

Ratthasart Korrasud 2011: Development of Bachelor of Business Administration Honors Program in Business Computer (International Program) Kasem Bundit University. Doctor of Education (Curriculum and Instruction), Major Field: Curriculum and Instruction, Department of Education. Thesis Advisor: Associate Professor Nataya Pisanthananon, Ph.D. 296 pages.

The objective of this research was to develop the Honors Program for Bachelor's Degree curriculum of Business Administration in Business Computer (International Program) 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 1) administrator of Business Administration (International Program) Department, Kasem Bundit University 2) faculty members of Business Administration (International Program) Department, Kasem Bundit. The tools used for data collecting were questionnaires and interviews. The data gathered were analyzed by using 'content analysis.'

The research findings were as follows: 1) Department fully supported the opening for this new program. 2) The curriculum is comprised of 124 credits in total consists of 34 credits of general education courses, 45 credits of core courses, 39 credits of major required courses and 6 credits of elective courses. 3) The curriculum document was evaluated by 5 experts and revealed that the curriculum was unique and appropriate with the academic contents. The details of the curriculum, for instances, courses, course descriptions are corresponded with the philosophy and the objectives of the curriculum. The curriculum can produce qualified personnel to the business and computer industries.

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Thesis Advisor's signature