

Title A Study of Core Competency of Kasem Bundit University's Undergraduates: KASEM

Authers Warinthorn Pinthong and others

Academic Year 2553

Abstract

This research studied core competency of undergraduates of Kasem Bundit University. Its objectives were to develop the core competency framework and the core competency test including analyzing and summarizing the core competency level. Samples in this research were 929 undergraduates of Kasem Bundit University. The samples were selected by using stratified random sampling technique. The research's variable was the core competency that was five quality aspects of graduates: K A S E M K is Keep on learning and being creative, A is Adaptability, S is Social responsibility, E is Engaging/ Energetic, and M is Morality/ Maturity. The procedures of doing research were divided into three phases. Phase 1 was to develop the core competency framework by using content analysis and focus group techniques. For Phase 2, it was to develop the core competency test and quality testing by testing validity, objectivity, IOC (Index of Item-Objective Congruence), discrimination and reliability. Finally, Phase 3 was to collect and analyze the data by using descriptive statistics, t-test, one-way ANOVA, and Pearson's correlation coefficient. The major research's results were as follows: 1) the core competency of most undergraduates of Kasem Bundit University was moderate to almost high. However, two quality aspects of graduates: Adaptability and Morality/Maturity were high, 2) there was a significant difference between male and female graduates, and the students who got different grade point average, and 3) the correlation between the core competency and sex and grade point average were statistically significant.

Keywords: Core Competency, Quality Aspects of Graduate Students, K A S E M,
Kasem Bundit University