

THE PROTOTYPE DEVELOPMENT OF DUMMY COMPANIES AS A LEARNING ORGANIZATION IN COMMUNICATION ARTS FOR RAJABHAT UNIVERSITIES

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Abstract: The purposes of this research are to 1) study the factors in the establishment of the prototype of dummy companies as a learning organization in communication arts for Rajabhat Universities, 2) manage the teaching and learning in practical courses of communication arts, Rajabhat University that focus on the dummy companies, and 3) develop and validate the prototype of dummy companies as a learning organization in communication arts for Rajabhat Universities. The samples used for the survey and interviews contain four groups, and four groups for simulation of situation, total of 8 groups. The total sample is 20 people per course.

Research tools are composed of Questionnaire; skills test analysis process, including a record of observations and the criteria for observation, approach skills test results were a score and rating criteria to measure performance oriented, Five-force Model Analysis, Value Chain Analysis, analytical strategies to take advantage of the competition, analysis to create a learning organization by learning based on the capability and suitability assessment and certification model. The statistics, used in analyzing data includes frequency, percentage, average, standard deviation, One-Sample T-Test, and Confirmatory Factor Analysis Model to measure the weight of each variable by using LISREL program.

The results show that:

1. By examining the consistency of its dummy companies with empirical data by the method of Confirmatory Factor Analysis using the dummy companies, indicates the company has a latent of 11 and a total of 41 indicators. The analysis is used to check the consistency of the dummy companies in its communication on the empirical data and found that the dummy companies are consistent with empirical data $X^2 = 501.83$, $p = 1.00$, $df = 747$, $GFI = 0.90$, $AGFI = 0.88$, $RMR = 0.086$.

2. The prototype of dummy companies as a learning organization in communication arts for Rajabhat Universities is composed of; Philosophy, Vision, Mission, Strategy, Policy, and Tactics. Philosophy is the creative development, learning from practice to create a professional entrepreneur media and principles of business to society. Vision is the development of the prototype of dummy companies as

a learning organization in communication arts by learning and teaching practice as a professional and creative development of sustainable media.

Keywords: The Prototype of Dummy Companies, Communication Arts, Five-force Model Analysis, Value Chain Analysis, LISREL Program, Rajabhat Universities

The Importance and the Source of the Problem

The course curriculum of Department of Communication Art in Rajabhat University, the content of the course in each Rajabhat University mostly focused on the practical. However, in the present days, Rajabhat University has problems in courses management, in which there are very few numbers of result, project or new innovation for society, including the creation of career. The knowledge and skills of learners are being kept, as so result as the new graduate student must earn new experiences from outsiders. The graduated student could not apply the knowledge that they learnt to create or work. Hence result in the waste of time or lack of creative innovation for nation.

Therefore, using the concept of learning organizations to develop the dummy companies as a learning organization in Communication Art must present with the characteristics of different learning pattern in the present days. The dummy companies must be the organization that human can increase more capacity according to the target goal continuously, present with new pattern of thinking and must be promoted widely. The dummy companies must be the organization that everybody has the curiosity ambitions (Collective Aspiration), including with the acceptance by the society. It must be the organization that everyone can learn together continuously, presented with an atmosphere of trust, good relationships within the organization, acceptance each other within the organization, consistent and harmonious (Synergy), and must be able to create the result can generate results that led to the success from the development of knowledge that are essential to the operation of the members of the organization. It can be concluded that organizational learning must follow 5 rules (Senge, 1994) as follow: 1) Self-development skills to achieve the target goals (Personnal Mastery), 2) Concepts (Mental Models), 3) Creat shared vision (Shared Vision Building), 4) Learn to work as a team (Team Learning), and 5) Cognitive system (Systemic Thinking). These rules will enable the organization to establish a model of learning within the institution and help to develop or enhance research for sustainable economic development. They also allow the students

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to learn how to work and to learn from implementation of real business as the main target. The income arising from company's models also afford their parents and provide benefit to society as well.

When members of the organization, that is, students were grouped together to perform any learning activity, there must be an embodiment department that connect the communication art activities that provided with new or innovative to the public. The establishment of dummy company for communication art is the center of business that the member of the learning organization, 1st year to 4th year student that will be operating under realistic operating conditions. Students will be able to practice themselves from the actual work that provided with executive team, management team, marketing promotion team, human resource management, training session, including with the income that can afford their parents as well. During the fourth-year study, the most of the student from Rajabhat University will get to practice the real professional communication experiences. The dummy company will be able to train the student in order to practice professional experience at the dummy company without the need to seek professional work experience from outside. It is well known for teachers and advisors who advise the student during the training period that the result from training is just a waste of time, some profession training place did not admit the student to practice in the profession but work as the administrative instead. To make use of 4 years of studies and after graduation, and be able to use their profession experience as the future career, the students have the opportunity to learn continuously with the dummy company. Therefore, the development of course curriculum by establishing the dummy company as a learning organization to develop the learning organizational in institution is extremely challenging.

The development of learning organization will help to resolve above stated problem. Moreover, none of the institution in Thailand has established the dummy company of a learning organization as a course curriculum in Communication Art. The establishment of dummy company can help to develop the learning organization for the students in Rajabhat University as already mention above, which can provide human resource to the social and intellectual resources. This research realizes the importance of establishing the dummy company as a model of learning that occurs in the course curriculum of Communication Art that helps to drive the economy into a knowledge-based society (Knowledge – Based Economy) and can lead to the innovative products that

may form from the combination of continuing students.

Therefore the research in the topic of the prototype development of dummy companies as a learning organization in communication arts for Rajabhat Universities will allow the student and the institutes to use their knowledge wisely, creating results, create innovation ideas, create jobs, create professions, earn incomes while studying and can also use the revenue to help the community. This research will strengthen the students to become creative and business professionals through a combination of setting up dummy company in the form of a continuous simulation model development process.

The Purposes of This Research

- 1) Study the factors in the establishment of the prototype of dummy companies as a learning organization in communication arts for Rajabhat Universities
- 2) Manage the teaching and learning in practical courses of communication arts, Rajabhat University that focus on the dummy companies.
- 3) Develop and validate the prototype of dummy companies as a learning organization in communication arts for Rajabhat Universities.

The Samples

The samples used for the survey and interviews contain four groups, and four groups for simulation of situation, total of 8 groups which are;

- 1) Executives from Rajabhat Universities include Dean, Associate Dean, Assistant Dean and Chairman of the curriculum department or the chief fields total of 170 person,
- 2) Lecturer of Communication Arts from 32 Rajabhat Universities, total of 234 persons,
- 3) Sample group of professional communication, the department head level or above, total of 20 persons,
- 4) business specialist 10 persons, and 5) students of first, second, third and fourth years in communication Arts, Rajabhat University, 80 persons who register in the 4 practical mass communication courses, each course per year, in Rajabhat University. The total sample is 20 people per course.

Research Tools

Research tools are composed of Questionnaire, skills test analysis process, including a record of observations and the criteria for observation, approach skills test results were a score and rating criteria to measure performance oriented, Five - Forces Model Analysis, Value Chain Analysis, analytical strategies to take advantage of the competition, analysis to create a learning organization by learning based on

the capability and suitability assessment and certification model.

The Statistics

The statistics, used in analyzing data includes frequency, percentage, average, standard deviation, One-Sample T-Test, and Confirmatory Factor Analysis Model to measure the weight of each variable by using LISREL program

Result of Data Analysis

Part 1 Result of data analysis of opinions of Rajabhat University administrators and professors of Communication Arts program. Preliminary result of data analysis of respondents' status. Display range, mean, and standard deviation of the factors in establishing company model. Result of suggestion analysis of establishes company model and provide an education in training courses which are the organization of learning in Communication Arts of Rajabhat University. Result of obstacles analysis and the solutions of establishing company model

Part 2 Result of capability analysis in competitive business with concept of Five-Forces Model.

- 2.1 Result of business analysis with concept of Five-Forces Model and operation within organization to increase efficiency effectiveness and competitive with the concept of the value chain.
- 2.2 Result of strategy analysis of the upside of the Communication Art company model competition for Rajabhat University.
- 2.3 Result of analysis in organizational learning, competency based learning program.

Part 3 Result of analysis of education in the courses of Communication Art for Rajabhat University, which focus on establishing company model.

- 3.1 The development of practical skills test of professional in Communication Art.
- 3.2 The development of education with the simulation, company model, and field work for professional production.
- 3.3 The experimental result of education with the simulation, company model, and field work for professional production.

Part 4 Result of consistency check of Communication Art company model with Confirmatory Factor Analysis.

Part 5 Result of opinion analysis of experts in business and Communication Art professionals in the development of company prototype model, organization of learning in Communication Art for Rajabhat University.

Part 6 Result of development of company prototype model, organization of learning in Communication Art for Rajabhat University.

Part 7 Result of verification company prototype model, organization of learning in Communication Art for Rajabhat University.

Part 8 Result of manipulation of simulation guide in practical training courses.

The Analysis of the Data Is Presented in the Following Order

The results show that:

1. By examining the consistency of its dummy companies with empirical data by the method of Confirmatory Factor Analysis using the dummy companies, indicates the company has a latent of 11 and a total of 41 indicators. The analysis is used to check the consistency of the dummy companies in its communication on the empirical data and found that the dummy companies are consistent with empirical data $X^2 = 501.83$, $p = 1.00$, $df = 747$, $GFI = 0.90$, $AGFI = 0.88$, $RMR = 0.086$.

Based on the results of confirmatory factor, the analysis of the dummy companies model of communication arts found that, the weights of all 41 data are positive, within the range of 0.48-0.72 and is statistically significant at the 0.01 level for all indicators, where the most important indicators for analysis the prototype of dummy companies as a learning organization with the empirical data is the element planning and strategic management. In which is followed by the composition of fund management business, elements of marketing management, marketing communication, promotion and distribution channels, composition operators, element in accounting and finance, element of teaching and learning, element management and business operations, element of human resource management, element of knowledge management and organizational learning, composition analysis of the location, and element of the business plan.

2. The prototype of dummy companies as a learning organization in communication arts for Rajabhat Universities is composed of; Philosophy, Vision, Mission, Strategy, Policy, and Tactics. Philosophy is the creative development, learning from practice to create a professional entrepreneur media and principles of business to society. Vision is the development of the prototype of dummy companies as a learning organization in communication arts by learning and teaching practice as a professional and creative development of sustainable media. Mission is 1) assign the practical courses taught by professional, 2) develop the knowledge of student in business to become the weaver of media business 3) create a cooperation network of academic and professional in

communication arts 4) increase the potential of students to have academic knowledge, communication skills, expertise and professionalism, 5) organize of knowledge to promote professional development students and create the communication center, 6) help to develop the public consciousness, social performance of companies and the professional performance of students. Strategy is 1) develop the prototype of dummy companies as a learning organization in communication arts and can create a sustainable career, 2) develop the prototype of dummy companies as the center of technical and professional communication arts, 3) enhancement of student learning with professional practice with moral and social responsibility, 4) develop the student to become media business executives, 5) enhance the mind for public services.

Objectives 1) To allow the student learning from doing, create work to vocational market, students were innovative, sustainable learning, and self-management of knowledge in the creation and production. 2) To allow the university to has an systematic activities of operating in company model, increase skills, knowledge, understanding, experience in business management media to student, can work in media organization with efficiency and manage the Communication Art business to self-sufficient. 3) To allow the student to have the platform to perform the Communication Arts with professional integrity, ethics, and social responsibility, having operating business in real situation, strengthen the credibility of the innovation to vocational market, including receiving reliability standard in education for increasing opportunities for students entering the professional work space. 4) To make the student aware of the role of Communication Art professional, Use knowledge that get from practice in company model to apply with future career, including the using of knowledge and income to benefit the community and society.

Policy is 1) organization development as sustainable a learning organization, 2) driven business organization with an emphasis of the work, 3) create a network of technical cooperation and professionalism in the country and abroad, 4) social development with a teaching model and results of operations, 5) development of staff and students to become professionals in communication arts, 6) build people to build a career while studying at university, 7) teaching pragmatic combining with the theoretical knowledge, 8) profitable to the people, rather than the profits of the company, income is not a measure of success, the measure of success is knowledge and recognition of the value and performance, 9) students gain experience by learning with a professional and learning the business of communication arts, 10)

create a new entrepreneur with the principle of good governance. Tactics is 1) creation of credibility in the academic and professional cooperation, both in and outside the country, 2) offer facts, information, depth of general knowledge of the community and intimacy, 3) low cost make a difference that visible only to the values and aims, 4) variety competition will reach customers more quickly and be able to remember, 5) conduct research to analyze and define the management processes to identify factors that are critical to success in the long run, 6) improve the quality, production or service in order to meet customer needs.

(see figure in last page)

Discussion

The establishment of the dummy company for learning organization in Communication art found that the main factors contributing to the success of establishment and approach in the development of the people in the organization, as well as driving the business to be conducted with a base of knowledge in more than the value of the business, these factors include the 11 main factors.

Shown that these various factors served to establish the small business. Although the business is small, but contain a lot of small businesses and spread throughout the country and plays an important role in the economy by (Vichai Thosuwajinda, 2548: 4-5) 1) creating new jobs, 2) creating new products: most of the inventors usually begin with small businesses and expand once the product is acceptable, 3) increasing competition: small business comes into the market, small business causes the increasing level of competition economically, 4) support big business in the production of goods and services, 5) increasing of efficiency in the production of goods and services: especially in businesses that require skilled and craftsmanship, small businesses will do better and begin to develop the ability to engage, 6) distribution of development countries: small businesses are often distributed throughout the community, and plays a role in promoting the growth of local distribution. It also leads to the production traditional goods or craft items for the community as well.

In the part of learning process, the result of using the dummy company in concept of creativity in field experimented with fourth-year student in each courses during the semester found that the scores that appears from the record of the observation scores, a practical skills-oriented performance measurement, measure the performance of practical skills-oriented teachers and professionals in Communication Arts that experimented with 1-4 years student. When using the score of each observation and practical scores of comparison that the researcher has set, it was found

that the scores of student was highly than the level that the researcher has set statistically significant at the 0.01 level. The result has shown that, the type of learning model as dummy company can be used as the course curriculum as the learning process is consistent with the National Education Act 2542, Chapter 4 about providing the learning process to other institutions.

Therefore, the course is designed for use in teaching and learning in order to simulate has been an important part in the creation of entrepreneurs, students, professionals and the media. For this study, the researcher assigned share activities with students. In each activity, students will build mock-up scenarios and training materials provide as a professional. Learner has to be part of a major role in the production of components in order to accomplish the tasks, such as producing short films, presentation, design website, organized magazine pages, etc. The result has shown that, the type of learning model as dummy company can be used as the course curriculum as the learning process is consistent with the National Education Act 2542, Chapter 4 about providing the learning process to other institutions.

In the evaluation of teaching and learning at the end of the semester: measured from the work produced. In order to achieve justice, researchers have formatted assessment to measure the performance of professional skills by inviting 2 professionals and teachers to joint assessment of the learners. The result shown that production of 4-year college students as experimental group, as the consideration of teacher, first professional and second professional, when the score of production of each assessment were compared with the criteria set by the researcher the scores of the learners were higher than the criteria set by the researcher statistically significant at the 0.01 level. It was observed that teaching and learning process can lead the students of every year to provide contributions to a great- greater extent. The usage of 2 professionals and teachers to joint assessment of the learners as the skills and knowledge is about the quality of individual expression, not just the matter of quantity. The usage of test to practice the skills should be done in examination in order to provide the appropriate opinion for judging the results, which is clearer than using a single person to measure (Naruth Suthjitt, 2540).

Teaching in this manner makes the process of teaching and learning collaborative and focus on learning from experience, training and practice, and work, causes the continuous curiosity, statement in the Act of national education that consistent with long term learning plan 15 year, Chapter 2 (B. E. 2551-2565) focusing on learning process in higher education, must realized the future of higher

education as a whole, "Preparing people and adjusting people for the work" to create the system of lifelong learning. To use the Communication Art as adjusting tool for Thailand education system to become a intelligent and highly talented country, must think in large extent (Macro), which is national level. The courses level (Micro) is the level of academic content, lessons and practices, programs that need to emphasize a sense of community or social communications to be consciousness to Thailand. A sense of community drive toward the creation of work, know how to solve the problem, know how to exchange the idea, practicable, understanding the democracy and willing to do work (Kanchit Malaiwong, 2553).

In addition to the National Education Act, and the long-term plan for higher education for 15 years No. 2 above, also supports the concept of organizational learning. The organizational form and compositions similar to the model (Robbins & Coulter, 1996) is an organization (Organizational Design) is a border (Boundless) working as a team (Team) has been authorized. (Empowerment) personnel in the organization need to learn to share knowledge, and information to cooperate in any activity that occurs in organizations. Sharing and cooperation are not specific to their agency, to include other agencies or the other. Organizational structures that enable employees in the organization must not work with difficulty and breakdown of formal boundaries. As a result, people are working in a friendly atmosphere. The cooperation and willingness to work will result in mutual learning, formed a working team that can drive performance in all activities of the organization's full capabilities. When people in the organization authorized to perform work in a team event will be co-operating fully with the supervisor does not need to work closely. Therefore, the role of Managing Director, it is just convenience, counseling and are encouraged to work as effectively as possible.

The goal is no less than it is the nature of organizational learning, the man, a personal capacity and a group of people meet their goals and desired results, can learn and gain knowledge, continuous development of ideas, organizations that form new ideas based on the work, share a common vision and learning, learning in a systematic manner, which is a matter of knowledge. If the system in the simulation is a good system, providing with other generation that will continue to transfer knowledge: after graduating the senior will be success in leading large organizations or go out to run their own business, the junior generation took place and having the senior students as mentors. This causes the successful, and the profit is secondary (PathomIndrarodom, 21 January 2554). This knowledge can be spread widely

and is ready to be promoted. Everyone in the organization must have the ambition to be recognized. Everyone is ready to learn with each other continuously. There is an atmosphere of mutual trust. There are good relations between them. The success comes from developing the know-how to run continuously. This can result in progress in the implementation of the organization with potential (Senge, 1994).

The policy of dummy company in communication art is to development of organization into a learning environment, the total administrative and communications sectors together in practice, organization that gives students a practical implementation, fully integrated management and learn to create the career (KanruanKitiwat, interview, 31 January 2554), driven by the value of the business organization, create a network of academic and professional cooperation, both domestically and internationally, develop the society by model of education and income from operations, development of staff and students towards professional of Communication Arts, create a career for students while studying at university, emphasize on the integration of theoretical knowledge, profits over the profits of the company, income is not the a measurement of success, the measure of success is knowledge and recognition of the value and performance (PojtJaichansukkit, interview, 3 February 2554) students gain experience with professional teaching and learning, learn to create the business in Communication Arts area and create new business with the principles of good governance.

The policy of dummy company in communication art is to be a part of a learning organization with the layout and become the element of organization (Organizational Design), having the characteristics of boundless, work as a team, empowerment, individuals in organizations learns to share knowledge, news information, including other agencies, organization must not present with the structures that enable employees in the organization to work with difficulty, must breakdown the official boundaries, in order to make the organization work in a friendly atmosphere, have cooperation and willingness to work, result in mutual learning. This resulting in formation of a working team that can drive performance in all activities of the organization's full capabilities: when people in the organization authorized to perform work in all activities, the team will co-operate fully without the supervisor to control the operation closely. Therefore, the role of director and manager is only to facilitate consult and encourage to work effectively as possible.

The management of information (Information Sharing) focuses on independence (Open), timely, and

accurate. Employees working in the organization of learning require sharing their knowledge, using a variety of data freely, and must provide timely and accurate in using that knowledge properly. For the leadership, the leadership must have shared vision, and collaboration (Robbins & Coulter, 1996).

If considering the clarity of the image field for business competition, the Five Forces Analysis is a strategic analysis to the organization, including analysis of competitors. However, to make the organization completely success, it must be analyzed to provide an advantage in competition (Competitive Advantage), which will allow the dummy company to success in the business as soon as possible (Portor, 2007). First, it must create differentiation strategy, provide product or service, value-added products, embedded with the production power of college students, focus value creation rather than the results obtained, focus on the results to help alleviate the burden on parents, social contribution, create the standard, professional scrutinize results, focus on the creation of a professional job while still in college students, after graduated, the students do not have to train for new experience any more, and clearly demonstrates the real working professional. The graduate student can work in the dummy company and taken it as main career, which can also help to solve the nation's unemployment problem, cooperation with professional organizations to establish dummy company, together with certificate of professional standards.

As in the point of creating a competitive advantage by reducing costs (Low cost strategy) found that the dummy company should provide the lower cost of productions and services than the company that establish dummy company, must locate in the university and use the equipment that presented in the university for providing the products and supplying services group (Focus strategy), focus on Supplied and services on campus, production and surrounding communities, production and small enterprises, and drive the business with an organization to be sustainable. The dummy company must contain the employees with leadership, can create shared vision in shaping the future of the organization, and members of the organization continue that vision together. The role of the leader in organizations must take part in creating atmosphere of cooperation with members. Therefore, leaders must be committed and strong enough to bring organization to be successful. The Organizational Culture is composed of Strong Mutual Relationship, Sense of Community, Caring, and Trust (Robbins & Coulter, 1996).

The above characteristics are the form of collaboration in all activities occurred in the

organizations, including with the collaboration with the agency, other organization, operation carried out informally, freedom in work, learn together, and has the authority to make decisions. Supervisors do not have to control, will serve to encourage support and serve as a consultant, information sharing among each other, the leaders of organization can share vision or a future together, and allow the people in the organization to follow, promote and encourage an atmosphere of cooperation as culture of learning that everyone is aware of the group relationship, activities, operation, attentiveness, and trust that everyone can learn.

Suggestion

1. Model of research is the implementation of the tangible concept; the manager should define the policies that led to the practice, establish agencies responsible for implementation, synchronize and promote its establishment as organization model of learning Communication Arts in accordance with the philosophy of creative development, learn from practice, create a professional to the media business operators, based on the principle of business for society, therefore; university administrators are a vital part of the dummy company. If the administration does not support, the learning organization to develop the national economy and personal development would not be accomplished.

2. Use the dummy company to create the cooperation network of academic and vocational Communication Arts. As some institutions of higher education are lack the tools and equipment, including a budget for the operation, if there is cooperation with professional organizations, this problem may be reduced.

3. Rajabhat University should take into account about the production of graduates in the Communication Arts by focusing on building the media business operators to solve the problem of graduate unemployment, and can help reduce social problems. Therefore, the dummy company based on the professional skills coupled with business operations, can create the media executive, and raise professional standards through sustainable Communication Arts.

4. Researcher found 11 factors and 41 indicators are considered to be very important to establish dummy company of learning organization. The research results confirm that the regeneration of the Communication Arts dummy company model allows students to produce a high quality and professional standards. Therefore, if the Communication Arts course curriculum, the Rajabhat University adapts this dummy company model as the learning organization of Communication Arts, the university can be able to produce graduates who are professional; the operator can generate new business

into the Communication Arts market. This will be an important mechanism in driving the economy of the country.

5. The measurement that the researcher has created can used to measure the behavior, skill, and knowledge, in which the score will be distributed and the weight of each score will be analyzed. It is easy to use as evaluation criteria as they are designed in detail, and both students and teachers can learn to develop personal goals easily. The instructor who are willing to use this measurement to measure and assess the practical skills should applied the sets of measurements include; Measurement of practical skills process: 1) Record observations, 2) Record provide observation score, 3) Criteria of observation, and a set of practical skills-oriented performance measurement include; 1) the record score and the criteria to measure results-oriented, and 2) Criteria practical skills score. All of the above measurement will allow teachers and students aware of the potential for personal development towards the goal of creating a professional.

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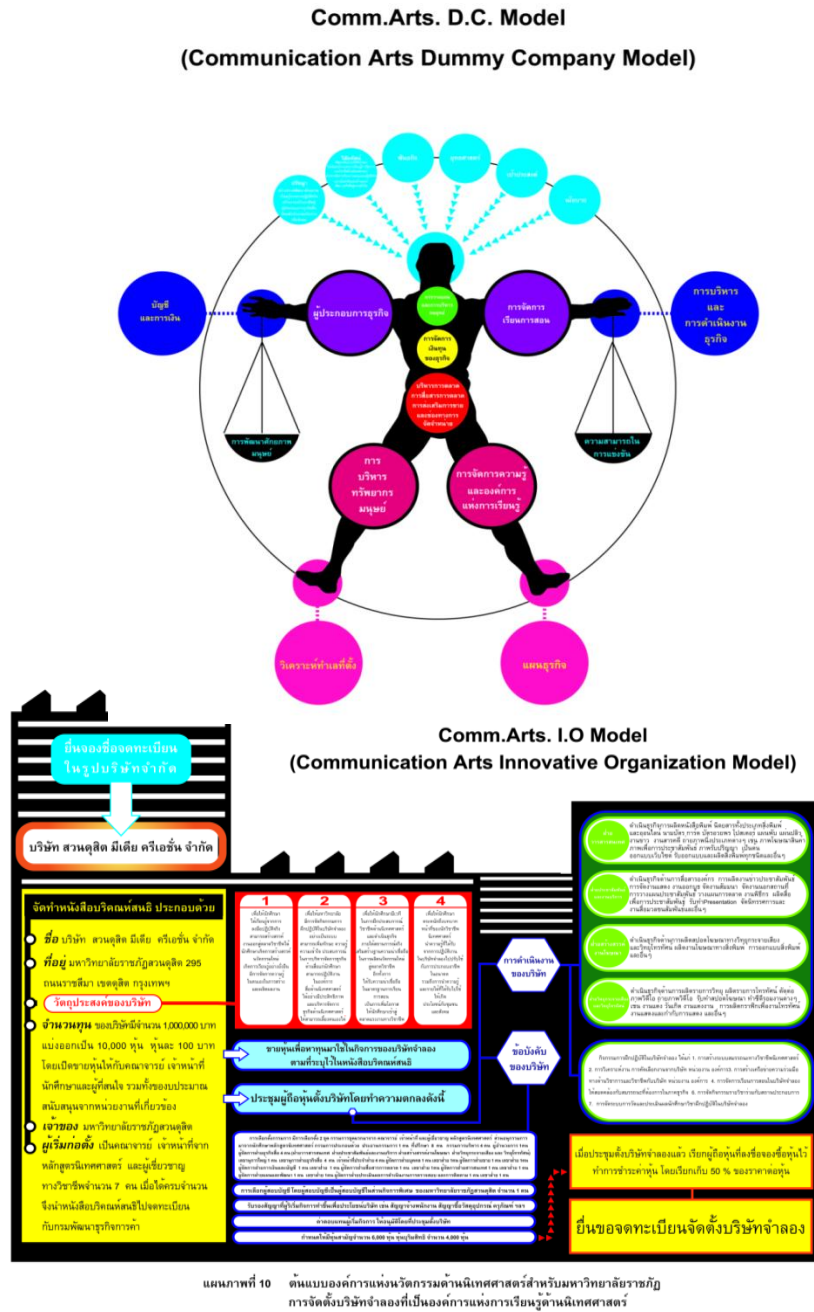


Figure 1: The Prototype of Dummy Companies as a Learning Organization in Communication Arts for Rajabhat Universities

แผนภาพที่ 10 ต้นแบบองค์การแห่งนวัตกรรมด้านนิเทศศาสตร์สำหรับมหาวิทยาลัยราชภัฏ
การจัดตั้งบริษัทจำลองที่เป็นองค์การแห่งการเรียนรู้ฐานนิเทศศาสตร์