

# INSTRUCTIONAL INNOVATION FOCUSES ON LEARNERS IN THE CHONGQING COLLEGE OF INTERNATIONAL BUSINESS

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## ARTICLE HISTORY

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## ABSTRACT

The objectives of this research are: 1) to study instructional innovation that focuses on learners, and 2) To evaluate instructional innovation focuses on learners of Chongqing College of International Business and Economics, China. This research was a survey research method. The sample size consisted of 291 students and selected by Taro Yamane (Yamane, 1973) at a 95% reliability level. The research tool is an assessment form of instructional innovation focuses on learners of Chongqing College of International Business and Economics, China.. Data were analyzed using percentage, frequency, mean, and standard deviation. The results of the study were found: 1) The results of the comparison of opinions on learning and teaching management that emphasize the student-centeredness of tertiary students are as follows: 1) Classified by sex variables, it was found that when the genders were different There were no significant differences in opinions regarding the condition of teaching and learning management with a student-centered approach. 2) Classified by student age variables, it was found that students of different ages had no significant difference in opinions regarding the condition of teaching and learning management with a student-centered approach. 3) Classified by educational level variables, it was found that students with different educational levels there was no significant difference in opinions regarding the condition of teaching and learning management with a student-centered approach. 2) Results: suitability assessment and possibility of the components of a study of instructional innovation focuses on learners at the high school level in Chongqing, China, which experts found to be appropriate and feasible at a high level.

**Keywords:** Instructional Innovation, Chongqing College

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## INTRODUCTION

Education is one of the essential tools used in human resource development. Development and being a social guide, the educated person is, therefore, a person of quality and a vital force for the country's development. Still, the current situation is facing a crisis in the quality of education. For most of the teaching, the teachers still focus on teaching by textbooks. More emphasis on memorization (Department of Academic Affairs, Ministry of Education, 2002) but does not focus on the process for students to develop skills. Analytical thinking comments and creating a body of knowledge to learn from their teachers have a role. They are essential in transferring knowledge more than allowing learners to seek it independently. This causes the learners to lack qualifications, be wide-eyed, far-sighted, or be good people. Intelligent and happy people are characteristics of desirable learners (Wutthisan, 2001). To the educational management guidelines, Instructors must rely on the teaching and learning process. with the following factors:

Being a person of learning, having the characteristics of wanting to learn and learning and seeking knowledge by oneself

Have the ability to think, analyze, synthesize, evaluate and think creatively

Have the ability to receive, transfer and develop technology creatively and appropriately

Can solve problems and face new situations. Knowing how to work in groups There is awareness of participation in preserving culture, environment, democratic regime, and morality according to religious principles. (Superintendent Education Unit Department of Education, 1999)

Developing the population's quality to have such characteristics requires effective education management strategies. It is recognized that student-centered learning management is the instructional management that focuses on the learner as a process of organizing activities. Learn to teach that focuses on learners to create knowledge. By thinking, researching, and experimenting according to the students' abilities and being able to summarize their knowledge by themselves, learners will do all activities with their abilities. With a teacher as a guide. Therefore, teaching and learning activities must be taught according to the needs of learners, and learners participate in learning planning based on learners as the primary focus. Refers to learning in real situations. Teachers arrange for students to learn through experiences, activities, and work that student development in all aspects Both physically and mentally, emotionally, socially, and intellectually (see, 2000) The student-centered learning will provide students with satisfaction when they are successful in their assigned tasks. Lead to confidence and wanting to continue learning. Teachers or instructors must consider the differences between the learners and arrange the content and activities according to their interests. and the learners' aptitude. A teacher's role has changed from someone who has the authority to give instructions or informs knowledge to someone who advises and provides advice on activities aimed at practicing skills for learners (Kitrungruang et al., 2002). Teachers and learners must have an exchange of knowledge. And transmit to each other Learning management that focuses on learners is essential. A proven approach can develop learners to have these specific qualities. The management of student-centered learning became apparent when the Ministry of Education set it up as the primary strategy of educational reform. It also complies with the 1999 National Education Act, as defined in Chapter 1, the aims and principles of education.

Nowadays, education is essential to the development of the country. It is the heart of human resource development. To create progress, solve various problems, and develop oneself to keep up with the era of global social change. In the current situation of Thai society, the flow of modification in various fields occurred rapidly. Whether it is advanced in technology, communication, communication, or data transmission. And multiple sciences, the proliferation of culture happens quickly. Including economic competition and global trade in a free trade system. Because developed countries have various fundamental factors that cannot keep up

with such changes, whether they are infrastructure to support economic expansion or the ability to compete in the world market. The ability to transfer and develop technology, develop knowledge, competence, and skills of labor skills, or prepare "people" to be qualified to keep up with the changes that occur in the globalized world. All of them resulted in crises in society, both economically socio-political, cultural, and environmental.

Organizing student-centered learning activities is very important for developing learners' learning because it may help learners find other knowledge—many more by themselves as a teaching method that allows students to learn how to learn. Learners will learn more than they see. Go in more than do in organizing learning activities that focus on learners. Teachers' teaching behavior is one of the most critical factors. Whether or not the success of the student-centered learning activities will be achieved depends on the teacher. Teachers must have knowledge and understanding. Must change the old teaching behavior by changing the role from a knowledge transferor to a learning experience organizer for learners (Dechakup, 2000), which is in line with the research of (Wangsin, 1999), who gave views on the activity Learning that focuses on learners is important that Teachers must change their roles as facilitators. Is to organize experiences and select teaching methods for learners to use as a guideline to build their knowledge have, analyzed, fix the problem as have awareness, have a conscience, and be able to apply knowledge in daily life and to (Thambowon, 2543) said that teaching and learning activities that focus on learners Instructors need to have knowledge and understanding of various theories. They have learned profoundly, and there is an exchange of knowledge, ideas, and teaching experiences. The relationship between learners and instructors must be in the form of mutual respect for student-centered learning management to be successful in concrete practice. Promoting development towards learning reform towards sustainable development have a record of thinking organization of teaching for learning for learners being a guide, habits, and learning activities. Therefore, human resource development is sustainable (Rungsuwan, 2003). Therefore, the researcher is interested in studying student-centered teaching and learning management.

As a guideline to promote and develop student-centered learning management for efficiency and effectiveness and used as information for personnel and those involved in education management within the country, the researcher is interested in studying the condition of student-centered teaching and learning management in China. whether the teacher has an instruction that focuses on the learner is essential or not as a guideline for improvement and development of learning management to be more effective more responsive to learners.

## **LITERATURE REVIEWS**

### **Teaching that focuses on learners is essential**

The Teaching is focused on learners. (Child-centered approach) is an approach to teaching and learning that focuses on allowing learners to build their knowledge. By using cognitive processes (thinking processes), and social processes (Group process) and allowing learners to interact and participate in learning to apply knowledge. The teacher has the role of facilitating learning experiences for learners. Teaching and learning that focuses on learners must be arranged according to their interests, abilities, and aptitudes. Emphasis on integrating knowledge in various fields of study, using different teaching methods and multiple sources of knowledge. Able to develop wisdom in different ways, namely, multi-wisdom development and emphasizing the use of other measurement methods (Pimphan Dechagupt. 2001: 143). Many educators have defined the meaning of instructional management that focuses on learners.

### **Student-centered teaching and learning**

Teaching that focuses on learners is essential. It will cause the most significant benefit to the learners because learners have to learn by themselves and have the freedom to study Learned

in a subject that is in line with their abilities and needs. be able to develop their potential to the fullest and be able to apply the knowledge gained to the maximum benefit in their future career. Learning management that focuses on learners is based on the belief that Education management has the most important goal, which is the management of learners to know so that each learner can develop himself to the maximum according to the strength or potential of each person. But each learner has different needs, interests, aptitudes, and basic skills that are essential tools to use in learning. Including the ability to listen, speak, read and write, and the power of the brain's intelligence level. The display of knowledge comes in different ways, so it should be appropriately managed differently. According to the factors of each student, the key players in this management mechanism are teachers. Past students show that Instructors are also improperly acting and performing their duties. Therefore, we need to review and understand. This leads to further action in solving the educational and student crises. Teacher Role Review It should start with reviewing and refining your thoughts. Understanding of the meaning of studying It must be considered that the essence of learning is the learning of the learners. Must change from taking subjects to set Become a human or learner as a stand also known as learners are important Teachers must take into account the principles of individual differences. If comparing the work of a teacher with a doctor, it wouldn't be much different. Physicians must treat patients' ailments through analysis. Diagnosing the symptoms of each patient is different. And then administer drug therapy or other practices. Various treatment methods, one fixed, will be used to treat all patients as They can't get along unless they have the same illness. Likewise, for teachers, it is necessary to understand and study the information, which is different for each learner and find appropriate teaching methods to enable learners to learn thoroughly. To develop each learner to reach their full potential based on critical educational information. And another crisis for learners is the education management that does not encourage students to apply what they have learned in real life. Causing no sustainable learning, the teacher had to turn Review the roles and duties that needed to be corrected. The value of education is to take what you have learned. Then go into practice with results. Therefore, the principle of learning management that focuses on learners is essential. Therefore, there are two crucial matters: administration taking into account the differences of learners and Encouraging students to apply what they have learned in practice lifestyle. To develop oneself to the highest potential that each person will have and be able to teach by Student focus is essential—formerly known as student-Centered or Child-Centered is a form of teaching and learning that has been known for a long time in the Thai education industry. But was not successful in the practice combined with the habits that have been trained with the management style Teaching with teachers centered. When teachers are used to managing lessons, The same old teaching methods that have been known have therefore not been successful in teaching and learning management based on the learners as vital as they should be. But in this era of education reform, it has been established that the law All teachers must use It is necessary for all teachers to pay attention to details in this section. By studying to understand and find ways to use in their work. Aching and learning management is atmosphere management, organizing activities, organizing media, situations, etc., so students can learn to their full potential. Comprehensive coverage and arability analyze data to be used as a basis for design or planning teaching the learners. Organizing activities or designing learning may be done in many ways and techniques. Still, it should be considered.

### **Guidelines for teaching and learning that focus on learners**

The (National Education Act,1999) is a lifelong education. For the people to allow the society to participate in the management of education. There is continuous improvement in the learning process. Based on the above principles, learners, teachers, and those involved in educational management must give importance to teaching and learning that focuses on learners. They must have knowledge and understanding of the following matters.

1) The preparation of educational institutions.

From the provisions of the National Education Act of 2002, there were changes in the preparation of educational institutions as follows:

(Munkham,2000, p. 14) Educational institutions set goals for the development of quality standards of the school, give importance to teaching and learning management of teachers and students to change teaching behaviors of teachers, and emphasize that all teachers are aware, Acknowledge and strictly adhere to Emphasis on improving the quality of education Join the idea and work together to advise the teachers. They are encouraging teachers to study Self-development by reducing other tasks, creating a learning atmosphere in the school to become a learning society, with meetings, seminars, and exchanging experiences. In teaching and learning, provide enough media Follow up evaluation of student progress and teacher performance. Coordinate relationships with parents and communities to acknowledge the progress of the school.

## RESEARCH METHODOLOGY

1) Population and Sample

The population used in this research was 10,000 students in higher education nationwide in Chongqing, China. The sample size used in this research was college students across the country. Using a ready-made table of Taro Yamane (Yamane, 1973) at a 95% reliability level, a sample of 400 people was obtained.

2) Data Collection

The instrument used for this data collection was an online questionnaire for tertiary students. About the condition of teaching and learning that focuses on learners. It is divided into two parts:

Part 1 is a questionnaire with information about the details of the respondents consisting of gender, age, and educational level. In the form of checklist questions, there will be answers to tick  $\checkmark$  in ( )

Part 2 is a student questionnaire about the condition of instructional management that focuses on learners. in terms of learning conditions in teaching and learning that focus on learner questionnaire characteristics of the Rating, the Scale was divided into three levels

3) Data Analysis

Information about the condition of the respondents. Use the frequency distribution and find the percentage value.

The mean (mean) and standard deviation (SD) methods were used to interpret the mean level of opinions about student-centered teaching and learning conditions.

## RESEARCH RESULTS

**Table 1** mean analysis (x), standard deviation (S.D), level value and rank of student

<b>The condition of teaching and learning that focuses on students is important.</b>	<b>Average (X)</b>	<b>S.D.</b>	<b>level value</b>	<b>Rank</b>
learning management	3.94	0.4096	working condition very	4
the use of learning media	3.97	0.3662	working condition very	2
Assessment	3.96	0.3859	working condition very	3
the role of the learner	4.01	0.3891	working condition very	1
<b>Total</b>	<b>3.97</b>	<b>0.3877</b>	<b>working condition very</b>	

Table 1 it was found that the sample group of students had an opinion about the condition of teaching and learning that emphasized student-centeredness. Overall, it was in a very operational condition ( $\bar{x} = 3.97$ ), When considering the opinions on the student-centered instructional management of the students in each of the 4 aspects, the averages can be ranked in descending order as follows:

1st place in the role of learners It is in a very operational condition ( $\bar{x} = 4.01$ )

2nd place in the use of learning media It is in a very operational condition ( $\bar{x} = 3.97$ )

Ranked 3 in the field of evaluation It is in a very operational condition ( $\bar{x} = 3.96$ )

4th place in learning management It is in a very operational condition ( $\bar{x} = 3.94$ )

## DISCUSSION & CONCLUSION

The results of the study of opinions on the student-centered learning and teaching management of students. Overall, it is in a very operational condition. This may be because in teaching and learning that focuses on students is important. Teachers need to prepare hard before teaching. It takes a lot of talent and effort to design learning activities that will allow students to have the opportunity to build knowledge by themselves. Teachers must be assessed. Including deciding how to adjust. thus, enabling students to achieve their objectives These assessment skills are difficult skills. Instructors must have quite a bit of experience in training. Consistent with the research of Fennimore (2009), which studied about the teaching and learning process that focuses on the student is important. It was found that teachers need to have knowledge about child development. Student motivation and behavior, and to put the student in a student-centered teaching and learning process, rely on the following factors: the selection of learning activities that are suitable for the student. making the learners understand the subject Responsibility and development of ideas in the works Responsibility to work for success and also consistent with the research of Silapthan Kraiyarat (2008) has studied the assessment of student-centered learning management reform projects. Ban Nong Bua Dan Kasem School, Sra Saming Subdistrict, Warin Chamrap District Ubon Ratchathani Province, it was found that the overall picture of the implementation of the learning management reform project focused on the student is the key. in a very good level and it is also in line with the research of Supjee Suparp (2007) to study the behavior of learning activity management that focuses on the student as the main focus of Teachers in the Department of General Anghthong College of Dramatic Arts found that the behavior of organizing learning activities The overall level of practice of the studied behavior was at a moderate level. And it is also consistent with the research of Bertelsen (Bertelsen, 2008) researching special education in elementary school. under a student-centered environment to manage teaching Special education, elementary level, it was found that children with special education at the elementary level were able to create a body of knowledge well. And it is also in line with some research issues of Tippawan Senchantichai (2010: 84-89) who has researched on conditions and problems of student-centered instructional management in elementary education institutions at the upper grade level. 3-4, Tha Uthen District, under the Nakhon Phanom Educational Service Area Office, Region 2) The research findings showed that management condition Overall, the student-centered teaching was at a high level. This is in line with some research issues of Wanida Tuaysungnern (2013: 64-66) who conducted research on current conditions, comparison of teaching and learning activities, and guidelines for teaching and learning management development of teachers in schools under the district office. Secondary Education Region 31 The study found that the condition of teaching and learning management of teachers in schools under the jurisdiction of the Secondary Education Service Area Office 31 overall was at a high level. when considering each It was found that it was at a high level in every aspect.

When considering the student-centered teaching and learning management of higher education students, each aspect is as follows:

1) The role of learners Overall, it is at a very operational level. This may be because most of the teaching and learning conditions are student-centered. The nature of teaching and learning that focuses on students is important. It is a form of learning management. that focuses on the learners to create knowledge by themselves Through a variety of media and learning management methods according to the interests of the learners. with teachers as support and facilitation This is different from the general learning management process that focuses on children to learn and gain knowledge directly from the teacher's instruction. This way of learning is based on the fundamental belief that All learners are able to learn and develop at their own pace. but differs in needs interest and aptitude Including various skills Consistent with the research of Tippawan Senchantichai (2010: 84-89) who conducted research on the conditions and problems of student-centered teaching and learning in basic education institutions at the 3rd-4th level of the district. Tha Uthen, under Nakhon Phanom Educational Service Area Office 2 Development guidelines Teaching and learning that focuses on students is important. The areas that should be developed are Learners and parents to be used as a guideline for teaching and learning management in the future Consistent with some research issues of Pornpana Bua-in (2010: 82-86) has done research on Conditions and guidelines for teaching and learning development that emphasize Learners are the focus of elementary school. under the jurisdiction of Sa Kaeo Educational Service Area Office 1) Guidelines for the development of student-centered instructional management in elementary schools under the Sa Kaeo Educational Service Area Office 1 in terms of measurement and evaluation, i.e. applying the assessment results to improve teaching and learning Training on how to measure and evaluate results Assessment according to real conditions systematizing and using a variety of measurement and evaluation methods; And it is also in line with the research of Salita Rinsiri (2015) on the results of a study of student-centred teaching and learning management of schools in Koh Chan District. Office of the Chonburi Primary Educational Service Area 2 overall and each aspect were at a high level. In line with some research issues, Ryan (2005) has researched choice, freedom, a study of student-centered instructional structures in kindergarten. The results of the research showed that the students were able to play and select activities and be able to interact with their peers. In most activities, teachers will be there to help. In addition, it was also found that class meetings are activities where teachers and students can determine each other's behavior.

2) The use of learning media Overall, it was at a very operational level, probably because teachers had knowledge, understanding and selection of innovative media and technology in educational management, school equipment that facilitated learning management. Educational institutions have coordination in media production, innovation and technology for management and development of learning processes with educational institutions, individuals, organizations, agencies and other institutions in line with the research of Paitoon Sinlarat (2000), which summarizes the links that support instructional management that puts the learners most importantly. In a context of learning that does not necessarily take place in the classroom but anywhere that is ready about the experience that the learner wants to gain and that the appropriate learning materials are available. And it is also in line with the research of Pansak Pholsaram (2000) which stated that the role of the faculty in teaching and learning must be changed from the role of the faculty as a teacher or a conveyer according to traditional teaching 3 The roles are: 1) The role of preparation Teachers must prepare themselves to be a source of educational knowledge. teaching activities Preparation of media, materials, equipment, including evaluation 2) Operational role must provide mentoring and mentoring as well as learning support; and 3) Assessment roles. There must be a check to see if teaching and learning can achieve its objectives or not. by focusing on measurements from real conditions Therefore, it gives the students opinions about the condition of teaching and learning that is student-centered. the use of learning media It's in a very operational state.

3) Evaluation Overall, it was at a very operational level, probably because teachers had developed measurement and evaluation tools. with an assessment based on actual conditions There are various assessment formats. There is a test for knowledge and ability of learners in all aspects. Consistent with the research of Sumeth Pholthum (2002) who conducted research on Conditions and problems in organizing teaching and learning activities according to the learner-centered learning reform of teachers under the Office of Primary Education. Kosum Phisai District Maha Sarakham Province, it was found that the condition of teaching and learning activities in accordance with the learner-centered learning reform at a high level Assessment of learning based on actual conditions thinking process activities Solve facing situations And it also corresponds to the research of Khongdej Krung (2006: 113-178); Prapit Nakhong (2007: 108) ; Suwat Srichantawong (2007: 123) ; Supawadee Jeamsakulsak (2008: 93) ; Kasemsak Gongla (2009: 141) ; Samorn Praituen (2009: 71) ; Panisara Panthee (2010: 86) and Porn Pana Bua-in (2010: 71) which teachers should measure and evaluate according to the regulations, teachers measure and evaluate students both at school and at home. Self-assessment and parents are assessed together with students and parents. Questionnaires are assessed after each unit of learning. There should be a pre-test. after every class Teachers want to provide training on how to evaluate and Assessment according to real conditions systematization and use a variety of measurement and evaluation methods.

4) Learning Management It is in a very operational state, probably because of the teaching and learning management. At present, school administrators have seen the importance of learning and teaching that focuses on students. Because the actual practice will help the learners to understand and remember the lesson more easily and most importantly, there is still a group process. Students who understand the subject matter will help teach their peers who do not understand the subject matter. process friends help friends Make the process of learning management that focuses on the learner to be effective. This is in line with the research of Pansak Pholsaram (2000) which mentioned the roles of faculty members in student-centred teaching and learning management. There must be a change from the role of the faculty member who teaches. or broadcasters according to traditional teaching In which teachers must prepare to be a source of knowledge in education and research. Practical experiments and activities are the operators who help give advice, consult, support in doing activities and create a warm and friendly atmosphere, and it is also consistent with some research issues of Juthamas Wanrangsi (2010: 65-67) who have done research. Subject: Student-centered instructional management in Wat Pikul Ngoen School organization affiliation Nonthaburi Provincial Administration The results showed that The condition of teaching and learning that focuses on students is important. in Wat Pikul Ngoen School under the Nonthaburi Provincial Administrative Organization the organization of the learning process Teachers organize learning activities according to the learning management plan. Media and innovation Coordinate with Parents and communities work together to develop learners.

3) The results of the comparison of opinions on the learning and teaching management that emphasizes student-centeredness. of tertiary students from the second hypothesis that university students with different genders, ages and educational levels There were different opinions about the student-centered teaching and learning management. The results were found to be no different. which is inconsistent with the assumptions This may be due to the current state of teaching and learning that focuses on students. The teacher is a very important factor in teaching and learning management. Consistent with Hill Mary Denise's (2002) study of the characteristics of an effective school system in Georgia. The results of the study revealed that the instructor was one of the factors influencing teaching in schools and that the instructor attended training and seminars both inside and outside the district office. enable teachers to develop their potential regarding teaching and learning management on a regular basis Including encouraging personnel to study at a higher level. It makes personnel have both

knowledge, ability and experience. new processes learned from the study knowledge gained from training Seminars are adapted into classroom teaching activities. It also has modern technology that helps teachers' study and find more knowledge. or find examples of organizing activities more easily Academic operations are therefore more efficient. Consistent with some research issues by Silpathan Kraiyarat (2008), an assessment of student-centered teaching and learning reform projects was assessed. Ban Nong Bua Dam Kasem School, Sra Saming Subdistrict, Warin Chamrap District Ubon Ratchathani Province The Office of Ubon Ratchathani Educational Service Area 4 found that teachers with different educational backgrounds had no difference in teaching and learning by focusing on the students. Consistent with the research of Surapon Maaklai (2007: 90 - 96) has done research on Manage student-centered teaching and learning for teachers in schools under the Sing Buri Educational Service Area Office. The results showed that Teachers prepare themselves for their role as resource providers, developing learning plans and instituting various learning methods. Prepare learning resources and materials to facilitate education. do research yourself and prepare tools to measure learning outcomes that are consistent with the objectives. Teachers care about students thoroughly. Organize activities and situations for students to express themselves creatively, observe and assess student development continuously according to real conditions. with a variety of methods and tools Take the assessment results to research and solve problems in the classroom. to develop students continuously and it may be because higher education students have freedom of thought. can choose to do various activities that they wish to do More than students of other ages who need teachers, parents to give advice and closely supervised as a result, there is not much freedom of thought. consistent with the research of Ryan (1999) conducted a study on the essential elements of student-centered instruction in the childcare centers of educated ethnic minorities in Colombian cities. It was found that When children have the opportunity to choose to play and do various activities according to their abilities. Those children will show their potential. completely self rather than the one given by the teacher. Therefore, higher education students with different sex, age and level of education Their opinions about student-centered teaching and learning were not different. in order to manage teaching and learning that focuses on students able to manage teaching and learning effectively and can apply the research results to benefit.

According to the results of the analysis of student-centered instructional management of higher education students. the role of the learner the use of learning media Assessment and learning management Overall, it is in a very operational condition. Therefore, teachers should use this research to plan a learner-centered teaching and learning model and put it into practice and report the research results for the benefit of further improving the quality of education.

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