

Sirirat Siwagull 2009: Administrators, Lecturers and Staff's Opinion of University of the Thai Chamber of Commerce toward the Center for Teaching Excellence. Master of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Associate Professor Jongkol Kanperm, M.S. Tech.Ed. 148 pages.

The purpose of the research was to 1) investigate opinions of administrators and staff of Center for Teaching Excellence (CTE) towards process University of the Thai Chamber of Commerce (2) investigate opinions of lecturers towards services of University of the Thai Chamber of Commerce.

The survey research method was used in this research. Population 23 of administrators (only 18 were answered), 20 of Staffs and Multi Stage samples consisted of 212 lecturers. Data was collected by questionnaires and analyzed through percentage, mean and standard deviation.

The finding were as follows :

1. Most of administrators 78.26 percentage agreed that the Center for Teaching Excellence have planning, organizing, directing, coordinating, budgeting, monitoring and evaluation in high level, with and average of mean 3.64 and just reporting to administrator and staffing was medium level.

2. Most of lecturers who answered requests services from audio visual aids departments, one of department in the Center for Teaching Excellence. However, they were highly satisfied with the services for all divisions with an average mean 3.60. For physical aspect, which includes circumstance, building and place, and person, they gave 3.08 points on average. It was indicated that the lecturers were not satisfied with working process and physical aspect. Hence, only 2.05 and 2.33 were given respectively. Moreover, the lecturers agreed that most of the problems are about number of staffs and equipment, which they stated that there are not enough.

3. Staff who working in the Center for Teaching Excellence (CTE) indicated that have middle level of planning, staffing, directing, reporting, budgeting, monitoring and evaluation. 3.36 points on average were given for this question. Only organization management and coordination were agreed at highly satisfaction. The results also stated that staffs have high opinion in working for the organization.

4. Both of opinions administrators and staff were same that staff of CTE are not enough for work to high quality.

5. For problems and suggestions, most of the lecturers indicated that the university should employ more staffs for the Center for Teaching Excellence as well as purchasing more tools and equipments. Moreover, the university should invest for in order that CTE can give better services to university's staffs.

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Student's signature

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Thesis Advisor's signature