

**Learning Outcomes and Learning Achievement
of Yala Rajabhat University Students in Principles of Business Management
through Cooperative Learning Method**

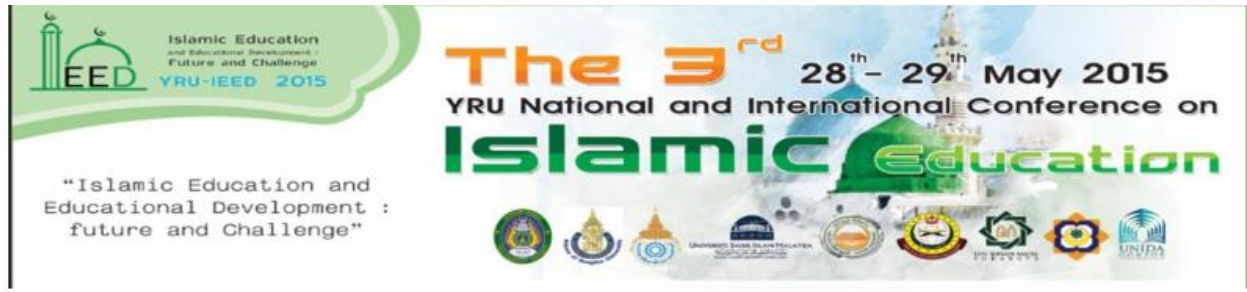
Chompunuch Sriphong

Assist. Prof. Dr., Faculty of Management Sciences, Yala Rajabhat University

Abstract

Learning outcomes and learning achievement of students are the goals of learning. This research aims to 1) compare learning outcomes and learning achievement of students in principles of business management before and after using cooperative learning method, 2) assess the satisfaction of students on this method. The population of this research was the 35 first year accounting students who studied principles of business management in the first semester, 2014. The instruments used were observation and questionnaire. The statistical values were frequency, percentage, mean and standard deviation. The results revealed that after using the cooperative learning method, 82.86 percent of students had learning outcomes and learning achievement higher than before. Furthermore, all students were satisfied with this method. So, cooperative learning is one of the suitable teaching methods for the principles of business management subject. Thus, principles of business management lecturers can use this technique to teach this subject to increase the learning outcomes and learning achievement of students.

Keywords: cooperative learning, learning outcomes, learning achievement



Proceeding of
**The 3rd YRU National and International Conference
on Islamic Education and Educational Development
: Future and Challenges**

May 28 -29, 2015

Volume 2

Organized by

Yala Rajabhat University

at

Faculty of Education, Yala Rajabhat University, Thailand

