

ABSTRACT

Thesis Title : An Evaluation of the Bachelor of Business Administration Curriculum, Department of Accounting, Assumption University, Revised B.E. 2525

Student's name : Mrs. Choosri Tanaprasertsuk

Degree Sought : Master of Education

Major : Educational Measurement and Evaluation

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Advisory Committee :

1. Assoc. Prof. Dr. Tuanjai Ketsa Chairperson
2. Asst. Prof. Pensee Setthawong

The purpose of this research was to evaluate the Bachelor Degree Program in Business Administration, Faculty of Business Administration Department of Accounting, Assumption University. The CIPP Model was applied as the evaluated model. The study consisted of 430 samples. The instrument of the study was questionnaires with the reliability in the range of 0.87 – 0.89.

Research findings showed as follows:

Context evaluation data indicated that the curriculum objectives have clear and precise usage of language that render with the social demands and have high uniqueness of the profession. The objectives of the curriculum are also found to be practical and appropriate whereas the curriculum structure: - accumulated credits, General Studies credit, Business Core courses credits, Profession course credits, are consistent to the social as well as student needs.

Input evaluation related to instructors, quality of textbooks, service, and show that they are greatly appropriate. Students readiness in study, sufficiency of teaching aids, quality of teaching aids, convenience in aids service, sufficiency of text books, handouts, class rooms and the quality of them were found to be moderate level of appropriateness.

In process evaluation, it was found to be moderate level of appropriateness. As for the curriculum preparation, evaluation and service as well as the teaching and learning preparation, teaching techniques, measurement and evaluation, curriculum planning and teaching preparation were appropriate in the high level.

In productive evaluation, the graduates from the Bachelor degree program in Accounting, Faculty of Business Administration, Assumption University has general and specific qualifications according to the objectives of the curriculum in the high level.