

Natthaphongchai Thraiphongphan 2010: The Development of an Instructional Model to Enhance Professional Ethics for Business Administration Students. Doctor of Philosophy (Curriculum and Instruction), Major Field: Curriculum and Instruction, Department of Education. Thesis Advisor: Associate Professor Pranee Potisook, Ph.D. 451 pages.

The main purpose of this research was to develop and evaluate efficiency of an instructional model to enhance professional ethics for business administration students. The action research, and the research and development approach were used for this study. There were 5 steps as follow: Step 1 professional ethics need analysis and assessment about business ethical situation and instructional model to enhance professional ethics for business administration students: Step 2 analyze and synthesize students, and instructors background information and curriculum: Step 3 design an instructional model: Step 4 implementation of the instructional model to enhance professional ethics for business administration students and Step 5 evaluate efficiency of the instructional model. The 47 undergraduate students in Business Administration Faculty, Kasetsart University in the first semester of 2007 academic year was the first sample for implementation and 10 undergraduate students in Business Administration Faculty, Ratchaphruek College in the first semester of 2008 academic year was the second sample for implementation. The instruments were 1) the desirable business professional ethics inventories in according to instructors, students, office owners and customers 2) the reading research record form 3) the knowledge and the attitude toward business ethics scales 4) students' learning style inventories and 5) 13 teaching plans that were developed and verified for their quality. The data was collected in 4 phase as the following: Phase 1 before implementation, Phase 2 formative assessment, Phase 3 summative assessment and Phase 4 following up after one month implementation. Frequency, percentage, chi square test, effect sized analysis, two repeated measure analysis and content analysis were used for analyzing data.

The results of this study was relevance: an instructional model object was to enhance business administration professional ethics in honesty, responsibility, discipline, and diligence. The instructional activities followed in 5 steps: Step 1 preparing the readiness, Step 2 giving information the data or knowledge, Step 3 consideration, Step 4 discussion, and Step 5 application as it was called RICDA model. This model emphasized on students' ethics conduct as well as their cognition. After the implementation, it was found that this instructional model was effective. It could improve students' learning outcome and learning retention on ethics, cognitions, and skills. When the RICDA model was applied in another situation, it could enhance students' ethics, cognitions, and skills, too.

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Thesis Advisor's signature