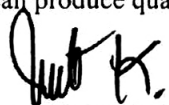


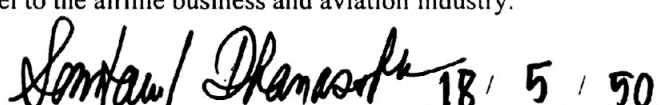
Meta Ketkaew 2007: The Development of Airline Business Curriculum for the Undergraduate Level at Kasem Bundit University. Doctor of Philosophy (Curriculum and Instruction), Major Field: Curriculum and Instruction, Department of Education. Thesis Advisor: Associate Professor Somtawil Dhanasobhon, Ed.D. 350 pages.

The objective of this research was to develop the Bachelor's Degree curriculum on Aviation Business for the Faculty of Liberal Arts, Kasem Bundit University. The procedures consisted of 3 steps: 1) to survey the fundamental information needed for curriculum development. 2) to develop the curriculum and 3) to evaluate the curriculum document. The subjects consisted of 5 groups as follows: 1) 5 members of the administrative board of Kasem Bundit University 2) 5 faculty members of Faculty of Liberal Arts, Kasem Bundit University. 3) 2 high-level directors of commercial airlines 4) 28 mid-level managers of commercial airlines and 5) 859 airline personnel staff. The tools used for data collecting were questionnaires and interviews. The data from the interviews were analysed by using 'content analysis' while questionnaires were analysed by using SPSS.

The research findings were as follows: 1) the board of Kasem Bundit University fully supported the new major which can serve the newly-opened Suvarnabhumi Airport and the airline careers while the Liberal Arts faculty members also agreed that the new major would be more useful to students in the hospitality field. 2) The qualifications of frontline staff in the airline business are an overview of aviation industry especially airline business, English language proficiency, good attitude and personality. 3) The curriculum is comprised of 30 credits of general education courses, 33 credits of core courses, 54 credits of major required courses, 9 credits of major elective courses, 15 credits of minor courses and 6 credits of elective courses. 4) The curriculum document was evaluated by 7 experts and revealed that the curriculum was unique and appropriate with the frontline duties. The details of the curriculum such as courses, course descriptions and so on corresponded with the philosophy and the objectives of the curriculum. The curriculum can produce qualified personnel to the airline business and aviation industry.



Student's signature



Thesis Advisor's signature