

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

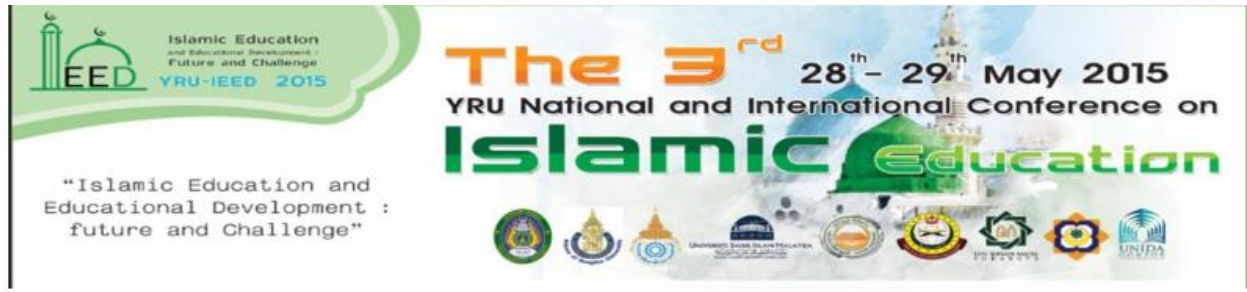
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**Abstract**

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



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