

Siriyakorn Kongkan 2011: Academic Achievement Factors of Honor Students of Bachelor of Accountancy Special Program Kasetsart University. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Usana Patramontree, M.B.A. 123 pages.

The objective of this research was to study the factors of relationship between the cognitive factors were GPA from high school, grades in the course of Principles of Accounting Introductory and non-cognitive were achievement motivation, study habits, relationship among friends, teacher and adviser and college environment affecting academic achievement of students graduated with honor at each year.

The samples for this research consists of 130 each of year with high grade points students. Data were collected by questionnaires survey. The statistics used for data analysis were percentage, mean, standard deviation and hypothesis testing by the multiple regression analysis at the .05 level of significance.

The research findings showed that factors affecting total students on academic achievement were GPA from high school, grades in the course of Principles of Accounting Introductory, study habits, and relationship among friend. Factors affecting academic achievement each of year show that the first year and second year students were GPA from high school, type of high school and relationship among friends. The third year and fourth year students were achievement motivation, grades in the course of Principles of Accounting Introductory and study habits .The results indicates that academic achievement factors each of year at honors students was found difference. Academic administrators and teachers shall pay attention to all mentioned factors that affecting to total students on academic achievement at each year.

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Thesis Advisor's signature