

Tarinee Phoungsoontron 2011: Opinions towards Instruction of General Business Subject for First Year Vocational Certificate Students in Commerce at Singburi Vocational College. Master of Education (Business Education), Major Field: Business Education, Department of Vocational Education. Thesis Advisor: Mr. Pattarawat Jeerapattanatorn, Ph.D. 112 pages.

The Purpose of the study was to describe: (1) opinions towards instruction of General Business subject for first year vocational certificate students in commerce of Singburi Vocational College in five aspects: curriculum, teacher, instructional activities, instructional media, and measurement and evaluation, and (2) instructional problems founded in General Business subject. Population divided into two groups; (1) first year vocational certificate students in commerce who have enrolled the General Business subject in the first semester of academic year 2010, there were six classes consisted of 180 students, questionnaires were used to collect data from this group, and (2) two teachers who teach General Business subject, semi-structured interview was used to collect data from this group regarding instructional problems of General Business subject. The sample in the study consisted of 24 students in six classes; purposive sampling was employed to gather four students in each class, and semi-structured interview was used to collect data from this group regarding instructional problems of General Business subject. Five-level rating scale questionnaire was approved by experts focusing on 'content validity' and 'face validity', and were tested the 'reliability' by Cronbach's Alpha and the value was 0.95. Statistics such as frequency counts, percentage, mean, and variance were employed in the study. Findings revealed that: (1) the students perceived towards instruction of General Business subject at 'high level' ($\mu = 3.91$), and (2) by focusing on instructional problems, the study revealed inappropriate relationship between instructional periods and subject content. Moreover, the students gained insufficient knowledge and experience for creating integrated vocational project.

Student's signature

Thesis Advisor's signature