

AOL Report I-MBA Program Assesement(2012)

The IMBA program trains corporate talents from various companies. 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: 15
- Number of Graduate: 28 (Graduation at august 2012)
- Total Enrollment: 1st 28/ 2nd 28
- Sample: 10~12 (30% of Graduate 28 = 8.4)
- 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 Global Business Strategy
Learning Goal 5	L51 L52 L53	IMB 997 Capstone Project Study

Overview of assessment

I-MBA Program Assessment: Learning Goal 1		
Learning Goal: Our graduates will be effective communicators.		
Learning Objective	Sample	Methods
(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=10)	- Term paper evaluation - Class Presentation Evaluation
Finding - 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).		

I-MBA Program Assessment: Learning Goal 2		
Learning Goal: Our graduates will use team building and high-performance management behaviors to lead a team task successfully.		
Learning Objective	Sample	Methods
(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=10)	- Course-embedded Survey
Finding - 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).		

I-MBA Program Assessment: Learning Goal 3		
Learning Goal: Our graduates will have a global perspective.		
Learning Objective	Sample	Methods
(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=10) OPI level test	- Assignment Evaluation - OPI level test (English speaking Capability test)
Finding - 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). - All IMBA students should pass OPI level test (Official business English speaking capability test).		

I-MBA Program Assessment: Learning Goal 4		
Learning Goal: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.		
Learning Objective	Sample	Methods
(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=12)	- Course-embedded survey
Finding - Using course-embedded survey in IMB 540. Average scores for the exceed 2. (meet the expectation) * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation).		

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=10)</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>		

Overall Review

The IMBA program trains middle managers from various companies. The purpose of IMBA program is to strengthen essential qualities of middle managers and develop and nurture middle managers to become leaders who are creative and innovative. In general, middle managers have personal qualities and skills including commitment to diversity and integrity, openness to change, confidence and resilience, cooperation, effective communication, commitment to development, problem-solving, situation awareness, commitment to excellence, planning and implementing, and political/organizational awareness. Based on these personal qualities and attributes, we establish five learning goals for this program; communication, team building and task management, global perspective, understanding of ethical problems, and problem-solving. In order to assess the accomplishment of each learning goal, we utilize various methods including evaluation of team project presentation, course-embedded survey on students, OPI test results, and many more.

All assessment methods suggest that IMBA program significantly meets the expectation in terms of Assurance of Learning (AoL). More precisely, the average score of five learning goals exceeded 2 (i.e. 'Meets Expectation'). Therefore, we can conclude that IMBA program is fully qualified to be an AACSB member.

Data Analysis and Results

Assessment Learning Goal 1 (L11 & L12): IMB 561															
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	2	2	1	1	2	2	2	1	2	2	2	1	2	2	2
2	2	2	3	3	3	3	2	2	2	2	2	2	2	3	3
3	2	2	2	3	3	3	2	3	2	2	3	3	2	2	2
4	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2
5	2	2	3	3	3	2	2	3	2	2	2	2	3	3	2
6	2	2	3	3	2	2	2	2	2	2	3	2	2	2	2
7	3	3	3	3	1	2	3	3	3	3	3	3	2	3	3
8	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3
9	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3 point total	4	4	7	8	7	4	4	6	4	4	6	5	3	6	5
2 point total	6	6	2	1	2	6	6	3	6	6	4	4	7	4	5
1 point total	0	0	1	1	1	0	0	1	0	0	0	1	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	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3
4	3	3	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3	3	3
6	3	2	2	2	3	3	3	3	2
7	3	3	3	2	3	3	3	2	3
8	3	3	2	2	3	3	3	3	3
9	3	2	2	2	3	3	3	3	3
10	2	2	2	2	2	3	3	3	2
3 point total	9	7	6	5	9	10	10	9	8
2 point total	1	3	4	5	1	0	0	1	2
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	3	3
2	3	3	3	3
3	3	3	3	3
4	3	3	3	3
5	2	2	3	2
6	3	3	3	2
7	3	3	2	2
8	3	3	2	3
9	3	3	2	3
10	3	3	2	2
3 point total	9	9	6	6
2 point total	1	1	4	4
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	2	3	2	2	3	3	2	2
2	3	2	3	3	2	3	3	2
3	2	3	3	2	3	3	2	2
4	3	3	3	2	3	3	3	3
5	2	3	2	2	3	2	2	3
6	3	2	2	3	3	2	3	2
7	3	2	3	3	3	3	2	3
8	3	3	3	3	3	3	2	3
9	3	3	3	2	3	3	3	3
10	3	2	3	2	3	2	3	2
11	2	3	2	2	2	2	2	2
12	2	2	2	2	2	3	2	2
3 point total	7	7	7	4	9	8	5	5
2 point total	5	5	5	8	3	4	7	7
1 point total	0	0	0	0	0	0	0	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																					
ID	L51								L52						L53						
	1	2	3	4	5	6	7	1	2	3	4	5	6	1	2	3	4	5	6	7	8
1	3	3	3	3	3	2	2	2	3	3	3	2	3	3	3	3	3	3	3	3	3
2	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	3	3	3	2	3	2
3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3
4	3	3	2	3	3	3	3	3	3	2	2	3	3	3	3	2	3	3	2	3	3
5	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3
6	3	3	2	3	3	3	2	3	3	3	3	2	3	2	3	3	3	2	2	3	3
7	3	3	3	3	3	3	3	2	3	2	3	3	3	3	2	3	3	3	3	2	3
8	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
9	2	3	3	3	3	2	3	3	3	3	3	2	2	2	3	3	2	3	3	3	3
10	2	2	2	3	2	3	3	3	2	3	3	2	3	2	3	2	3	2	3	2	3
3 point total	8	8	6	9	8	7	7	7	8	7	7	5	8	6	8	8	9	8	6	8	9
2 point total	2	2	4	1	2	3	3	3	2	3	3	5	2	4	2	2	1	2	4	2	1
1 point total	0	0	0	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)