Competency in terms of Dr. Phorramatpanyaprat Tongprasong's Thesis and Beyond Professional Achievement Toward a Purposeful Life

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Dr.Phorramatpanyaprat Tongprasong **underscores the paramount importance of cultivating instructors' competencies in both achievement-oriented work and creative initiative.** This development is deemed crucial for driving the advancement of human resources, thereby shaping a high-quality populace for Thailand that is committed to lifelong learning. Furthermore, the program's conceptualization of "competency" inherently integrates generic outcomes, such as **"Thinking"**—encompassing higher-order cognitive skills like critical thinking, problem-solving, creative thinking, and strategizing—and **"Acting"**—which incorporates practical skills (execution, application) alongside attitudes such as proactiveness, collaboration (team-building), and resilience. Moreover, the implicit inclusion of information technology skills, specifically pertaining to "digital technology" and "application development," within this comprehensive definition ensures a direct alignment with the core competencies expected of modern graduates. **"Competency is fundamentally about effective thinking and acting in an enrichment of Life." (Tongprasong, P.):**

- **"Thinking"** encapsulates the **knowledge** (understanding, analysis, conceptualization) and higher-order cognitive **skills** (critical thinking, problem-solving, strategizing).
- **"Acting"** encompasses the **practical skills** (execution, performance, application) and the underlying **attitudes** (proactiveness, collaboration, resilience) that drive behavior and ensure effective delivery of results.

This two-word summary perfectly captures the dynamic and outcome-oriented nature of competency.

Definition and Description of Competency
Definition:
Competency refers to a combination of knowledge, skills, and attitudes (KSA) that enables an individual to perform a task or job effectively and successfully in a given context. It's not just about what a person knows, but how they apply

that knowledge, what skills they possess, and what underlying personal attributes they bring to the situation. It's about demonstrated ability to achieve desired outcomes.

Description (Key Components):

Competencies are typically described through their three core components:

1. Knowledge (Cognitive Aspect):
- This is the theoretical understanding, factual information, and conceptual framework an individual possesses. It's the "what you know."
- **Examples in dBizTECH context:** Understanding of digital marketing principles, knowledge of software development methodologies, grasp of data analytics concepts, theoretical understanding of business strategies, familiarity with cybersecurity protocols.

2. Skills (Psychomotor/Behavioral Aspect):
- These are the practical abilities, techniques, and proficiencies developed through training, practice, and experience. It's the "how you do it."
- **Examples in dBizTECH context:** Coding in Python/Java, designing user interfaces (UX/UI), analyzing large datasets using specific software, developing mobile applications, creating augmented reality content, performing project management tasks, effective communication, critical thinking, problem-solving.

3. Attitude (Affective/Personal Aspect):
- This encompasses the individual's mindset, values, beliefs, work ethic, and behavioral traits that influence how they apply their knowledge and skills. It's the "your approach to it" or "your readiness to do it."
- **Examples in dBizTECH context:** Adaptability to new technologies, willingness to collaborate in teams, ethical conduct in handling data, proactivity in identifying solutions, resilience in facing challenges, leadership qualities, creativity, commitment to lifelong learning, customer-centric mindset.

In essence, a competent individual is someone who:
- **Knows** what needs to be done (knowledge).
- **Can do** what needs to be done (skills).

- **Is willing to do** what needs to be done, and does it with the right mindset (attitude).

In the context of the dBizTECH program, the focus on "Outcome-Based Education (OBE)" and gathering feedback from "employers, graduate users, alumni, and experts" on "needs of stakeholders" strongly indicates that the program defines and teaches competencies as these integrated sets of KSA, aiming to produce graduates who are not just knowledgeable but truly capable and ready for the demands of the digital business and technology sector.

Tongprasong, P. (2024). *ADMISTRATIVE MODEL DEVELOPING ACHIEVEMENT ORIRENTED AND CREATIVE WORK OF THE RATANAKOSIN RAJABHAT UNIVERSITY INSTRUCTORS* [Doctoral dissertation, University of Phayao].