

Lita Rattanapan 2008: Problems of Dual System of Higher Vocational Certificate Management in Retailing Course, the Educational Co-operation between Dusit Technical College and the Mall Group Company Limited (Ngamwongwan Branch). Master of Education (Business Education), Major Field: Business Education, Department of Vocational Education.
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The purpose of this research was to study problems of dual system of higher vocational certificate management in retailing course, the educational co-operation between Dusit Technical College and the Mall Group Company Limited (Ngamwongwan Branch). The research populations consisted of 6 instructors, 60 graduated students who graduated from higher vocational certificate in Retailing Course, the Educational Co-operation between Dusit Technical College and the Mall Group Company Limited (Ngamwongwan Branch), 3 heads of educational institutions and 3 directors of private sectors. The research instruments comprised of questionnaire and interview surveys, which data were analyzed through percentage, mean and standard deviation.

The research results showed that there were problems regarding management problems of dual system of higher vocational certificate management in retailing course, the educational co-operation between Dusit Technical College and the Mall Group Company Limited (Ngamwongwan Branch) in “less” level in terms of 1)curriculum 2)personnel 3)material and budgeting supports 4)students’ characteristics and 5)process of pedagogical practices including supervision, checking, public relation, and coordination. As the result, problems which were consisted of Problem regarding curriculum, instructors as well as graduated students who gave their opinions in “less” level; heads of educational institutions and directors of private sectors showed their ideas that there were not any problems. However, students’ problems of characteristics and pedagogical practices including supervision, follow up, public relation and coordination were in “less” level, while graduated students had not any problems.

Student’s signature

Thesis Advisor’s signature