DEVELOPMENT OF ONLINE MASTER'S DEGREE PROGRAMS: A CASE STUDY OF SOCIAL LEADERSHIP, BUSINESS, AND POLITICS

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Abstract

This manuscript studies and develops an online tertiary curriculum with a focus on master's degree programs. The quality and effectiveness of an educational degree is an important factor that will help develop higher education and also build the capacity of the people of the country. The current government policies, including "Thailand 4.0", have focused on the use of technology to connect with various things in people's lives. This includes the field of education. The reason for the push for education is that, at present, human beings have developed their own culture. There has been more evolution. Perceptions have also been changed, which explains the importance of online teaching and learning and the development of an online master's degree program.

Keywords:
Learning system, Online learning, Education technology, Online degree

Introduction

The use of e-learning system in teaching and learning help created effective learning. Factors affecting the development of the curriculum can be classified into internal and external factors. Internal factors are variables in the school system related to the development of school curriculum. (Kaosayaporn, 2005) These factors affect the development of educational institutions' curriculum in terms of program expansion and course preparation. External factors refer to variables outside the school system related to the development of the school curriculum. The main problem affecting the master's degree program (social leadership, business, and politics) is that

the learners' behavior has changed. The technology of teaching and learning is changing rapidly and the number of online courses is increasing. Given a variety of factor that influences the learning process of a learner, three objectives are developed: 1) To guide the development of teaching and learning of the master's degree program (social leadership, business, and politics) to a new era of learning. 2) To collect information and study the opinions of learners about e-Learning of the master's degree program (social leadership, business, and politics) of alumni and current students. 3) To study the factors affecting the development of master's degree program (social leadership, business, and politics) to a new era of learning.

From the objectives mentioned above, it is consistent with the benefits obtained from this research. 1. Make aware of the need for new teaching and learning styles of students in the master's degree program (social leadership, business, and politics). 2. Able to use the results of the studies or information obtained to guide the development of teaching models for students, meet the standards and meet the needs of students in the master's degree program (social leadership, business, and politics) 3. For the benefit of teaching and learning for current students and in the development of students to have higher performance. 4. For the benefit of planning the development of courses in marketing and recruiting new students of the master's degree program (social leadership, business, and politics).

Literature review

Online learning is done through the Internet in the form of modern technology using the Internet to build a high-quality, interactive education without the need to travel. It creates convenience and quick access anywhere, anytime as well as life-long education for the population (Education center, 2000). Studying through computer networks, the Internet or intranet is a self-learning process. Students will learn according to their abilities and interests. The contents of the lesson are provided in the form of texts, images, audios, videos and other kinds of multimedia sent to learners via Web Browsers, where students, teachers and classmates can contact and exchange ideas with each other just like in a normal classroom. Online learning relies on modern communication tools such as e-mail, web boards, and chat rooms (Roj, 2012). Learning through electronic technology is cheap. Students can learn very quickly, ideas can be distributed widely, and most importantly, education is rapidly developed in many new ways (Worawan, 2001).

In terms of the development of curriculum of the online Master of Arts in Management of Instructors program, College of Social Innovation Rangsit University, the teaching model has been developed continuously by developing the teaching and learning management for Master of Arts online teachers in accordance with the needs of learners who pursue the course and need to organize contents that help them acquire ideas, knowledge, understanding, and creativity. This conforms to the research of Supin Boonchuwong (2008) which studied opinions of students of the Faculty of Education, Suan Dusit Rajabhat University on continuous learning and its principles of teaching by

summarizing the content with mind maps, cognition and creativity, respectively.

In terms of social change factors that change the behavior of some learners, it was found out that teaching and learning may not meet the needs of the learners since the learning process has developed rapidly. Economic factors are considered quite important for the learners as well. Pursuing higher education has a relatively high cost, so if the economy is not good, learners will have to consider the priorities in life first, for example, further education is important or not when compared with food, clothing and medicine which are the basic needs. In addition, in terms of direct competitors and indirect competitors, there are many institutions offering online master's degree programs now or soon. However, there is the lack of marketing promotion and branding which can respond to the needs of learners, resulting into a decrease in the number of students taking the courses. As mentioned above, there are also socioeconomic factors related to the changing technology. This is in line with the research of applying technology to support teaching strategies in the process of learning for various transformations (Thomas, 2008).

In terms of discoveries in technology and electronic lessons of the Online Master of Arts Program, College of Social Innovation Rangsit University, as mentioned above, the problem of the declining number of students in the Master of Arts Online course marks the importance of problem identification and the origin of the causing factors. The number of students was reduced, so the researcher summarized the data from the research to summarize the other two main reasons for taking online courses at present that are quite effective for learners into a concept namely "the patterns of students' learning, problems encountered". A discovered problem was that the sound of the video and the scene in the classroom were not clear enough. Another problem is that students were not interesting in learning because the video was taken in the classroom with many uncontrollable factors which may be unrelated to the content at that point, making students choose to leave or not study. This led to other consequences. If the problems in this section are not solved, there will be other problems, for instance, not having enough knowledge to speak with the teacher, inability to apply contents from learning to work, and inability to revisit lessons, etc.

It can be seen that these parts cannot be lacking because learning is not only dependent on technology or electronic lessons (Courseware), but it must be also taken into account that teaching and learning process of the Master of Arts Online course must be consistent in order for the learners or students to gain knowledge and understanding as much as possible. In the end, students shall be able to apply the knowledge in their daily life for the best outcomes. This is consistent with the research of Jonathan (2010) which stated that learned information can be used to benefit the learners' learning and their daily life. Considering the daily activities from awakening to bed, life today is surrounded by media such as newspapers, radio, television and computers. Information and communication technology (ICT), regardless of awareness and use of it, it is still extremely important in a rapidly changing society, where knowledge can be easily accessed by a variety of media.

In other words, easy access to information technology leads to good learning.

"Training of the teacher training course to enhance the ability in research-based learning management" by using the research and development methodology in 4 phases : Phase 1 , the basic information study for the development of the training course. Phase 2, Development of Draft Training Curriculum and Pilot Experiment. Phase 3 , Trial of Training Course. Phase 4 , Evaluation of Training Program Effectiveness and Curriculum Revision (Patphol, 2012).

The curriculum is a plan that includes the aim of study, the organization of the content Activities and mass experiences in each educational program to enable learners to develop in various fields According to the specified destination (Buasri, 1999)

Course refers to the mass of experience provided to the learner. It is planned in advance in the process set out in the document to serve as a master class in teaching and learning according to the grade level. (Prasit Wuthiwech, 1999)

Methodology

The research methodology in this paper is a qualitative study which focuses on data collection towards interviews with the representative samples of the study population. (Kijpreeda Pure, 1997) Then, the assumptions established from the information collected are examined. (Pongsapitch, 2003) The research process includes the following sequence of steps: 1) selection of the population and samples from the scope mentioned above, 2) selection of qualitative research tools which are consistent with the target audience, 3) testing the quality of the tools (the quality test was measured based on the 5 dimensions, namely "Accuracy-Confidence Difficulty Level" research structure), 4) data collection, 5) data analysis and interpretation, and 6) summarization and discussion. (Trai Mongkolkul, 2012)
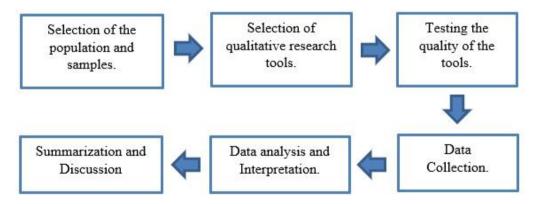

Figure 1 Research Process [1]

*(From the picture is the process of research that is used to perform
It is described in the topic of Methodology.)*

The population used in this research were those involved in the learning process in the Master of Arts in Social, Political and Business Leadership (MA Online) program. The sample groups included 3 current students, 5 alumni, 2 lecturers of the program, and 2 experts in the field of online teaching and learning. The sample groups were obtained through direct coordination. They were interviewed to collect data.

The main research tools used in this research were in-depth interviews to collect information with details as follows. The interviews were divided into 2 types. First, the interviews with open-ended questions allowed interviewers to freely talk about their family skills and occupations. The researchers also used the questions to ask about the wellbeing, business participation in activities of professional occupation group members, and network for skills-enhancing occupations (such as researchers) Second, in-depth interviews or interviews with a specific focus were used for asking about the well-being of the family of the target groups. This includes questions about personal information such as their background, relationships with communities, groups and professional participation, and patterns, procedures and methods used for entering an occupation. To obtain this information, the researchers needed to establish a familiar relationship with the sample groups' family in order to gain trust from the samples and lead them to the compulsory questions (Institute for the development of non-formal education and informal education, 2017).

The process of obtaining information that fulfills the objectives of the research can be divided into data collected by secondary and primary sources towards the use of interviews, surveys, observations, reporting-style questionnaires, and review of literature (Sathapitanon, 2 0 0 3) . Documentary study refers to the research, compilation and synthetization of academic works such as research results, articles, academic papers and texts related to the research subject or issue. They were used as the evidence that can be obtained to see the continuous accumulation of knowledge. This helps the researchers to define a research framework, research questions, research hypotheses, as well as guidelines for conducting research and discussing the results reasonably (Worakham, 2016). Observation refers to watching what happens in a conscious and organized manner to analyze or find the relationship of what happened to other things (Chanthawanich, 2 0 0 6) . Non-work interview discussions were predetermined and conducted in simple, friendly, and not-strict-to-steps conversation (Chanthawanit, 2 0 0 0) . Focus groups were conducted to gain opinions, beliefs, or attitudes towards products, services, or ideas. The questions were asked in different ways of interaction. It provided participants with the opportunity to speak and express their opinions freely between the research participants or the participants themselves. At the same time, the researchers took note of the conversation taken place (Taylor, 2002).

Analysis of data used in this research is component analysis, which is an analysis of the properties of each component of data to compare them to find the same and different common characteristics. After that, the meanings of those data are summarized. The analysis of components can only be done when there are two or

more data sets, but there should not be more than ten sets (Chantawanit, 1997).

Discussion of the result

The study on the development of online master's degree programs in social and political leadership for learning aims to explore the opinions of learners and their learning process which affected the development of Master of Arts Program in Social Sciences and Politics (Online Course), Rangsit University in the past and at the moment.

The results showed that Rangsit University adopted the College of Social Innovation Curriculum Academic Year 2003 for integrated learning in order to improve the quality of learners to acquire knowledge with emphasis on the development of basic integrated teaching for research practice, creation and dissemination of knowledge as well as guidelines for solving problems in economic, social, political and environmental areas to meet the needs of the public in a sustainable society.

The study found that Master of Arts online courses were courses taught at the master's level in the College of Social Innovation, Rangsit University. These courses aimed to develop students into leaders with science and interdisciplinary knowledge in the world of self-improvement towards Learning management system, online classroom, and real practice. This course was created to help develop the right vision and leadership in accordance with the Thai culture and the global standards towards missions, planning, welfare management, and leadership management by using an integrated learning process that focuses on learners

as a priority to forwarding feelings towards society.

The study found that the Master of Arts Program in Social and Political Studies (Online Course), Rangsit University had conducted research that had been continuously developed learning to teach better based on previously received information. Students needed learning contents that were easy to understand in a timely manner. This can be used practically in life. Also, students' teaching and learning tools were consistent with the course process of the program.

Analysis of Information about the Opinions of Learners on e-Learning and the Results of Master of Arts in Leadership Online Course Development: The study found that students who have graduated or are currently studying the Master of Arts in online courses believed that the online/distance learning system so-called Learning Management System (LMS) could help them to learn more conveniently without wasting time traveling to study in the actual classroom as they could learn anywhere, anytime (Samat, 2007). The teaching system also helped students to gain more knowledge from the original sources towards technology (Computer office Thaksin University, 2007). However, according to the interview results, there were still some problems in terms of usage of the videos, for example, sometimes it was not possible to open a video. Moreover, according to the experts in the e-learning system, the LMS system was still not fully used as a tool due to the bugs. However, the system has been improved from the original version. Nonetheless, the development of the LMS system must be consistent with electronic lessons as

well. Furthermore, the experts in the field of electronic lesson development suggested that compared to electronic lessons in the past, the developed Master of Arts in Leadership online systems were unique.

However, after observing the format of the lessons and the copyright specified since 2007, the first launch of the lessons and the flash system would not be available until 2020. Flash-based electronic techniques were available for instructional videos, but some of them could not be played or opened when clicked in the LMS system. There were problems with video embedding and video filming in the system in terms of images, sounds, organizing views, inconsistency with the preparation of the electronic lessons, and duration. A standardized learning system will develop a function to completely solve any of the above problems. A standardized LMS system will be very popular in use. The details are as follows.

Figure 2 Global LMS Software usage ranking [2]

(The picture shows the worldwide LMS software rankings, which reflect the standards of the global learning system. Which if you want to solve problems and develop standards of the learning system to have a standard You may want to consider the most popular LMS software. With details in the topic " Discussion of the result")

Managerial implications

From the study, the researchers would like to present the following research suggestions. First, the researchers can notice different dimensions of the learning process, including the learning process in the dimension of the teacher towards the learners, the learning management process of the curriculum towards the learner, and the things that help to support the education and learning of students such as technology, medicine, teaching, electronic lessons that assist learning. With the foregoing, everyone should continually improve, not just because the learning process has been continuously evolving. This results into the development of this Master of Arts online course, which helps students to be up to date according to the world's changing era and bring knowledge to national development organizations.

Future research direction

The development of Online Master's Degree Programs of Rangsit University towards online learning in the age of 5.0 may encounter the problem of technological change in many forms. Therefore, the researchers suggest that future studies should explore "blended teaching" and "all-time learning with technology" because today's learning is still uncertain due to the world's dynamic changes. This can be seen from the crisis that arose from the two topics that the researchers have proposed. If there is educational development, it will help human learning to keep pace with the world's situation.

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