

Procedures

The population and the sample used in this research were composed of:

1. 500 Mathayom 3 students of 8 schools
2. 528 successful candidates of the 1989's Entrance Examination of ACC
3. 536 Second Year students
4. 282 Third Year students
5. 96 students of the Associate Degree Section
6. 518 parents of students
7. About 500 business firms and organization, consisting of members of the Personnel Management Group of Thailand, firms which took the Associate Degree students as job trainees, firms and organizations in various fields of business

The instruments used in this research were questionnaires and interviews:

1. Questionnaires were designed to get information from various levels of students, concerning their criterions in choosing schools, their interests in commercial education, their plans for higher education, their career planning, their appreciation for the various training policies of the College, especially the policy of giving business training in English, their interests for ACC's Associate Degree Programs, etc.
2. Questionnaires were designed to get information from parents of students concerning their criterions in choosing schools for their children, their plans to support the education of their children, their career planning for their children, their appreciation for the various training policies of the College, their evaluation for ACC's Associate Degree Programs, etc.

3. Questionnaires were designed and interviews were structured to get information from business firms and organizations concerning the demands for commercial college graduates of various levels, their appreciation for the College's various training policies, especially the policy of giving business training in English, and the policy of producing Creative Practitioners, their evaluation for ACC's Associate Degree Programs.

Findings and Conclusions

1. There are demands on the part of business firms and organizations for commercial college graduates to fill various positions. Many firms consider graduates of Three-year Commercial Programs to be too young, and would prefer to employ graduates of the Associate Degree level who would be more mature. Business firms and organizations strongly support the concept of giving business training in English, and the concept of producing Creative Practitioners--these two concepts match with the actual requirement of the business community.
2. Concerning the demands for commercial education on the parts of students and their parents:
 - a. Parents and students who aspire to be businessmen appreciate ACC's Commercial Programs in English, they would be prepared to work, as well as to get higher business education, at home or abroad.
 - b. ACC's Associate Degree Programs in English with the Philosophy of Producing Creative Practitioners appealed to those students who would like to work quickly, while at the same time taking an Evening Continuing Program for the BBA.

- c. Whether or not students would stay on at ACC to take the Associate Degree Programs, the overwhelming majority of students and parents still evaluate ACC's Associate Degree Programs in English as superior to those of average universities in the bachelor degree level teaching in Thai.
- d. Fields of interests on the part of students rank as follows:
1. Foreign Trade
 2. Marketing
 3. Computer
 4. Service Business
 5. Secretary
 6. Accounting
3. With some modification within the scope permitted by the law, ACC has designed its Five-year Commercial Programs in English with the dual purposes of:
- a. Training students to be creative practitioners
 - b. Facilitating the transfer of credits to take some Continuing Programs for the MBA
4. The College uses a Model for Effective Administration, which consists of 5 elements:
- Good inputs
 - Good process
 - Good outputs
 - Adequate feedback
 - Proper control