

Title The Development of Instructional Model Based on the Philosophy of Sufficiency Economy in the Course of Business Finance (FB 201)

Researchers Assistant Professor Ingorn Tanphan
Miss Thanakorn Tiamudomlerk
Mr. Monsak Payantahom

Academic Year 2007

Abstract

The purposes of this study were 1) to develop an Instructional model based on the Sufficiency Economy carried out in the course of Business Finance (FB.201) and 2) to study quality of the developed instructional model by comparing the student's sufficiency economy competency between before and after implemented model and comparing the student's sufficiency economy competency of the experimental group after the experiment.

The sample were 102 undergraduate students who studied in the course of Business Finance (FB.201) the first semester of academic year 2007. The sample were divided into the experimental and control groups. The research instruments were the Instructional Model based on the Philosophy of the Sufficiency Economy Competency with the reliability coefficients of 0.86. Methods of analyses were mean, standard deviation and the t-test.

The results of this study were as follows.

1. The Sufficiency Economy Competency of the experimental group significantly increased after participating in the Instructional Model Based on the Philosophy of the Sufficiency Economy Competency at 0.01 level.
2. After the experiment, the Sufficiency Economy of the experimental group was significantly higher than that of the control group at 0.01 level.