

Thesis Title A Study of Goals of Private Universities in Thailand
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ABSTRACT

Purposes of Study:

The purpose of this study was to investigate the goals of private universities in dimensions of teaching and training graduate students, research, community services and national cultural preservation.

Methodology:

The study was categorized as descriptive research, featuring documentary analysis. The data used in this study was not only from related documents, but also from the interview of 31 purposively selected persons who were concerned with private universities. Thereafter, the data were analyzed, summarized and discussed. Also useful recommendations were selected.

Summary of Findings:

The findings of the research were summarized as follows:

1. The goals concerning teaching and training graduate students in private universities emphasized 3 dimensions of study: social science, humanities, and science. The highlights were business administration

and new subjects to be managed in the future. Private universities would consider social needs and job seeking but they would not provide the same subject as any other universities. Moreover, the other goals were to develop the quality of graduate students, covering graduate school, especially in various majors in master degree level.

2. For the research goals, private universities emphasized both applied research and institutional research. It was to apply the research in teaching, institute management, serving other missions in order to achieve its effectiveness. However, the research activities in private universities were in small scale only 5 projects purposed, but 2 or 3 projects were finished.

3. For the social service goals, private universities emphasized the community development and social equality by providing related activities by institutes, instructors, and students. Most of the activities were lectures, seminars, rural developing volunteers, and other community-service activities.

4. For the goals concerning national cultural preservation, private universities emphasized to preserve the cultural heritage and to maintain Thai identity. Cultural Centres were established in order to pass on information about promoting Thai culture, to produce documents on art and cultural promotion, and to establish the Archives Division in order to collect knowledge of national art and culture.

Recommendations:

1. The goals concerning teaching and training graduate students: Private universities must accelerate to develop instructors for the quality of graduates and to serve the growth to graduate school

in the future. For the government's responsibility, not only the government must set clear and relevant policies not to offer the same courses and to compete with private universities, but also support instructors in state universities to develop private universities; e.g. exchange instructors, etc.

2. The research goals: Private universities must support the role of research to some extent by giving research methods, granting more scholars, supporting instructors to research projects for business, and decreasing teaching periods during their research projects. The government must allocate budget to projects according the number of private institutes that have been increasing. Moreover, the government must arrange training courses for research to private instructors and support instructors in state universities to cooperate in joint-research with private instructors.

3. The social service goals: Private universities must focus on giving services by requiring the clients to pay more service charge making the program self supporting. The government may subsidize program for social service to private universities in larger extent and allowing state instructors to cooperate with private instructors in providing social services.

4. The goals concerning national cultural preservation: Private universities must study students' interest in preserving national culture and research the affect of causes and effects of the national culture. The government must allocate enough budget to support private universities such as other roles.

5. Capital and income of private universities' owners: This

is the most important factor of four goals. The government must amend acts, rules, and regulations, which are opposed to private universities development, to focus on nonrestrictive measures and to motivate private investors, e.g. to let them have more interest, to exempt taxes, or to set up the fund for private universities development by granting them low-interest soft loan, etc.