

Pavinee Mardjaroen 2010: Educational Quality of Bachelors in Business Administration Field of Government Universities in Bangkok. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Mrs. Haruthai Numprasertchai, Ph.D. 193 pages.

The objectives of this research were to 1) study the educational quality of the business graduates from the point of view of graduates, educators and employers, 2) compare the educational quality of the business graduates from the point of view between graduates, educators and employers, and 3) search for a guideline to improve and develop the educational quality in Business Administration field in accordance with expectation of stakeholders related. The samples for this research consisted of 478 graduates and 91 educators from 4 universities including Chulalongkorn University, Kasetsart University, Thammasart University and Srinakharinwirot University, and 387 employers in Bangkok. This research used questionnaires as a research instrument. The statistics used for data analysis were percentage, mean, standard deviation and hypothesis testing by Independent Samples t-test, One-Way ANOVA (F-test) and LSD analysis.

The research found that the educational quality of the business graduates from the points of view of graduates, educators and employers on the overall knowledge and ability of graduates were at a high level. The hypothesis testing at significant level of .05 found that, firstly, there was no difference in the graduates' opinions who working for different types of organizations on the knowledge and ability gained from higher education and capability to apply those to their jobs. Secondly, there was a significant difference in the graduates' opinions on the 2 aspects: knowledge and ability gained from higher education and capability to apply those to their jobs, except for the dimension of knowledge. Thirdly, only the dimension of knowledge was found different in the employers' opinions and the dimension of knowledge and cognitive skills were found different in the level consistent with expectations of employers who working for different types of organizations. Fourthly, there was a significant difference in the opinions between graduates, educators and employers on the educational quality of the business graduates. However, only the dimension of knowledge that was found no difference. Finally, only the dimension of ethics and morals was found different in opinions between educators and employers on the level consistent with expectations on the knowledge and ability of graduates.

The recommendation from this study is that employers should participate to educational institution in developing educational programs to modernize and meet the demands of the labor market even more.

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Student's signature

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Thesis Advisor's signature