Employment linked w/ companies that are TPA members
- Partnership w/ Japanese universities (prestigious, traditional private, 2nd tier & below)



Custom-Made for Particular Niches [2]

Eastern Medicine: HCU

- Size: 8,000+ students
- Formerly known as the Midwifery School, founded by the Poh Teck Tung Foundation, aiming to develop qualified employees for the Huachiew Hospital
- Famous for the field of Eastern Medicine (the first & only in the private sector)
- Enrolled students are in 3 areas: 1) Medicine, Pharmacy & Nursing; 2) Fine Arts & Humanities; and 3) Biz. Admin.
- Admission: GPA, Interview, National Exam Scores
- Tuition fee: Eastern Medicine = ~72,000 B/ year (\$2250); Pharmacy = ~ 104,000 B/year (\$3,250); Biz. Admin. = ~ 42,700 B/ year (\$1330)
- Scholarship: merit-based, geographical based, Chinese medicine, athlete

Custom-Made for Particular Niches [3]

Hotel Management: DTC

- Size: 1,700 students
- Founded by the Dusit Hotels & Resorts Group, aiming to train qualified employees for its branch hotels
- Among the pioneering institutions in Hotel Mgt. Now offering Biz. Admin., Mgt. in Hotel, Restaurant, Tourism, Resort & Spa, and Convention & Events, Int'l programs
- Training & Development Center: Executive programs, develop manager, short courses
- Partnership w/ Le Cordon Bleu, France, in BA culinary field (academic, laboratory, field internship)
- Admission: Written exam & Interview, National Exam Scores
- Tuition fee: Biz. Admin. & Hotel Mgt. = ~55,000 B/ year (\$1720)



On-Demands (Biz & Tech)

- A bulk of PHEIs (across the country)
- Mostly small in size
- Founded in the last decade w/ less history & recognition
- Access channels via
 - Biz. Admin. & Technology fields
 - Minimum tuition & fee
 - Training



Linking the Thai Case & the Global: *Echoes*

- Total access is offered mostly through public HE (*Trow's "mass higher education"*)—similar to many Asian countries
- Differentiated access is offered through institutional diversify of PHE and public HE
- Total access is promoted via similar gov. funding mechanism (i.e., student loans) for both PHEIs and public HEIs
- More differentiated access is provided through affiliation & partnership w/ public HEIs & inter-institutional linkage—both domestic & int'l; Biz. & HE; Gov. & PHE—(similar to China, Malaysia, India, Russia, South Africa, the U.S., and many parts of the world)
- Different kinds of access are provided via different institutional missions & particular specialized fields
- Students are given access to HE through PHEIs; otherwise, they would not be in HE at all (i.e., those failing the national entrance exam to the public HEIs or those w/ full-time employment)

• PHEIs provide what students demand → *Job-oriented access* (Levy 2008)

• PHEIs serve students w/ various socioeconomic backgrounds

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Linking the Thai Case & the Global: *Deviations*

- Percentage of part-time students in PHEIs is less than 10% and also much smaller than that in the public ones
- Generally access via demand-absorbing PHEIs is associated with commercial fields of study (i.e., Biz. Admin, tourism, information technology); however, in the MUT case, for example, the focus is on Engineering.



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[Thank you]

