

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS.....	iv
ABSTRACT.....	v
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
LIST OF APPENDICES.....	xii
CHAPTER 1 INTRODUCTION.....	1
Rationale and significance of the Problem.....	1
The Setting.....	3
The LCCT Intensive English Program.....	4
Purpose of the Study.....	6
Research Question.....	6
Significance of the Study.....	7
Definition of Terms.....	7
Organization of the Study.....	8
CHAPTER 2 REVIEW OF LITERATURE.....	10
Theoretical Background of Program Evaluation.....	10
Related Research on a Program Evaluation.....	21
Summary of the Chapter	27

	ix
CHAPTER 3 METHODOLOGY.....	29
Participants.....	29
Research Instruments.....	33
Data Collection.....	37
Data Analysis.....	38
Summary of the Chapter	38
CHAPTER 4 THE CONTEXT OF THE STUDY.....	39
Development of the College.....	39
The International Center.....	42
Summary of the Chapter.....	50
CHAPTER 5 KEY FINDINGS.....	52
Interviews.....	52
Documentary Sources.....	76
Summary of the Chapter.....	84
CHAPTER 6 CONCLUSION AND DISCUSSION.....	86
Summary of the Major Findings.....	87
Pedagogical Implications.....	95
Limitation of the Study	96
Recommendations for Further Study	97
REFERENCES.....	99
APPENDICES.....	102

LIST OF TABLES

	Page
Table1 Some Key Questions in Program Evaluation	16
Table 2 English Time Allocation.....	45
Table 3 Contents of English Program.....	45
Table 4 Results from the teachers about Needs Analysis.....	55
Table 5 Results from the students about Needs Analysis.....	59
Table 6 Results from the teachers about Contents	62
Table 7 Results from the students about Methodology.....	67
Table 8 Results from the teachers about Assessment and Evaluation.....	73
Table 9 Rubric for Speaking Tests.....	75

PAYAP UNIVERSITY

LIST OF FIGURE

	Page
Figure 1 Stages of Evaluation.....	13

PAYYAP UNIVERSITY

LIST OF APPENDICES

	Page
APPENDIX A: Vision and Mission Statements (Year 1999).....	103
APPENDIX B: Vision and Mission Statements (Year 2002).....	104
APPENDIX C: Teacher Interview Questions.....	105
APPENDIX D: Student Interview Questions	106
APPENDIX E: Alumni Interview Questions	108
APPENDIX F: Course Description of English 1.....	110
APPENDIX G: Course Description of English 2.....	112
APPENDIX H: Course Description of Business English Conversation 1.....	114
APPENDIX I: Course Description of Business English Conversation 2.....	116
APPENDIX J: Seminar Summary	118