

Bundit Nara-Anusorn 2008: Factors Affecting the Selection of Retail Business in Dual Vocational Training of Students in the Level of Vocational Certificate at Bangna Commercial College. Master of Education (Business Education), Major Field: Business Education, Department of Vocational Education. Thesis Advisor: Associate Professor Shana Wannoon, M.S. 85 pages.

The purpose of this research was to investigate factors affecting the selection of retail business in dual vocational training of students in the level of vocational certificate at Bangna Commercial College. The population was 130 students who studied in the dual vocational training of vocational certificate. The instrument had been used by means of questionnaires. One hundred and thirty copies were analyzed by computer program, percentage, mean and standard deviation.

The results of this study revealed that all factors affecting on the selection of retail business of students in the dual vocational training of vocational certificate at Bangna Commercial College were at high level. As for the aspect of involve person, it was averagely moderate level. Considering with the highest rank of each factor were as the following aspects, including 1) reasons of person such as needs to increase level education. 2) the vocational aspect which included the progress in retail business. 3) the institutional factor which found that this college had long reputation in education sector. 4) the curriculum aspect led to gain income during study period. 5) the related persons such as parents' supports to encourage their children to study in this program.

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Thesis Advisor's signature

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