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: MAJOR HIGHER EDUCATION

KEY WORD:

DESIRABLE CHARACTERISTICS/GRADUATES/BUSINESS ENTERPRISES

TIKAMPORN SUWANPRATEEP : DESIRABLE CHARACTERISTICS OF BUSINESS
ADMINISTRATION DIPLOMA GRADUATES IN ACCORDANCE WITH BUSINESS
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The purpose of this research is to study the desirable characteristics of Business Diploma graduates and compare the opinions among the business enterprises executives, faculty members and the graduates in accordance with the business enterprises needs.

Opinions of faculty members and graduates were compared by fields of study. In addition, opinions among graduates were compared by fields of study by emphasizing desirable characteristics according to theories and principles coupled with interviews with business executives.

Data were collected via questionnaires distributed to business executives, faculty members and graduates. 944 out of 1,119 copies of questionnaires sent were completed and returned, (84.36%).

The results of the research indicated that most business executives preferred the most desirable characteristics in terms of personality, attitudes, academic knowledge, work performance and experiences. Those desirable at the medium level, were, namely, abilities in advertising services, financial management and communicative command of English.

When considered by fields of study, most executives preferred highest levels of all desirable characteristics for all fields, except academic knowledge Secretary, Advertisement and Business Computer, for which medium levels are preferred.

The comparisons among the opinions of executives and faculty members with the perception of graduates of all fields, the highest level of desirability were personality, human relations, attitudes and experiences. However, graduates contradicted others by indicating medium levels regarding academic knowledge, work performance and skills.