

**Title** Innovation on Identity Development for Bachelor Degree Students at Kasem Bundit University

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### **Abstract**

**PURPOSES:** To study identity of bachelor degree students at Kasem Bundit University; synthesise the identity of the bachelor degree students; study opinions of executives, faculty members and the bachelor degree students; and synthesise an innovative model for identity development of the bachelor degree students.

**METHODS:** Step 1 : Brainstorming of all members of faculties and institution on the desired identity of the bachelor degree students. Step 2 : Synthesize identities of the student as outlined by the Planning and Development Office of Kasem Bundit University. Step 3 : Collect opinions on guidelines for development of the desired identity of the bachelor degree students from executives, faculty members and the students. Step 4: Development of an innovative model for identity development of the bachelor degree students.

**RESULTS:** An innovation on identity development model for bachelor degree students at Kasem Bundit University as expected by Kasem Bundit University, society and stakeholders.

**THEORETICAL/POLICY IMPLICATIONS:** The innovative model could be applied for planning and implementation for producing bachelor degree students at Kasem Bundit University with respect to the OBE curriculum with active learning approach by faculty members and interactive working by Student Affairs Office.

**Keywords:** Student Identity, Innovative Model on Identity Development, Bachelor Degree Students, Kasem Bundit University