

Research Title	The Study of Employers' Satisfaction towards Bachelor Degree Graduates of Valaya Alongkorn Rajabhat University Under the Royal Patronage, Bangkok Campus in the Academic Year of 2007 - 2008
Researchers	MR. Kittisak Singsungnoen Sub Lieutenant Somchai Prakitcharoensuk Dr. Ruangdech Rengpian Mrs. Kanchana Ditchaipong Mrs. Sirinthorn Chairat Ms. Lerlak Othakanon Ms. Kamonchanok Srisomphan Ms. Anchalee Yaowarach
Faculty/Campus	Bangkok Campus
Research Fund	Valaya Alongkorn Rajabhat University under the Royal Patronage, Academic Year 2008

Abstract

The Study aimed to investigate the satisfaction of employers' towards Bachelor Degree Graduates of Valaya Alongkorn Rajabhat University, Under the Royal Patronage, Bangkok Campus in the Academic Year of 2007-2008 on 3 dimensions; academic ability, work-related fundamental skills, and ethic and morality. The study population consisted of 568 employers. The instrument was a 2 part questionnaire. The statistics used for analyzing data were percentage, mean and standard deviation formula. Results of the study were as follows;

Part 1 Employers' General Information

129 respondents who were employers of graduates of Valaya Alongkorn Rajabhat University under the Royal Patronage, Bangkok Campus had completed questionnaires. The respondents operated private organizations which consisted of more than a hundred employees. Most of the graduates majored in Management Science. Graduates who worked for government establishments and government enterprises were positioned in operation departments and those

who worked for private companies were positioned as officers. The result also showed that the respondents were satisfied with performance of graduates.

Part 2 Employers' Satisfaction towards Bachelor Degree Graduates of Valaya Alongkorn Rajabhat University under the Royal Patronage, Bangkok Campus

The average satisfaction scores rated by the employers of Bachelor Degree Graduates of Valaya Alongkorn Rajabhat University under the Royal Patronage, Bangkok Campus was 3.87 which ranked at high level. The respondents were mostly satisfied in ethic and morality, work-related fundamental skills, and academic ability respectively. The results of satisfaction based on 3 dimensions could be concluded as follows;

Academic Ability

The average satisfaction of employers in academic ability was 3.63 which ranked at a high level. Employers were highly satisfied that graduates were up to date but they were least satisfied with the graduates' English skills

Work-related Fundamental Skills

The average satisfaction of employers in work-related fundamental skills was 3.87 which ranked at a high level. Employers were highly satisfied with enthusiasm of graduates but least satisfied with the graduates in planning, organizing and technology equipment operation.

Ethic and Morality

The average satisfaction of employers in ethic and morality was 4.07 Employers were highly satisfied with responsibilities of graduates but they were least satisfied in leadership.