

DEVELOPMENT OF MASTER DEGREE ADMISSION PROCESS, SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

This research aims to develop the recruitment process for graduate students. The case study is the graduate students of the Master of Business Administration Program in Human Capital Management Innovation and Entrepreneurship, College of Innovation and Management, Suan Sunandha Rajabhat University. The research design is a quantitative research. The key informants are the Master of Business Administration Program in Human Capital Management Innovation and Entrepreneurship, College of Innovation and Management, Suan Sunandha Rajabhat University, totaling 15 people. The research instrument is an interview form. The results of the analysis of the development of the graduate student recruitment process at Suan Sunandha Rajabhat University found that the student recruitment process has 3 important factors: 1) Convenience and speed: Documents must be clear, with easy-to-read document descriptions. Officers must be able to correctly recommend application documents and enable applicants to submit complete and correct documents. 2) In terms of suitability, the staff has developed a student recruitment process that is appropriate for the needs of service recipients and university regulations. The recruitment process is clear and the recruitment steps can be used as guidelines. 3) In terms of utilization, each step of the student recruitment process can be studied and implemented by service recipients themselves. The information obtained from the implementation will serve as a guideline for developing the graduate student recruitment process.

Keywords: Development, Student recruitment process, Graduate students

Introduction

Education is a fundamental factor in developing human beings into a quality population to be an important force in the development of the country in the future. For this reason, all sectors have focused on human resource development by using a quality education system as a tool to develop human potential. Education policy is something that governments in countries around the world are encouraging the population of the country to receive. For Thailand Require basic education that the state must implement to encourage all children to have equal educational opportunities in all areas. Therefore, education is an intellectual weapon.

However, the expectations of society that still want to raise the level of education to a higher level so that members of society have knowledge. Ability, sense of responsibility and good person of society. At the same time, in the family society, which is a subunit of the larger society, they expect the results of their children's education. Getting a good education will have the opportunity to work in a good body. With the importance of education, the expectation of admission to higher education at a prestigious institution continues to increase. As a result, higher education institutions have become highly competitive in order to be the higher education institutions that students decide to enroll. (Phra Prathanporn, 2022).

The system for admitting individuals to higher education institutions in Thailand consists of: The system for admission to higher education has been developed since 1961.

Organizations and agencies affiliated to the University Council or the Office of the Higher Education Commission (currently) and Thai higher education institutions have collaborated to continuously improve the system into the Central Admission System, which can be divided into three versions according to the admission process and the criteria for selecting individuals to study in higher education institutions, namely the Central Admission System Phase 1 (2006 - 2009). The system for admitting individuals to higher education institutions in Thailand consists of: The system for admission to higher education has been developed since 1961. Organizations and agencies affiliated to the University Council or the Office of the Higher Education Commission (currently) and Thai higher education institutions have collaborated to continuously improve the system into the Central Admission System, which can be divided into three versions according to the admission process and the criteria for selecting individuals to study in higher education institutions, namely the Central Admission System Phase 1 (2006 - 2009).

For graduate applicants, at the master's and doctoral levels, most applicants are already employed and may not have complete documents for admission. Therefore, the application for admission to the graduate school may be delayed. The documents are not complete as required by the university, making the admission into the registration department's system.

Therefore, student recruitment is one of the college's missions to promote learning for the general public who want to study at the graduate level, for working people or students who have graduated with a bachelor's degree and want to increase their own progress. Therefore, the student recruitment process is very important. Therefore, the process of admission and submission of documents has been continuously developed, in which there are various channels for those who are interested in studying to submit documents. Online channels and postal channels or delivery companies. Advances in information technology have led to the development and invention of facilities for operations. It affects many activities more easily. It is also used to develop educational benefits such as registration systems, teaching scheduling systems, etc. This reduces operational time and increases speed, convenience, and accuracy, coupled with the competition where users need faster access to information. to make decisions. Which agency provides information to the client faster? The agency will first be decided on the choice of the client. From the importance of information technology systems. Therefore, the researcher developed an innovative recruitment of graduate students to suit the situation where information technology plays a greater role. The research and development process of the student recruitment system to serve and facilitate candidates to access the information system (Pannee Konjohor, 2018).

Research Objectives

1. Develop the Graduate Student Recruitment Process

Scope of the Research

This research is a quantitative research on the population used in This research was conducted by undergraduate students of Suan Sunanda Rajabhat University. graduate in the 2022 school year, 7,472 students were surveyed using a sampling method calculated from the Taro Yamane formula, a total of 400 students.

Literature Review

Development Theory Theories related to development began in the 18th century when scholars sought to understand human social development. Since then, there have been changes and improvements to enhance their explanatory power. The classification of development

theories can be done in various ways, such as by era, by related fields, by the schools of thought of the theorists, by ideological power, or by perspectives in different areas.

Research Methodology

Descriptive analysis and all questionnaires were analyzed and processed by computers. Using the SPSS (Statistical Package for Social Science) program, the statistics used are mean and standard deviation.

Research Results

Based on the results of the analysis of the development of the graduate student recruitment process. Suan Sunanda Rajabhat University It was found that there are 3 important factors in the student recruitment process:

1. Convenience and speed the document must be clear. Easy-to-read document descriptions are available. The staff can correctly introduce the admission documents and enable the applicant to submit the documents completely and accurately.

2. Suitability The staff has developed a student recruitment process to suit the needs of service recipients and university regulations. And the admission process can be used as a practical guideline.

3. In terms of utilization, each step of student recruitment can be studied and implemented by the service recipients. The information obtained from practice will guide the development of the graduate student recruitment process.

The results of this study are consistent with the research of Wongsawan Srimontri Sanga (2022). This research is 1) with multiple rounds of admission, each of which has the admission of each faculty that requires different information and qualifications of the applicants. Therefore, the design of the admission system must be able to accommodate both applicants and staff who have to set up each admission. The development of the new recruitment system will focus on the applicant-centric approach to increase user convenience and reduce the limitations of the existing system. It was found that the student recruitment development process focuses on convenience, speed, and easy access, and can make students more satisfied.

Discussion

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