

EFFECTIVENESS STUDY OF BACHELOR DEGREE BUSINESS INFORMATION TECHNOLOGY DEPARTMENT RAJAMANGALA UNIVERSITY OF TECHNOLOGY SUVARNABHUMI

Kanyanee Nuyjim, Jintana Kirdlapee,
Chonggolnee Limprapassorn,

Patsorn Watthanaseranee, Mongkol Na lampoon

Instructor: Department of Information System and Computer Business.

Faculty of Business Administration and Information Technology Rajamangala University of Technology

Abstract

The study aimed 1) to examine the efficiency of working in a related field of study of the graduated students from Department of business information technology, Rajamangala University of Technology Suvarnabhumi, 2) to estimate the satisfaction of business company to the graduated students from Department of business information technology, Rajamangala University of Technology Suvarnabhumi, and 3) to collect the data on the number of graduated students who in a related field to the course of study. The questionnaires had been collected from 111 samples. The data was calculated by using simple statistic such as mean and standard deviation and analyzed by using t-test and One-Way ANOVA.

Overall, most of graduated students were working in a related field to the course of study. When considering by topics, one can see that graduated students had the efficiency in knowledge and professional, working capacity, intellectual ability, interaction with colleagues, and communication skills, respectively. Moreover, there was a different on the efficiency between genders, with statistically significant at 0.05.

Keywords: efficiency, working in a related field of study

1. Introduction

Rajamangala University of Technology Suvarnabhumi is one of the nine branches of Rajamangala University of Technology. Formally, it was known as Rajamangala Institute of Technology. It has been elevated to a university level on 18 January 2005. It is a public university, and under the Ministry of Education. The University is well known on science and technology. There are 4 campuses, located in the central of Thailand, including Nonthaburi, Suphanburi, Hantra, and Wasukri. There are 6 faculties that have been taught in the University, consisting of Faculty of Industrial Education, Agro-Industrial Technology, Science Technology, Engineering and Architecture, Liberty Art and Business Administration. Faculty of Business Administration has been taught in all 4 campuses. In Nonthaburi campus, within the Faculty, it has been divided into the Department of Management, Accounting, and Information Technology. In the Department of Information Technology has all graduated students 8 generations, from 2004 to 2011. Most of graduated students are working in the company, and few are freelancers. From teaching experience, the lecturers attempt to improve the quality of course, in order to produce students to work in a related field to the course of study.

The researchers observe that the record of graduated students who work in the related field of the study is important. It will be the database of graduated students. It is also useful to analyze and explore the demand on labour market, to improve the quality of the course, and to produce potential students to work in a related field to the course of study.

2. Methodology

This research was a survey research. The tool for data collection was the questionnaire. The main objectives were, firstly, to examine the efficiency of working in a related field of study of the graduated students from Department of business information technology, Rajamangala University of Technology Suvarnabhumi. Secondly, this study aimed to estimate the satisfaction of employers to the graduated students from Department of business information technology, Rajamangala University of Technology Suvarnabhumi. Finally, the study designed to collect the data on the number of graduated students who in a related field to the course of study. In this chapter, population and sample group, tool, data collection, and data analysis will be explained.

2.1 Population and Sample group

Population was 175 graduated students in the Bachelor of Business Administration from the Department of business information technology, Rajamangala University of Technology Suvarnabhumi, Nonthaburi campus (both transfer credit course and 4-year course) and the employers, from 2011-2012.

Sample group was selected by using simple random sampling and using the Yamane's calculation (Yamane, 1973, p.727) to classify the sample group from all population. The sample group was 122. The steps of simple random sampling were illustrated as follows;

1. Make labels on all name of the population
2. Put all the labels to the box and mix all of them for avoiding unfair selected
3. Select the label one by one until the sample group was completed

2.2 Tool

This study used the questionnaire, which has been evaluated by 3 experts on the content validity. Moreover, the questionnaire has been tested in the pilot trial for reliability test by using Croncach's Alpha Coefficient. There 2 forms of the questionnaire, including;

1) The questionnaire for collecting data of graduated students, which has been divided into 4 steps, as follows;

- Demographic data
- Job application and work experience
- The efficiency of working in a related field of study
- Comments or suggestions

2) The questionnaire for employers, which consist of 3 parts;

- Demographic data
- The satisfaction to the graduated students on performance and personality
- Essay or comments to improve the performance and personality of the graduated students

2.3 Data collection

The questionnaire was distributed to the sample group. The response rate for graduated students was 90.98% (111 copies returned), and for the employers was 77.86% (95 copies returned). The questionnaire was then checked for the completeness.

2.4 Data analysis The data was analyzed by SPSS program. The data was calculated by using simple statistic such as mean and standard deviation and analyzed.

3. Result and discussion

3.1 The respondents were most female than male, which accounted for 74.77% (83 persons), 59.46% (66 persons) aged 20-24 years, 59.44% (66 persons) graduated in bachelor degree, 48.65% (54 persons) had GPA 2.00-2.49, and 29.73% of them work as data entry officers (33 persons).

3.2 In this paragraph, the information on the work of graduated students are presented. 80.18% of graduated students worked in the related field of the study (89 persons). The samples were data entry officers, 29.73% (33 persons). Half of them worked in the private sectors (58.56% or 65 persons), and recently have been working for 1-6 months (47.75% or 53 persons). The average income was in 10,001 – 14,999 Baht (45.05%)

3.3 Overall, most of graduated students had the efficiency in knowledge and professional. For the information in the sub-topics, such as expertise in the graduated course, knowledge application ability, capability to use basic technology to solve problem, responsibility, technology literacy, management skill, respectively, can be seen in the table 1.

Table 1: Mean and Standard Deviation of the efficiency of working in the related field of the study, overall attitude of graduated students

The efficiency of working, as a professional	\bar{x}	SD	Overall opinions
1. Have a expertise in the graduated course	3.61	0.82	High
2. Have a knowledge application ability	3.77	0.81	High
3. Have a capability to use basic technology to solve problem	3.86	0.76	High
4. Have a responsibility	4.15	0.72	High
5. Have a technology literacy	3.89	0.74	High
6. Have a management skill	3.91	0.68	High
Total	3.87	0.58	High

The information from the employers was illustrated. There were most male than female (male 62.11%, and female 37.89%), aged between 30-40 years old (42.21%, 42 persons), and have working experience between 10-20 years. Most of employers were in the private sector (61.05%, 58 persons), and they were in the director or chief or head of the department 80% (76 persons).

The employers had the opinion that morality, knowledge, intellectual skill, personal interrelation and responsibility, mathematic, communication and technological skills, and characteristic and identity of students according to the University's objective, were important for working. More information can be found in Table 2;

Table 2: Mean and Standard Deviation of the efficiency of working in the related field of the study, overall attitude of employers

Topic	\bar{x}	SD	Overall opinions
Morality	4.25	0.96	High
Knowledge	3.88	0.72	High
Intellectual skill	3.72	0.72	High
Personal interrelation and responsibility	3.65	0.67	High
Mathematic, communication and technological skills	3.60	0.84	High
Characteristic and identity of students according to the University's objective	3.99	0.68	High
Total	3.87	0.75	High

4. Conclusion and recommendation

4.1 Conclusion

The aims of this study were to examine the efficiency of working in a related field of study of the graduated students from Department of business information technology, Rajamangala University of Technology Suvarnabhumi, to

estimate the satisfaction of business company to the graduated students from Department of business information technology, Rajamangala University of Technology Suvarnabhumi, and to collect the data on the number of graduated students who in a related field to the course of study. The results from the study can be explained as follows;

Most of graduated students were working as data entry officers, which in the related field of the study. Moreover, they worked in the private company, had been working for 1-6 months, and their average income was in the range of 10,001 – 14,999 Baht/month. The results from this study were related to the study of Salin and Dichitchat (2011) who studies the employment of graduate students from Department of Information, Walailak University in 2011. This study showed that most of graduated students were employees in the private company, had the average payment between 10,001 -15,000 Baht/month and they worked in the related field of the study. Furthermore, this study was supported by the research from Nukul et al. (2009) who monitored the quality of graduated students from Academic Resources Center Phitsanulok and the satisfaction of employers toward graduate students from Naresuan University in 2007. The research found that graduated students got payment 10,001-20,000 Baht/month. Most of the students worked directly after they graduated (35.29%). Students were able to apply the knowledge to function their work efficiently (56.84%).

Overall, most of graduated students were working in a related field to the course of study. When considering by topics, one can see that graduated students had expertise in the graduated course, knowledge application ability, capability to use basic technology to solve problem, responsibility, technology literacy, management skill, respectively.

The employers agreed that morality, knowledge, intellectual skill, personal interrelation and responsibility, mathematic, communication and technological skills, and characteristic and identity of students according to the University's objective, respectively, were important for work. The previous study from Faculty of Education, Institute of Physical Education, Mahasarakham (2013) confirmed that the satisfaction of employers was most based on the morality and personal interrelation and responsibility, following by profession of work, mathematic, communication and technological skills. The moderate satisfaction of employers was on intellectual skill. Additionally, the study from King Mongkut's University of Technology Thonburi in 2007 presented that, in overall, the satisfaction of employers were in the high level. When considering in detail, employers concurred that, morality, knowledge, intellectual skill, personal interrelation and responsibility, mathematic, communication and technological skills, and characteristic and identity of students according to the University's objective, respectively, were the keys of working in the company.

4.2 Recommendation for the future research

- The study on the efficiency of working in a related field of study of the graduated students from Department of business information technology, Rajamangala University of Technology Suvarnabhumi, should have been done regularly, such as every 3 or 5 years, as the working environment has been changed rapidly. This will be useful for the university to manage the appropriate course for the students and meet the demand of the labour market and employers.

- The research should expand to other field of the study, which can be in the same faculty but different department, for example. Study in different field of the study will provide the result to compare between the subjects and to explore the problems and challenges from the different fields.

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6. References

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