URN etd-0407109-183709-627
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Statistics This thesis had been viewed 38 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A Study on The Relationship content、Relationship quality and Relationship result of University and Institute Cram School
Date of Defense 0000-00-00
Page Count 98

Keyword
Cram School
Relationship Content
RElationship
RElational Result
Relational Period

Abstract
Under the change of times, cram school to modern people, the need is higher. After school to Cram school is common and Widespread. Particularly to want to prepare to enter higher school of student and speech, the information of the cram school is also an examinee and can't miss. Therefore there are many parents doing not hesitate all flowers sending the kid the bill greatly they thinking the most well-known, the equipment is the most good, teachers the superior cram school take lessons. Can know from here, although the cram school is the environment which is placed in this competition bottom, if the cram school can control the most decisive message and teachers, still keep rising profitable.

This research with "rise an university institute" the parent of the cram school and student for target customer base, and for the purpose of the way of benefit sampling carry on a research, with SPSS 10.0 statistics software to analytical result. This study an initial purpose at through to cram school current conditions of understanding, inquire into by relating to a content and relating to three factors, such as quality and relation result...etc. student and parent choose cram school of main factor, the researcher makes reference to after wishing to have a help towards repairing to teach already a camp an improvement an actual situation, and providing.
Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 2008-07-15