

## **AOL Report Executive MBA (EMBA) Program Assessment (2013)**

---

The Executive MBA (EMBA) program prepares middle and upper level professionals for successful careers in general management. The program is an intensive, Friday and Saturday format to meet the needs of working professionals. Participants progress through the program as a team with emphasis on the immediate practical application of current business concepts, technology and skills for a global economy.

- Total Course: 22
- Number of Graduate: 37
- Total Enrollment: 1<sup>st</sup> 34 / 2<sup>nd</sup> 37
- Sample: 9~12 ( 20% of Graduate 37 = 7.4)
- Assessment Course:

Learning Goal 1	L11	EMB 561 Corporate Finance
	L12, L13	EMB 542 IT Management
Learning Goal 2	L21	EMB 542 IT management
	L22	EMB 571 International Field Trip / OPI level test
Learning Goal 3	L31	EMB 520 Marketing Management
	L32	EMB 562 Accounting & Financial Statement Analysis
Learning Goal 4	L41	EMB 530 Operations Management & SCM
	L42	EMB 541 E-Business and E-commerce

## Overview of assessment

<b>E-MBA Program Assessment: Learning Goal 1</b>		
<b>Our graduates will use team building and high-performance management behaviors to lead a team task successfully in competitive environment.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
<p>(L11) Our students will have high-performance leadership skill.</p> <p>(L12) Our students will know how to build a team successfully in competitive environment.</p> <p>(L13) Our students will effectively manage team members for solving organizational challenges.</p>	<p>Students enrolled in EMB 561/542 N=12</p>	<ul style="list-style-type: none"> <li>- Course-embedded survey</li> <li>- Reflective assessment of leadership styles/skills completed by team member in EMB 561</li> <li>- Team member assessment by their team leader in EMB 542</li> <li>- All assessment rubrics with detailed evaluation criteria were developed by faculties</li> </ul>
<p><b>Finding</b></p> <ul style="list-style-type: none"> <li>- Using course-embedded survey for checking L11 which is evaluating leadership style and skills of their team leader (in EMB 561). Average scores for the exceed 2 (meet the expectation).</li> <li>- Using course-embedded survey for checking L12 and L13 which is evaluating team building skills of their team members (in EMB 542). 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>- Most EMBA students are team leaders in their companies, thus L11, L12, and L13 are satisfied.</li> </ul>		

**E-MBA Program Assessment: Learning Goal 2**

**Our graduates will have a global perspective.**

<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
<p>(L21) Our students will understand global business issues and relate current issues to emerging business opportunities.</p> <p>(L22) Our students will have command of business English or other language of major global market.</p>	<p>Students enrolled in EMB 542 / 571 / 572</p> <p>N=9</p>	<ul style="list-style-type: none"> <li>- Assessment task force scored case solutions written in English in EMB 542</li> <li>- OPI level test (English speaking capability test)</li> <li>- All assessment rubrics with detailed evaluation criteria were developed by faculties</li> </ul>

**Finding**

- Using the assessment rubric for checking L21 and L22 which is assessed by assessment task force (in EMB 542). Average scores for the exceed 2 (meet the expectation).
- \* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)
- All EMBA students should pass OPI level test (Official business English speaking capability test), and they passed OPI level test satisfying advanced level. All EMBA students passed two international field trip courses (EMB 571/572) at University of South California in the United States and INSEAD in France. Because all EMBA students attended lecture classes and delivered a final presentation at the end of the course in English during the international field trip, they were required high skilled business English communication ability. Thus, our graduates satisfy the global perspective learning goal (L21, L22).

**E-MBA Program Assessment: Learning Goal 3**

**Our graduates will understand the gravity of ethical behavior and corporate social responsibility.**

Learning Objective	Sample	Methods
<p>(L31) Our students will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action</p> <p>(L32) Our students will know the professional code of conduct within their discipline</p>	<p>Students enrolled in EMB 520 / 562</p> <p>N=9~12</p>	<ul style="list-style-type: none"> <li>- All lectures and term project presentations were recorded for evaluation (DVD)</li> <li>- Assessment task force scored the term project presentation and its output in EMB 520</li> <li>- Course-embedded survey</li> <li>- All assessment rubrics with detailed evaluation criteria were developed by faculties</li> </ul>

**Finding**

- Using the assessment rubric for checking L31 which is assessed by assessment task force (in EMB 520). Average scores for the exceed 2 (meet the expectation).
  - Using course-embedded survey for checking L32 (in EMB 562). Average scores for the exceed 2 (meet the expectation).
- \* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation).
- Thus, our graduates satisfy the ethical behavior and CSR learning goal (L31, L32).

**E-MBA Program Assessment: Learning Goal 4**

**Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems.**

Learning Objective	Sample	Methods
<p>(L41) Our students will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment</p> <p>(L42) Our students will synthesize different discipline areas</p>	<p>Students enrolled in EMB 530 / 541</p> <p>N=9</p>	<ul style="list-style-type: none"> <li>- All lectures and term project presentations were recorded for evaluation (DVD)</li> <li>- Assessment task force scored the term project presentation and its output in EMB 530</li> <li>- Assessment task force scored case solutions in EMB 541</li> <li>- All assessment rubrics with detailed evaluation criteria were developed by faculties</li> </ul>

**Finding**

- Using the assessment rubric for checking L41 which is assessed by assessment task force (in EMB 530). Average scores for the exceed 2 (meet the expectation).

- Using the assessment rubric for checking L42 which is assessed by assessment task force (in EMB 541). Average scores for the exceed 2 (meet the expectation).

\* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)

- Thus, our graduates satisfy the strategic analysis learning goal (L41, L42).

## **Overall Review**

The Executive MBA (EMBA) program prepares middle and upper level professionals for successful careers in general management. 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. 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 EMBA program significantly meets the expectation in terms of Assurance of Learning (AoL). More precisely, the average score of four learning goals exceeded 2 (i.e. 'Meets Expectation'). Therefore, we can conclude that EMBA program is fully qualified to be an AACSB member.

**Data Analysis and Results**

Assessment Learning Goal 1: EMB 561 / EMB 542											
<ul style="list-style-type: none"> <li>- Randomly selected students who participated in EMB 561/542 class answered the survey</li> <li>- Team members assessed their team leader for checking L11, and team leaders assessed their team members for checking L12 and L13</li> </ul>											
Student Number (EMB 543/541)	L11				L12				L13		
	1	2	3	4	1	2	3	4	1	2	3
1	3	3	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	2	2	2	2	3	3	3
4	2	3	3	3	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3	3	3	3
7	3	2	3	3	3	3	2	3	3	3	3
8	3	2	3	3	3	3	3	3	3	3	3
9	2	3	3	3	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	2	3	3	3
11	3	3	3	3	3	3	3	3	3	2	3
12	3	3	3	3	3	3	3	3	3	3	3
3 point total	10	10	12	12	11	11	10	10	12	11	12
2 point total	2	2	0	0	1	1	2	2	0	1	0
1 point total	0	0	0	0	0	0	0	0	0	0	0

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

\* Unit: Score (Trait) Person (Point)

Assessment Learning Goal 2: EMB 542 / EMB 571 / OPI level test

- An evaluator analyzed and scored case solutions written in English (e.x. HBR case) for checking L21 and L22
- An evaluator interviewed the professor for confirming the assessment result
- All EMBA students passed the OPI level test for graduation (satisfied over the advanced level)
- All EMBA students took international field trip courses in USC and INSEAD

Student Number (EMB 542)	L21				L22		
	1	2	3	4	1	2	3
1	3	3	3	3	3	3	3
2	2	2	2	3	3	2	3
3	2	2	2	2	3	3	3
4	3	2	2	2	3	2	3
5	2	2	2	2	3	3	3
6	2	3	2	3	3	2	2
7	2	3	2	3	2	3	2
8	2	2	2	2	3	3	3
9	3	2	2	3	2	2	2
3 point	3	3	1	5	7	5	6
2 point	6	6	8	4	2	4	3
1 point	0	0	0	0	0	0	0

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

\* Unit: Score (Trait) Person (Point)



Assessment Learning Goal 3: EMB 520 / EMB 562

- Whole lectures were recorded using DVD, and an evaluator analyzed and scored the term project presentation and its output in EMB 520
- An evaluator interviewed the professor for confirming the assessment result
- Randomly selected students who participated in EMB 562 class answered the survey

Student Number (EMB 520/562)	L31					L32	
	1	2	3	4	5	1	2
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	3	2	3	3	3	3	2
4	2	2	3	2	2	3	3
5	3	3	2	3	3	3	3
6	2	2	2	2	3	3	3
7	3	2	2	3	2	3	3
8	2	2	2	2	3	3	2
9	3	3	2	2	3	3	3
10	-	-	-	-	-	3	3
11	-	-	-	-	-	2	3
12	-	-	-	-	-	3	3
3 point	6	4	4	5	7	11	10
2 point	3	5	5	4	2	1	2
1 point	0	0	0	0	0	0	0

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

\* Unit: Score (Trait) Person (Point)

Assessment Learning Goal 4: EMB 530/ EMB 541

- Whole lectures were recorded using DVD, and an evaluator analyzed and scored the term project presentation
- An evaluator analyzed and scored term project outputs in EMB 530
- An evaluator analyzed and scored case solutions in and EMB 541
- An evaluator interviewed the professor for confirming the assessment result

Student Number (EMB 530/541)	L41							L42					
	1	2	3	4	5	6	7	1	2	3	4	5	6
1	3	3	2	3	3	3	3	3	3	3	3	3	3
2	2	3	3	3	2	3	2	3	3	3	3	3	3
3	3	3	3	3	2	2	3	2	2	2	3	3	2
4	2	3	2	3	2	3	3	2	3	2	3	3	2
5	3	3	3	3	3	3	3	3	3	3	2	3	3
6	3	2	2	2	2	3	3	3	2	2	3	3	2
7	3	3	3	2	2	3	2	3	3	3	3	3	3
8	2	3	3	3	3	3	3	-	-	-	-	-	-
9	3	2	3	2	3	2	3	-	-	-	-	-	-
3 point	6	7	6	6	4	7	7	5	5	4	6	7	4
2 point	3	2	3	3	5	2	2	2	2	3	1	0	3
1 point	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)

\* Unit: Score (Trait) Person (Point)

\* EMB 541 Case analysis score card by professor and evaluator

Case	1	2	3	4	5	6	7
Virtual Vineyards	A0	A-	B0	B+	A0	B+	A+
Zopa			B0		A-	B+	
eBay and Amazon		A0		B0			A0
The Ladders	A0				B+		A-
eBay Partner Network		A-		A0		A-	
Online Restaurant		A0	B+		A-		
Airbnb	A-		A-				A0
Cyworld	A0			B0		B0	

