

ARTHIT SRIHAMONGKOL: EDUCATIONAL INVESTMENT RETURN IN THE AREA OF TRADE AND INDUSTRY IN TECHNICAL COLLEGES UNDER THE JURISDICTION OF THE DEPARTMENT OF VOCATIONAL EDUCATION. THESIS ADVISOR : ASSISTANT PROFESSOR NISA XUTO, THESIS COADVISOR : ASSISTANT BUNGORN TUBTIMTONG, PH.D., 161 pp.

The purpose of this study is to examine educational investment return in the area of Trade and Industry in technical colleges under the jurisdiction of the Department of Vocational Education. The sample groups comprise 400 students and 343 graduates from 3 technical colleges. The cost-benefit analysis is applied to the monetary part in order to derive at the internal rate of return. The non-monetary part account for practical skill, technical knowledge, working position, human relations and social acceptability as rated by the graduates.

The finding are as follows:-

1. Monetary rate of return: The social rate of return is 14.61 % and the private rate of return is 15.24 %. The social rate of return is 14.82 % and the private rate of return is 15.40 % for those who work in the private sector.

2. Non-monetary return: The return is considered very high (more than and equal 90 %) on human relations and social acceptability and it is considered high (80-89 %) on practical skill, working position, vocational theory and factory safety as rated by the graduates but it is considered relatively low (50-59 %) at promotion and technical knowledge.

Both monetary and non-monetary returns are considered worth while investment in the area of Trade and Industry of technical colleges under the jurisdiction of the Department of Vocational Education.