

ABSTRACT

This project was established for the purpose of a survey of the factors influencing senior students' career choice provided by the Graduate School of Computer and Engineering Management, Assumption University.

In this research, it is aimed at studying relevant factors, criteria, as well as the reasons in making a career choice of senior students of the Faculty of Business Administration, Assumption University.

Secondary data have been used and primary data have been gathered by asking Senior Students of The Faculty of Business Administration, Assumption University to fill out the questionnaires or to chose the multiple-choice questions scored by Likert Scale technique. The Chi-square test statistics is used in order to analze and determine the information at a 0.05 significance level and then to interpret in the form of tables and description.

From the student sampling, most are aged around 20-25 years old, they were born in Bangkok and their parents have their own business. Most students prefer to work in the private company and expect to get a salary of about 15,000 to 20,000 bahts. Moreover, most of the students prefer to work in their hometown which is consistent with the Trait and Factor Theory in that "Families have influenced individuals" career decision.