

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

THE STUDY ON TUITION RATE POLICIES OF PART-TIME UNDERGRADUATE STUDENTS, MAEJO UNIVERSITY

By

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The objectives of this research were (1) to study tuition rate policies of part-time undergraduate students; (2) to compare tuition rate structures of part-time and full-time undergraduate students; (3) to compare tuition rate structures of part-time undergraduate students of Maejo University with those of other tertiary institutes in Chiang Mai; (4) to study future effects of tuition rate increase on undergraduate students; and (5) to study the university's financial administration trends in the future. The respondents were 170 Maejo University's part-time on undergraduate students randomly sampled by using the methods proposed by Tull and Hawkins. The data were collected by means of questionnaires, by interviewing the university's administrators as well as by analyzing the university's budgets, and then analyzed by using the SPSS/PC⁺.

The results were as follows:

The current tuition rates of part-time undergraduates were close to those of lower education levels and the university did not continuously raise its tuition fees. The fees practically remained unchanged until the university faced financial problems. Whenever the fees were raised,

they were in a jump-start fashion, leading to a drop in the university's actual revenues and a rise in average cost per capita.

When compared with the tuition rate structure of full time undergraduates, it was found that tuition fees of part-time students were far higher than those of full-time students. However, the difference stemmed only from credit fees while other fees remained the same for both groups.

The comparison of tuition fees of part-time undergraduates between state and private universities in Chiang Mai revealed that the fees in state universities were similar i.e. all collected credit fees at their highest rates. A new source of revenues already imposed by other university, but not yet by Maejo University, was the fees for Internet services. Private universities were found to collect tuition fees approximately 71-74% higher than state universities.

Accounting students had the highest educational and personal expenses. The majority of students contended that current educational expenses were at a moderate level and credit fees should be different for each subject. They disagreed with flat-rate practice for all subjects. Raising tuition fees should be done only once in accordance with economic situations and university development. The same increase rate should be applied to all fields. They were not sure whether they would be able to carry on their studies if tuition fees were increased 100% from the present rate. Scholarships were not sufficient; each scholarship should average 24,579.71 baht per academic year. In addition, 49.03% of the students' expenses should be subsidized by the government and academic loans with low interest rates should be available.

At present, Maejo University has two major financial sources: government budgets and university incomes. Government subsidies are much higher than incomes from fee collection and other educational activities paid by the students.