

Abstract

Title:	A Study of Employer's Evaluation toward Competency of and Satisfaction with Payap IMBA Graduates
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The objective of this research was to assess the levels of satisfaction of employers and to examine factors in terms of competencies that employers expect when hiring a Payap IMBA graduate. There were 11 alumni which participated in this research. The in-depth interviews were adopted for gathering and evaluating the skills, knowledge, attributes and outstanding performances of graduates from the Payap IMBA program.

The findings indicated that most employers were satisfied with the graduates from the Payap IMBA program. There were various competencies which employers were most impressed with. These competencies would give the graduates from the Payap IMBA program an advantage over other graduates. They included versatility, self-confidence, communication, teamwork and relationship building. However the different characteristics that employer's indicated the graduates could improve in were sales and persuasive techniques, written and spoken Thai skills, consultation and flexibility skills.

The study offered suggestions for Payap University in developing learning systems to create ideal graduates which employers look for. The employers suggested that more practical training was needed to be incorporated in the program and professionalism was to be observed by the graduates. Finally the findings of the research highlights that the Payap IMBA program had the necessary learning systems and employers were satisfied with the competencies, skills,

knowledge, attributes and outstanding performances of graduates from the program. However if the Payap IMBA program incorporated these suggestions given by the employers, it would result in better productivity of the university and also a higher level of satisfaction for employers.

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