

## **AOL Report Techno-MBA(TMBA) Program Assessment Closing the Loop for 2011 & 2012**

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### **● Overall summary**

The purpose of the Techno-MBA program is to strengthen essential qualities of future managers; and to develop and nurture them to become business leaders. In general, the personal qualities and skills of managers include commitment to integrity, development and excellence; openness to cooperation, changes and diversity; confidence and resilience; analytical capability and strategic thinking; effective communication and problem-solving; and alertness to political and organizational changes and situations. In line with these personal qualities and attributes, the five learning goals of the IMBA program are established as follows: (1) communication; (2) leadership and teamwork; (3) global perspective; (4) ethically and socially conscious reasoning; (5) and strategic and analytical thinking.

The assessment results of the Assurance of Learning (AoL) in both 2011 and 2012 suggest that the Techno-MBA program meets the expectation of each learning goal with the average score of the five learning goals exceeding 2 (i.e. 'Meets Expectation'). More than half of the students achieved 3 point level (exceed expectation). Compared to 2011, the Techno-MBA program in 2012 has maintained similar levels in communication (L1) and ethically & socially conscious reasoning (L4), but worsened in leadership and teamwork (L2), global perspective (L3), and strategic and analytical thinking (L5). These results imply that the students of the Techno-MBA program are achieving learning goals in general, but the program needs improvement in terms of contents and methods of teaching. To make up for these weaknesses, the Techno-MBA program will strengthen curriculums; and offer customized education program for the students.

● **Assessment**

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L1) <b>Communication</b> Our graduates will be effective communicators	(L11) Our student will produce professional business documents	MGT 511E Strategic Management	64.9%	33.3%	1.8%	2011Fall	Average score of the learning goal L1 exceeds 2 point (satisfactory) and more than half of the students achieved 3 point (exceed expectation level. Compared to 2011, the percentage of 3 point in L1 decreased in 2012. 2 points increased on the other hand. To make up for these weaknesses, the Techno-MBA program plans to strengthen the documentation and presentation skills by providing more chances of student presentation in each course.	
			53.1%	44.5%	2.3%	2012Fall		
	(L12) Our students will deliver effective presentation accompanied with proper media technology	MGT530E Operations Strategy and Supply Chain Management	60.6%	34.0%	5.3%	2012Fall		
			63.3%	34.4%	2.4%	2011Fall		
	MGT 511E Strategic Management	57.6%	38.8%	3.6%	2012Fall			
		MGT530E Operations Strategy and Supply Chain Management	53.2%	41.9%	4.9%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L2) <b>Leadership and teamwork</b> Our graduates will use team building and high-performance management behaviors to lead a team task successfully	(L21) Our students will have high-performance leadership skill	MGT 511E Strategic Management	61.9%	36.2%	1.9%	2011Fall	Compared to 2011, the percentage of 3 point (exceed expectation) in L2 decreased in 2012. Also, there were some students who failed to meet the expectation (1 point). To make up for these weaknesses, the Techno-MBA program plans to review syllabus, reorganize curriculums, and promote team activities in each course.	
			55.6%	39.4%	5.0%	2012Fall		
	(L22) Our students will know how to build a team successfully	MGT530E Operations Strategy and Supply Chain Management	69.1%	22.8%	8.1%	2011Fall		
			47.9%	43.6%	8.5%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L3) <b>Global Perspective</b> Our graduates will have a global perspective	(L31) Our student will define global business issues and relate these to emerging business opportunities	MGT530E Operations Strategy and Supply Chain Management	63.2%	25.0%	11.8%	2011Fall	Compared to 2011, the percentage of 3 point (exceed expectation) in L3 decreased seriously in understanding global business issues in 2012. Also, there were over 10% of students who failed to meet the expectation (1 point) in MGT530. To make up for these weaknesses, the Techno-MBA program plans to review syllabus and use up-to-date global case studies as teaching materials in classes.	
			44.7%	42.0%	13.3%	2012Fall		
		MGT 511E Strategic Management	53.1%	41.4%	5.5%	2012Fall		
		MGT 514 Principles of Managerial Economics	53.1%	42.2%	4.7%	2012Fall		
	(L32) Our students will have command of business English or other language of major global market	OPI Level Test						

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<p><b>(L4) Ethically &amp; Socially Conscious Reasoning</b></p> <p>Our graduates will understand the gravity of ethical behavior and corporate social responsibility</p>	<p>(L41) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action</p>	MGT 511E Strategic Management	59.5%	38.5%	2.0%	2011Fall	<p>Compared to 2011, the percentage of 3 point (exceed expectation) in L41 had a similar in 2012 for MGT511E, but the number of students scored 1 point (failed to meet expectancy) in 2012 was in a significant number for MGT530E. To improve this course, Techno-MBA program will add additional components on ethical issues and strengthen case discussion in class.</p>	
			58.1%	38.1%	3.8%	2012Fall		
		MGT530E Operations Strategy and Supply Chain Management	48.3%	37.4%	14.3%	2012Fall		
	<p>(L42) Our students will know the professional code of conduct within their discipline</p>	MGT 511E Strategic Management	63.3%	33.3%	3.3%	2011Fall		
			57.3%	39.6%	3.1%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result <i>d</i>
			Level (%)					
			3point	2point	1point			
<p>(L5) <b>Strategic and Analytical Thinking</b></p> <p>Our graduates will be able to strategically and cross disciplinarily analyze business cases and to use appropriate analytical tools in solving business problems</p>	(L51) Our student will be able to strategically analyze business cases and will demonstrate the ability of sound business judgment	MGT 514 Principles of Managerial Economics	65.2%	31.1%	3.7%	2011Fall	<p>Although the majority of students achieved the learning goal L5, the percentage of 3 point (exceed expectation) decreased in 2012, compared to 2011. These results mean that curriculum of the Techno-MBA program needs improvement. The program will review and revise the curriculums to strengthen students in analyzing and judging business cases.</p>	
		MGT 514 Principles of Managerial Economics	52.4%	42.6%	5.1%	2012Fall		
		MGT 511E Strategic Management	58.0%	37.1%	4.0%	2012Fall		
		MGT530E Operations Strategy and Supply Chain Management	47.0%	43.2%	9.8%	2012Fall		
	(L52) Our students will synthesize different discipline areas	MGT 514 Principles of Managerial Economics	65.0%	33.3%	1.7%	2011Fall		
		MGT 514 Principles of Managerial Economics	51.7%	43.4%	4.9%	2012Fall		
		MGT 511E Strategic Management	58.9%	38.5%	2.6%	2012Fall		
	(L53) Our student will use appropriate analytical technique to analyze data and solve business problems	MGT 514 Principles of Managerial Economics	66.0%	31.1%	2.9%	2011Fall		
		MGT 514 Principles of Managerial Economics	54.7%	41.1%	4.2%	2012Fall		
		MGT 511E Strategic Management	60.5%	35.2%	4.3%	2012Fall		
		MGT530E Operations Strategy and Supply Chain Management	50.5%	41.0%	8.4%	2012Fall		

