Desirable Characteristics of the Graduates of Digital Art Program in the Humanities and Social Sciences Faculty, Loei Rajabhat University According to the Entrepreneurs

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Abstract

The purposes of the research were to 1) study desirable characteristics of the undergraduate students of Digital Art Program (DAP) Faculty of Humanities and Social Sciences, Loei Rajabhat university, 2) compare desirable characteristics of the undergraduate students in Digital Art Program, and 3) study the development in desirable characteristics of the undergraduate students in Digital Art Program. The research is quantitative and qualitative research. The 200 sample students from major provinces of Thailand: Loei, Udon Thani, Khon Kean and Bangkok. By taken survey questionnaires rating scales have reliability 92. All data were collected and statistic analyzed by used independent sample T-test and   F-test mean scores.

Findings:

1. Desirable characteristics of the graduates in Digital Art Program according to the entrepreneurs were high rank as follow; interpersonal relationships and responsibilities skills , moral skills, numerical analysis communication and technology skills and knowledge and intellectual skills.

2. Regarding the comparison of desirable characteristics of the graduates in Digital Art Program according to the entrepreneurs, there was no significant difference in terms of gender and experience.

3. Found significant as a whole level .01 of desirable characteristics of the graduates in Digital Art Program according to the entrepreneurs difference position. Non significant of knowledge and intellectual skills.

4. Fond significant of desirable characteristics of the graduates in Digital Art Program according to the entrepreneurs difference type of organization and size of organization.

5. Development of desirable characteristics of the graduates in DAP were 1) promoting and supporting of discipline, patience, diligence, and punctuality training, 2) promoting graduates with the knowledge, enthusiasm, and commitment around a specific program for a variety of applications can social work, 3) training of moral and volunteer, and 4) that the graduates can emotional stability and emotional control.

Keyword: The Desirable Characteristics, Digital Art program, Students, Entrepreneurs

1. Introduction

In 1999 The Department of Education of Thailand was informed the new regulation "The development and quality assurance of college and university academic program." In this view the quality of the system is understood in term of its "Performance" as captured in performance indicators. The program clarifies the nature and substance of higher education and quality. It discusses issues concerning quality of higher education, such as performance indicators, fitness for purpose; value added, peer

review, total quality management and academic audit. There are six performance indicators in this program. 1) Responsibility 2) Honesty3) Gratitude 4) Merciful and generosity 5) Conserving the resources, and
6) Devote to community and public.

In 2013,Itsariyaphon Chaikulap was cooperated with Kallaya Yatcamlu in the research of "The study of characteristics of the student in a field of public administration".

In 2014 Itsariyaphon Chaikulap herself research in "The factors that effect to students of Digital Art Program, Loei Rajabhat University".
The research shows the most factors that affect the student are their families and friend. By compare them self to other families and friends after graduated.

2. Research Objectives

This research consisted of three objectives:

2.1.1 To study desirable characteristics of the graduates of Digital Art program in the Humanities and Social Sciences Faculty, Loei Rajabhat University
according to the entrepreneurs.

2.1.2 To compare desirable characteristics of the graduates of Digital Art program in the Humanities and Social Sciences Faculty, Loei Rajabhat University
according to the entrepreneurs. Classified information include a personal sex, position, work experience, the type of establishment, and the size of the Establishment.

2.1.3 To investigate the development desirable characteristics of the graduates of Digital Art program in the Humanities and Social Sciences Faculty, Loei Rajabhat University.

3. Research Methodology

3.1 Samples

The samples were composed of entrepreneurs and managers in the district of Loei province, Udon Thani, Khon Kaen and Bangkok. The number of 200 men determine the size sample (Sample Size) sampling method specified by each province, 50 people.

3.2 Research Instruments

3.2.1 The research instruments consisted of Survey on the status of the respondents, including sex, education, work experience, the type of enterprises, and the size of the establishment (Check list).

3.2.2 The Query about research on characteristics of graduates in digital art Faculty of Humanities and Social Sciences, Loei Rajabhat University. Viewed by households consisting of five areas (National Higher Education Qualifications : 2010) include ethics and moral, knowledge, cognitive skills, interpersonal skills and responsibility. (Numerical Analysis, Communication and Information Technology Skills). it is a questionnaire rating scale (Rating scale) 5 levels.

3.2.3 To the conversation exchange.

3.3 Data Collection

The following were the stages of data collection:

3.3.1 To study the documents and research publications,
textbooks to be used in planning and conduct research. And the establishment of a team of student assistants to collect data to understand this in the operations. Create a tool to

collect data by using the tool as a query. The desirable features of digital arts graduate branch Faculty of Humanities and social sciences. Loei rajabhat University, according to the verdict form and interview operators engaged.

        3.3.2 Research data from the document. Internet media about the branch professional talents. And the applied program at associated with digital art. Contact with the operator to make an appointment interview day and answer queries. See entrepreneurs or document.

        3.3.3 Gather documents have been, analysis of data and summary booklet and the report offers a series of steps further.

3.4 Data Analysis

Analysis of General information of the respondents by a frequency distribution. And the percentage (Percentage) include sex position. The type of establishment experience, the work, and the size of the establishment. Data analysis, educational features of graduates, branches, digital art Faculty of Humanities and social Sciences Rajabhat University. Calculate the average (Mean) and standard deviation (Standard Deviation).

4. Research Results

The results were presented according to the research objectives as follows:
4.1 The analysis of the status of the respondents show in table 1 below:

Table 1
Personal information of the samples

No.	Personal Information	Frequency)n=200)	Percentage %
1	Sex		
	Male	116	58
	Female	84	42
2	Position		
	Trader	80	40
	Supervisors	120	60
	Executive	0	
3	Work experience		
	Less than 5 years	5	2.50
	5-10 years	118	59.00
	11-15 years	33	16.50
	More than 15 years	44	22.00
4	The type of establishment		
	Government	19	9.50
	Private sector	117	58.50
	Business	64	32.00
5	The size of the establishment		
	Small	38	19.00
	Medium	115	57.50
	Large	47	23.50

As shown in Table 1, out of 200 respondents, the number of male (58%) was much greater than that of females (42%) Most of them were from position 120 (60%) Most of them were from work experience 118 (59%) Most of them were from type of establishment 117 (58.50%) And most of them have size of the establishment 115 (57.50%)

Analysis of the features of the Digital Arts graduate branch. Faculty of Humanities and social sciences. Loei Rajabhat University, according to the operator's perspective. Overall, and the list of sides. These topics were presented in Table 2 below:

Table 2
5 topics of Desirable

Items	Level			Level
	$\overline{X}$	S.D.	DR	
1. Ethics and Moral	4.57	.31	VH	2
2. Knowledge	4.30	.37	H	4
3. Cognitive Skills	4.26	.46	H	5
4. Interpersonal Skills and Responsibility	4.62	.36	VH	1
.5 Numerical Analysis, Communication and Information Technology Skills	4.36	.38	H	3
Overall	4.42	.30	H	

Legend: VH=Very Hight, H=Hight, M= Moderate, L=Low and VL=Very Low

Table 1 Presents the overall mean ratings ($\overline{X}$= 4.42) is "High" of Desirable Characteristics of the Graduates of Digital Art Program in the Humanities and Social Sciences Faculty, Loei Rajabhat University According to the Entrepreneurs. This means that; interpersonal skills and responsibility ($\overline{X}$= 4.62), ethics and Moral ($\overline{X}$= 4.57) numerical analysis, communication and Information Technology Skills ($\overline{X}$= 4.36) Knowledge ($\overline{X}$=4.30) the lowest rate were the cognitive skills ($\overline{X}$=4.26)

Compare the Desirable Characteristics of the Graduates of Digital Art Program in the Humanities and Social Sciences Faculty, Loei Rajabhat University According to the Entrepreneurs to be sort out of sex, position, work experience, the type of establishment, the size of the establishment

Table 3
The sample's genders

No	Items	Male		Female		t	p-values
		$\overline{X}$	S.D.	$\overline{X}$	S.D.		
1	Ethics and Moral					-.907**	00
		3.857	.676	4.04	.951		
2	Knowledge					.084**	.000
		4.072	.551	3.98	.535		
3	Cognitive Skills					.454**	.000
		4.169	.657	4.07	.912		
4	Interpersonal Skills and Responsibility					-.399**	.000
		4.459	.593	4.53	.800		
5	Numerical Analysis, Communication and Information Technology Skills					-.875**	.000
		4.444	.820	4.60	.469		
	Overall	4.116	.465	4.24	.610	-.903**	.000

* $p<.05$

Table 3 Presents non significant as a whole of the according to the entrepreneurs of sex. Found significant level .01

Table 4
The sample's positions

Items		SS	df	MS	F	p-value
Ethics and Moral .1	Between	1.217	1	1.217	13.328**	.000
	within	18.086	198	.091		
	oveal	19.303	199			
.2 Knowledge	Between	2.394	1	2.394	19.503**	.000
	within	24.306	198	.123		
	oveal	26.700	199			
.3 Cognitive Skills	Between	.431	1	.431	2.090	.150
	within	40.866	198	.206		
	oveal	41.297	199			
.4 Interpersonal Skills and Responsibility	Between	2.182	1	2.182	18.128**	.000
	within	23.829	198	.120		

Items		SS	df	MS	F	p-value
	oveal	26.011	199			
5. Numerical Analysis, Communication and Information Technology Skills	Between	1.150	1	1.150	8.304**	.004
	within	27.412	198	.138		
	oveal	28.561	199			
Oveal	Between	1.372	1	1.372	16.617**	.000
	within	16.349	198	.083		
	oveal	17.721	199			

* p<.05, **p<.01

Table 4 Presents non significant as a whole of the according to the entrepreneurs of position. Found significant level .01 of cognitive skills.

Table 5
The sample's work experience

Items		SS	df	MS	F	p-value
1. Ethics and Moral	Between	3.608	3	1.203	15.018**	.000
	within	15.695	196	.080		
	oveal	19.303	199			
2. Knowledge	Between	9.715	3	3.238	37.367**	.000
	within	16.985	196	.087		
	oveal	26.700	199			
3. Cognitive Skills	Between	12.161	3	4.054	27.269**	.000
	within	29.136	196	.149		
	oveal	41.297	199			
4. Interpersonal Skills and Responsibility	Between	12.150	3	4.050	57.269**	.000
	within	13.861	196	.071		
	oveal	26.011	199			
5. Numerical Analysis, Communication and Information Technology Skills	Between	15.389	3	5.130	76.324**	.000
	within	13.173	196	.067		
	oveal	28.561	199			
Oveal	Between	9.134	3	3.045	69.498**	.000
	within	8.587	196	.044		
	oveal	17.721	199			

** p<.01

Table 5 Presents non significant as a whole of the according to the entrepreneurs of work experience. Found significant level .01

Table 6
The entrepreneurs of work experience

Items		SS	df	MS	F	p-value
Ethics and Moral .1	Between	3.608	3	1.203	15.018**	.000
	within	15.695	196	.080		
	oveal	19.303	199			
.2 Knowledge	Between	9.715	3	3.238	37.367**	.000
	within	16.985	196	.087		
	oveal	26.700	199			
.3 Cognitive Skills	Between	12.161	3	4.054	27.269**	.000
	within	29.136	196	.149		
	oveal	41.297	199			
.4 Interpersonal Skills and Responsibility	Between	12.150	3	4.050	57.269**	.000
	within	13.861	196	.071		
	oveal	26.011	199			
5. Numerical Analysis, Communication and Information Technology Skills	Between	15.389	3	5.130	76.324**	.000
	within	13.173	196	.067		
	oveal	28.561	199			
Oveal	Between	9.134	3	3.045	69.498**	.000
	within	8.587	196	.044		
	oveal	17.721	199			

** p<.01

Table 6 Presents no significant as a whole of the according to the entrepreneurs of work experience. Found significant level .01

Table 7
The entrepreneurs of size of the establishment

Items		SS	df	MS	F	p-value
Ethics and Moral .1	Between	3.608	3	1.203	15.018**	.000
	within	15.695	196	.080		
	oveal	19.303	199			
.2 Knowledge	Between	9.715	3	3.238	37.367**	.000
	within	16.985	196	.087		
	oveal	26.700	199			
.3 Cognitive Skills	Between	12.161	3	4.054	27.269**	.000
	within	29.136	196	.149		
	oveal	41.297	199			
.4 Interpersonal Skills and Responsibility	Between	12.150	3	4.050	57.269**	.000
	within	13.861	196	.071		
	oveal	26.011	199			
5. Numerical Analysis, Communication and Information Technology Skills	Between	15.389	3	5.130	76.324*	.000
	within	13.173	196	.067		
	oveal	28.561	199			
Oveal	Between	9.134	3	3.045	69.498**	.000
	within	8.587	196	.044		
	oveal	17.721	199			

** p<.01

Table 7 Presents no significant as a whole of the according to the entrepreneurs of size of the establishment. Found significant level .01

5. Conclusion
    1. Courses should promote to support and provide training to discipline the industrious.
    2. The trader to provide graduates with the knowledge around particular programs, a variety of uses. With diligence and can work in a variety of there is a specialized, enthusiasm and intention

3. Faculty of Humanities and social sciences Loei Rajabhat University should organize seminars to promote ethics, the graduates who have the humility. Polite per adult and volunteering

4. Want to graduate with emotional stability can control the emotions and physical expression is correct.

Acknowledgement

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