

## AOL Report I-MBA Program Assesement

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The internationally MBA Program (IMBA) trains corporate talents from major multinational firms. The purpose of IMBA is training from students to general leaders who are creative and innovative. The IMBA is a world class MBA and satisfies both needs of every companies and global standards.

- Total Course: 24
- Number of Graduate: 24 (Graduation at august 2012)
- Total Enrollment: 1<sup>st</sup> 24/ 2<sup>nd</sup> 24
- Sample: 11~18 ( 40% of Graduate 24 = 9.6)
- Assessment Course:

Learning Goal 1	L11 L12	IMB 561 Financial Strategy and Valuation
Learning Goal 2	L21 L22	IMB 561 Financial Strategy and Valuation
Learning Goal 3	L31 L32	IMB 561 Financial Strategy and Valuation OPI level test
Learning Goal 4	L41 L42	IMB 540 Business and Society
Learning Goal 5	L51 L52 L53	IMB 997 Capstone Project Study

## Overview of assessment

<b>I-MBA Program Assessment: Learning Goal 1</b>		
<b>Learning Goal: Our graduates will be effective communicators.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L11) Our students will produce professional business documents. (L12) Our students will deliver effective presentation accompanied with proper media technology.	Students enrolled in IMB 561 (N=11)	- Term paper evaluation
<b>Finding</b> - Using term paper evaluation in IMB 561. Average scores for the exceed 2. (meet the expectation) * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation).		

<b>I-MBA Program Assessment: Learning Goal 2</b>		
<b>Learning Goal: Our graduates will use team building and high-performance management behaviors to lead a team task successfully.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L21) Our students will have high-performance leadership skill. (L22) Our students will know how to build a team successfully.	Students enrolled in IMB 561 (N=11)	- Team project presentation - Case discussion
<b>Finding</b> - Using course-embedded test in IMB 561. Average scores for the exceed 2. (meet the expectation) * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation).		

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<b>I-MBA Program Assessment: Learning Goal 3</b>		
<b>Learning Goal: Our graduates will have a global perspective.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L31) Our students will understand global business issues and relate current issues to emerging business opportunities. (L32) Our students will have command of business English or other language of major global market.	Students enrolled in IMB 561 (N=11) OPI level test	- Course-embedded test - OPI level test (English speaking Capability test)
<p>Finding</p> <ul style="list-style-type: none"> <li>- Using course-embedded test in IMB 561. Average scores for the exceed 2. (meet the expectation)</li> </ul> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation).</p> <ul style="list-style-type: none"> <li>- All IMBA students should pass OPI level test (Official business English speaking capability test).</li> </ul>		

<b>I-MBA Program Assessment: Learning Goal 4</b>		
<b>Learning Goal: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L41) Our students will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action. (L42) Our students will know the professional code of conduct within their discipline.	Students enrolled in IMB 540 (N=18)	- Course-embedded survey
<p>Finding</p> <ul style="list-style-type: none"> <li>- Using course-embedded survey in IMB 540. Average scores for the exceed 2. (meet the expectation)</li> </ul> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation).</p>		

**I-MBA Program Assessment: Learning Goal 5**

**Learning Goal: Our graduates will be able to strategically and cross disciplinarily analyze business cases and to use appropriate analytical tools in solving business problems.**

Learning Objective	Sample	Methods
<p>(L51) Our students will be able to strategically analyze business cases and will demonstrate the ability of sound business judgment.</p> <p>(L52) Our students will synthesize different discipline areas.</p> <p>(L53) Our students will use appropriate analytical technique to analyze data and solve business problem.</p>	<p>Students enrolled in IMB 997 (N=13)</p>	<p>- Project report and client evaluation</p>
<p>Finding</p> <p>- Using assessment rubric by assessment task force team members, average scores for the exceed 2 (meet the expectation)</p> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

**Data Analysis and Results**

<b>Assessment Learning Goal 1 (L11 &amp; L12): IMB 561</b>															
Using term paper evaluation, an evaluator analyzed and scored the term paper															
	L11								L12						
	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7
1	3	3	3	2	3	2	3	2	3	3	3	2	3	3	2
2	3	2	3	2	2	2	3	3	3	2	3	3	3	3	2
3	3	2	3	3	3	3	2	3	3	3	3	2	3	3	2
4	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3
5	3	2	3	3	3	3	3	3	3	2	2	2	3	3	2
6	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3
7	3	3	3	2	3	2	3	3	3	3	2	2	3	2	3
8	3	2	3	3	3	2	3	2	3	3	2	3	2	3	3
9	3	2	3	3	2	3	2	3	3	3	2	2	3	2	3
10	3	3	2	3	3	2	2	3	3	2	3	3	2	3	2
11	3	3	2	3	3	2	3	3	3	2	3	2	2	3	2
3 point total	11	5	9	8	9	5	8	8	11	7	7	5	8	8	5
2 point total	0	6	2	3	2	6	3	3	0	4	4	6	3	3	6
1 point total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 2 (L21 & L22): IMB 561									
Using team project presentation and in class discussion									
	L21					L22			
	1	2	3	4	5	1	2	3	4
1	3	3	3	2	3	3	3	3	2
2	3	2	3	3	3	3	3	3	3
3	3	3	2	3	3	3	2	2	3
4	3	3	2	3	3	3	3	3	3
5	3	2	2	2	2	3	2	2	2
6	3	3	2	3	3	3	3	3	2
7	3	3	3	2	3	2	3	3	3
8	3	2	3	3	3	3	2	3	3
9	3	2	3	2	2	3	3	3	3
10	3	2	2	3	3	3	3	3	2
11	3	2	2	2	2	2	2	2	2
3 point total	11	5	5	6	8	9	7	8	6
2 point total	0	6	6	5	3	2	4	3	5
1 point total	0	0	0	0	0	0	0	0	0

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 3 (L31): IMB 561				
Using course-embedded test				
	L31			
	1	2	3	4
1	3	3	2	3
2	3	3	3	3
3	3	3	3	3
4	3	2	3	3
5	3	3	3	3
6	3	3	3	3
7	3	3	3	2
8	3	3	2	3
9	3	3	3	2
10	3	3	3	2
11	3	3	3	3
3 point total	11	10	9	8
2 point total	0	1	2	3
1 point total	0	0	0	0

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 4 (L41 & L42): IMB 540								
Using course-embedded survey								
	L41					L42		
ID	1	2	3	4	5	1	2	3
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3
4	3	3	3	2	3	3	3	2
5	3	3	3	2	3	3	3	3
6	3	3	3	3	3	3	3	3
7	3	3	3	3	3	3	3	3
8	3	3	3	3	3	3	2	3
9	3	3	3	3	3	3	3	3
10	2	3	2	3	2	2	2	2
11	3	3	3	3	3	3	3	3
12	3	3	3	3	3	3	3	3
13	3	3	3	3	3	3	3	2
14	3	3	2	2	3	2	3	3
15	3	3	3	3	2	3	2	3
16	3	3	3	3	3	3	3	3
17	3	3	3	3	3	3	3	3
18	2	2	1	2	1	3	1	2
3 point total	13	13	14	13	14	12	14	13
2 point total	2	1	2	4	2	1	3	4
1 point total	0	0	1	0	1	0	1	0

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 5(L51, L52 & L53): IMB 997																						
Using project report and client evaluation																						
	L51								L52						L53							
ID	1	2	3	4	5	6	7	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
1	2	2	1	3	3	2	3	3	2	2	2	2	2	3	3	2	2	2	2	3	3	
2	2	2	1	3	3	2	3	3	2	2	2	2	2	3	3	2	2	2	2	3	3	
3	2	2	1	3	3	2	3	3	2	2	2	2	2	3	3	2	2	2	2	3	3	
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	
5	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
6	3	3	3	2	3	3	3	3	2	2	2	3	2	3	2	3	3	3	3	2	3	
7	2	2	2	3	2	2	2	2	3	2	2	3	3	2	2	2	3	3	3	2	3	
8	2	3	3	3	3	2	2	2	2	3	3	3	3	3	2	2	3	3	2	2	3	
9	2	2	2	2	3	3	3	2	2	3	2	3	3	3	2	2	2	3	3	2	2	
10	3	3	3	3	3	2	2	2	2	3	3	2	3	3	3	3	3	2	2	3	3	
11	3	3	3	2	2	3	3	2	2	3	3	3	3	3	3	3	2	3	3	2	2	
12	3	2	2	3	3	2	2	3	3	2	2	2	2	2	3	3	2	3	3	2	3	
13	3	3	3	3	3	2	3	3	3	2	2	3	3	2	3	3	3	3	2	2	3	
3 point total	6	6	6	10	10	4	8	7	4	5	4	7	7	9	8	5	6	8	6	5	10	
2 point total	7	7	4	3	3	9	5	6	9	8	9	6	6	4	5	8	7	5	7	8	3	
1 point total	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)