

# **GUIDELINES OF EDUCATIONAL LEADERSHIP IN PROGRAM MANAGEMENT: THE FACTORS ENHANCING EFFECTIVENESS OF CHINESE LANGUAGE PROGRAMS**

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Increasingly leaders are recognizing the rise of Asia as one of the central facts of the twenty-first century. China, with its tremendous economic growth and emergence as a social and political leader in the region, is fundamental to this shift. Given these changes, the task of increasing the number of Thai students who can demonstrate a functional proficiency in Chinese is undeniably urgent. Interest in learning Chinese is steadily growing among Thai youth, but the number of existing school programs is small and the present infrastructure to meet this demand is weak. There are plenty of Thai schools at a basic education level, especially in Bangkok, which are willing to have a Chinese program in their schools according to the demand from students and parents; but the professional teachers of Chinese are inadequate and unorganized. Few schools have gained experience from their struggling for many years in managing their Chinese program; unfortunately, there are still many school administrators who are seeking good practices in starting and running their Chinese program effectively and efficiently. Therefore, the understanding of the nature of Chinese teaching and learning; the knowledge and skills in Chinese program management are crucial for success of Chinese programs.

## **Purpose of the Study**

Since the Chinese programs are in demand in many basic education schools one needs to know how to manage the program effectively and efficiently. The researcher proposed conducting this study in order to identify the factors that enhance the effectiveness of Chinese program management in Thai basic education schools; and to analyze deeply the dominant factors; which affect the program effectiveness of Chinese program management. Simultaneously, the study can assist in the improvement of managerial practices for other foreign language programs. The outcome of this research is expected to be guidelines for effective Chinese program management for Thai school administrators and course coordinators.

## **Research Objectives**

The objectives of the study are fourfold:

1. To identify the factors enhancing the effectiveness of Chinese language programs management for Thai basic education schools in Bangkok.
2. To identify the characteristics of effective language program management for Thai basic education schools in Bangkok.
3. To identify the differences between practices and expectations in Chinese program management from the perspective of school administrators and teachers of Chinese.
4. To develop practical guidelines for Chinese language program management for Thai basic education schools.

## **Significance of the Study**

According to Thai MOE's policy and strategies in promoting Chinese language in all schools at a basic education level, it is extremely crucial for administrators to know factors enhancing effectiveness of Chinese language programs management in initiating and running their own programs. Systematic management evaluation requires a list of expected characteristics of Chinese program management to direct the administrators and teachers. What may happen to ensure the effectiveness of the program management seems important as the target of each school's Chinese language program. Continuous improvement of Chinese programs to explore and understand the differences between practices and expectations from the perspective of school administrators and teachers of Chinese is of import. The differences between the practices and expectations in those identified factors from school administrators, or from teachers of Chinese, can demonstrate the development priorities from the views