

AOL Report Executive MBA(EMBA) Program Assessment Closing the Loop for 2011 & 2012

- **Overall summary**

The purpose of EMBA program is to strengthen essential qualities of general managers and develop and nurture middle and upper professionals to become leaders who are creative and innovative. In general, general managers have personal qualities and skills including organization leading, human resource leading, and effective communication and collaboration. Based on these personal qualities and attributes, we establish four learning goals for this program; team building and task management, global perspective, understanding of ethical problems, and business problem-solving. All assessment methods suggest that EMBA program significantly meets the expectation in terms of Assurance of Learning (AoL). More precisely, the average score of four learning goals (i.e. Leadership and Change management, Global Perspective, Ethically & Socially Conscious Reasoning, and Strategic Thinking & Cross-disciplinary Competency) exceeds 2 (i.e. 'Meets Expectation').

Especially, the percentage of 3 point (exceed expectation) of Learning Goal 1 (i.e. Leadership and Change Management) exceeds 80% and none of our students score 1 point, which means EMBA program effectively educates basic competencies of general manager (i.e. leadership, team building, and team management). Through monitoring students' feedback of the curriculum, EMBA program will consistently develop a more effective program which would incubate competent leaders.

● **Assessment**

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L1) Leadership and Change management Our graduates will use team building and high-performance management behaviors to lead a team task successfully in competitive environment	(L11) Our student will have high-performance leadership skill	EMB 543 Social Responsibility Management	85.7%	14.3%	0.0%	2011Fall	The evaluated course is changed from 'Social Responsibility Management' to 'Corporate Finance' due to curriculum changes. Compared to 2011, the percentage of 3 point (exceed expectation) decrease slightly in 2012 except for team building (i.e. L12). To overcome this deficiency, EMBA program will focus on enhancing leadership education besides the evaluated two courses.	
		EMB 561 Corporate Finance	81.3%	18.8%	0.0%	2012Fall		
	(L12) Our students will know how to build a team successfully in competitive environment	EMB 542 IT Management	89.3%	10.7%	0.0%	2011Fall		
			90.6%	9.4%	0.0%	2012Fall		
	(L13) Our student will effectively manage team members for solving organizational challenges	EMB 542 IT Management	95.2%	4.8%	0.0%	2011Fall		
			91.7%	8.3%	0.0%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L2) Global Perspective Our graduates will have a global perspective	(L21) Our student will understand global business issues and relate current issues to emerging business opportunities	EMB 542 IT Management	57.1%	42.9%	0.0%	2011Fall	Compared to 2011, the percentage of 3 point (exceed expectation) in L2 increase in 2012. EMBA program endeavors to enhance students' global perspective inside and outside of the campus.	
			68.8%	31.3%	0.0%	2012Fall		
	(L22) Our students will have command of business English or other language of major global market	EMB 571 International Field Trip / OPI level test	71.4%	28.6%	0.0%	2011Fall		
			75.0%	25.0%	0.0%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<p>(L3) Ethically & Socially Conscious Reasoning</p> <p>Our graduates will understand the gravity of ethical behavior and corporate social responsibility</p>	<p>(L31) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action</p>	<p>EMB 543 Social Responsibility Management</p>	65.7%	34.3%	0.0%	2011Fall	<p>The evaluated course for L31 is changed from 'Social Responsibility Management' to 'Marketing Management' due to curriculum changes.</p> <p>Compare to 2011, the percentage of 3 point (exceed expectation) in L31 increase highly but in L32 decrease slightly in 2012. The ethical perspective of our EMAB students is generally high.</p>	
		<p>EMB 520 Marketing Management</p>	97.5%	2.5%	0.0%	2012Fall		
	<p>(L32) Our students will know the professional code of conduct within their discipline</p>	<p>EMB 562 Accounting & Financial Statement Analysis</p>	71.4%	28.6%	0.0%	2011Fall		
			68.8%	31.3%	0.0%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L4) Strategic Thinking & Cross-disciplinary Competency Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems	(L41) Our student will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment	EMB 530 Operations Management & SCM	89.8%	10.2%	0.0%	2011Fall	Compared to 2011, the percentage of 3 point (exceed expectation) in L41 decrease slightly but in L42 decrease largely in 2012. To make up for this deficiency, EMBA program will enhance debates and discussions in class. Through these discussions, EMBA students will enhance their insight on different discipline areas.	
			85.7%	14.3%	0.0%	2012Fall		
	(L42) Our students will synthesize different discipline areas	EMB 541 E-Business and E-commerce	78.6%	21.4%	0.0%	2011Fall		
			66.7%	33.3%	0.0%	2012Fall		