

Abstract

This is a study on “Expectations in Career Choices of Students of College of Innovative Education, Thammasat University”. The objectives of the research were to examine the expectations in the career choices of College of Innovative Education students and study how they plan to apply their knowledge of technology management in their careers. The sample consisted of 86 students of the second year of the master's degree program in Technology Management, College of Innovative Education, Thammasat University. Data were collected through a questionnaire and processed by the statistical package for social sciences, percentage, mean, standard deviation, including correlation of variables using t-test statistic, and ANOVA (one-way analysis of variance).

The results of the study showed that the majority of the samples were female, between 25 and 30 years of age, with two-to-five-years' work experience, working in private companies, mostly in the engineering and computer fields. The levels of their expectations after graduation were high on emolument, job position, status and application to self-employed businesses while those on improved working environment and ability to reduce production costs were medium. With regard to relation testing between personal factors against career and technology expectations, the difference on the whole did not reveal any significant degree.

The study suggested that the government and responsible agencies should develop a system to monitor and assess the extent to which the graduates make use of the knowledge in their work and set up a network of cooperation between the public and private sectors. The College of Innovative Education should revise the curriculum or develop new curriculums to better meet the labor market. The College should also conduct an inquiry about the needs of ongoing students and their interests to make sure that their needs and their career choices are catered for while the students could assess the extent of their competence and aptitude in the chosen fields. The students should develop themselves in the following areas. There should be more exchange of work

experience with and between fellow students, instructors and resource persons to achieve a broader perspective. The students should equip themselves with knowledge of another foreign language that they may need in their work. They should increase their management knowledge through reading and attending self-improvement and management seminars to get the desired visions, direction and strategies. In addition, they should learn how to use technology to improve work efficiency and keep in touch with the changing labor market and social conditions.