

C243770 : MAJOR HIGHER EDUCATION AND HIGHER EDUCATION
KEY WORD: : UNIT COST / SCIENCE AND TECHNOLOGY / PRIVATE UNIVERSITY
PONGSAI SUPACHANYARUK : THE ESTIMATION OF UNIT COST MODEL AND THE
ALTERNATIVES OF COST-REDUCTION FOR EDUCATIONAL PROGRAM IN SCIENCE
AND TECHNOLOGY OF PRIVATE UNIVERSITIES. THESIS ADVISOR :
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Ph.D. 344 pp.

The purpose of this research was to design a unit cost model for the educational program in science and technology of private universities. In this regard, the resources as utilized in the instruction were estimated based on the criteria set by the Ministry of University Affairs. The comparison was made between the unit cost model designed from this research and the Computer Science program, Faculty of Science, The University of the Thai Chamber of Commerce, which was used as the case study. Results from this research were aimed at proposing alternatives of cost reduction for educational programs.

The results were as follows : the composition of durable articles cost the highest as far as the unit cost model for educational programs in science and technology was concerned. The second highest composition was salary for full-time instructors.

Student unit cost for the whole program was calculated as follows : Baht 108,431.96 for the Computer Science program; Baht 109,606.96 for the Food Science Program; Baht 110,056.59 for the Food Technology program; Baht 120,356.73 for the Electronic Engineering program; Baht 128,679.32 for the Electric Engineering program. The student unit cost model for the whole program in the Computer Science program (the case study) was computed at Baht 99,283.02, which was 9,193.94 Baht lower than the estimation model. One of the alternatives chosen for cost reduction might be to offer simultaneously more than one program to reduce the cost.