

Thesis Title	A Study of Graduates' Characteristics of Technical Diploma, Business Administration as Desired by the Banks in Nakhon Pathom.
Student	Mr. Somsak Laohakit
Thesis Advisor	Mrs. Ashara Suebsinskulchai
Thesis Co-advisor	Dr. Siripan Choomnoom
Level of Study	Master of Industrial Education in Vocational Administration
	King Monkut's Institute of Technology Ladkrabang
year	1997

### ABSTRACT

The purpose of this research was to study the students graduated in Business Administration. Diploma as required by the banks in the next 5 years (1996 - 2000 period) according to the managers' opinion and to study qualifications of the graduates, as needed by the three departments which included finance, accounting and credit departments. The qualifications were divided in to 6 categories' awareness and vocational skills, responsibilities, human relationships, loyalty, self discipline and good mental and physical health. And to compare the results according to the departmental heads'opinions classified by the banking group in Nakhonpathom Province. The samples in the research involved 51 managers, and 153 departmental heads. To analyse the data and facilities used for this research such as questionnaires, scales, statistics, data analysis.

A percentage and average system will be used to evaluate the research. A comparison of the difference between the averages will be compared with the results.

## Conclusions

1. The banks had a tendency to recruit more personnel in the period 1996 - 2000. The subjects needed respectively ( a ) accounting ( b ) finance and banking ( c ) marketing ( d ) business computing ( e ) international trading.

2. Qualifications of the graduates needed by the bank in three departments were : ( a ) finance ( b ) Accounting ( c ) credit in six categories of qualifications according to their most needs are : ( a ) responsibilities ( b ) self - discipline ( c ) loyalty and ( d ) human relationship ; and to their average needs are : ( a ) awareness and vocational skills ( b ) good mental and physical health.

3. The results from comparing the opinions of the departmental heads of the two banking groups in the whole image were : the banks require the entirely different graduate qualifications. That is the second banking group from the headquarters with over 150,000 million baht deposit had higher level of requirement than the first banking group from the headquarters with less than 150,000 million baht deposit which was in accordance with the goals set.