

## **ABSTRACT**

This thesis on A Study on The Initial Impact of ODI on Student's Attitude and Performance: A Case of Saint Gabriel's College Marching Band is done in partial fulfillment of the requirement for the degree of Master of Management in Organization Development and Management program at Assumption University of Thailand.

The objective of this report is to study The Initial Impact of ODI on Student's Attitude and Performance: A Case of Saint Gabriel's College Marching band. This will help develop general understanding of the students in preparation in order to develop and improve the organization. The organization used as a case study in this paper is "Saint Gabriel's College Marching Band".

The researcher has used the method of observation checklist as the research instrument for primary data. The question was framed based on the conceptual framework that was designed to answer the objective of the research, using content analysis in making analyses.

The research respondents were a total of 45 respondents: 45 respondents who were present members of Saint Gabriel's College Marching Band who are students in Saint Gabriel's College, Bangkok, Thailand.

The findings of research had results of one group. It could be concluded that the majority of student have positive attitude towards Saint Gabriel's College Marching Band, the number of students with low performance skills was reduced; therefore the lack of student's discipline was also reduced. At the same time, the

student's performance had increased, the marching band should find the ways to develop to higher level of student's performance.

