

ABSTRACT

The purpose of the dissertation is to study on the impact of Organization Development Intervention on service process for curriculum development in Assumption University in order to support and facilitate all academic units in the university to produce quality curricula. This is also intended to improve the quality of service process which is provided the Office of the Vice President for Academic Affairs.

The research objectives are:

1. To describe and analyze the current status of the organization in terms of the service process for curriculum development in Assumption University as “ a human social system organization”
2. To conduct diagnosis of the service process for curriculum development in the university provided by the administrative service unit of Office of the Vice President for Academic Affairs
3. To identify, propose, and implement appropriate Organization Development Intervention (ODI) to improve the service process for curriculum development in the university.
4. To determine the influence of the service process for curriculum development in terms of operation management process, support process, and communication process on service quality in terms of process quality and Faculty’s satisfaction.
5. To determine the impact of ODI on the service process in terms of operation management process, support process and communication process.

The research design is based on an action research model which is reflected the research framework. The quantitative data from the questionnaire were analyzed by using

SPSS program including means, standard deviations, paired sample t-tests were used to measure the impacts on service process. To determine the influence of service process in terms of operation management process, support process and communication process on service quality, step-wise regression analysis was used. Qualitative data from interview, observation, and open-ended questions were clustered according to the set of questions. Brain Map was used to classify respondents for ODI in communication process. This model was also used to analyze qualitative data for the pre ODI, OD process and post ODI.

The appropriate OD interventions were implemented namely, redesign structure, recruit more staff, define specific tasks/activities, redesign processes and develop curriculum documentation in the operation management process; develop a database program and an up-to-date curriculum development website in support process; conduct orientation, training/coaching, process consultation, and establish follow up system for the communication process. The respondents were satisfied with the service process. OD interventions have impact on the communication process in terms of Service Providers and Receivers specifically on disposition and competency. OD intervention has also an impact on the operation management process in terms of Documentation. The findings also showed that the Operation Management Process in terms of Structure of Administrative Function and Tasks/Activities has influence on Service Quality. Furthermore, the Communication Process in terms of Service Providers and Receivers/ disposition as well as Competency and Service Delivery has influence on Service Quality.

Based on the findings of the study, the following are the recommendations for further ODI:

1. Technostructural Intervention to enhance the Operation Management Process
 - Establish a Center for Curriculum Development Facilitation
 - Produce a manual for staffs who are responsible for the service process for curriculum development
2. Strengthen the Support Process through an updated and revised curriculum database program and regular uploading of information to an online database
3. Human Process Intervention to improve efficiency and effectiveness in the Communication Process
 - Training people in charge in the tasks of curriculum development in the university
 - Develop a checklist of requirements for curriculum documentation, and regulations

