

AOL Report Finance MBA(FMBA) Program Assessment Closing the Loop for 2011 & 2012

- **Overall summary**

Overall, the students of the Finance MBA program meet expectations successfully. L1, L2, L3, and L4 have the average scores of 2.43, 2.27, 2.47, and 2.32 for the two year period of 2011 and 2012. All average scores of traits for assessing learning objectives meet expectations (point 2). L31, the item that intends to measure the extent of the understanding of global issues and business opportunities in emerging markets, had the score below 2 (1.89) in 2011, but the score has improved vastly to 2.53 in 2012. In general, the performance of students has improved in 2012 relative to 2011. The average score for 2012 is 2.48, while the one for 2011 is 2.30.

The score for a global perspective shows the highest level. In addition, traits related to language skills marks high score. Most students show the good performance for relation-related traits which are evaluated by faculty. Besides, they were satisfied with their own achievement according to the course embedded survey. However, local students and abroad students seemed to feel unfamiliar to each other. The chance to make informal relationship between local students and abroad students might be helpful.

On the other hand, as we can see in L2, students have not achieved very high level of understanding the complicated financial concepts and tools relatively, though the score for L2 is generally satisfactory. It seems there are several students that didn't have mathematical backgrounds required in courses and so couldn't follow the courses. Moreover, students have some troubles to construct their own conclusions despite their good understanding of basic knowledge and concepts. Practice-based approach might be helpful for those students.

● **Assessment**

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L1) Communication Our graduates will be effective communicators	(L11) Our student will produce professional business documents	FIN551 Valuation of Green Firms	65.0%	35.0%	0.0%	2011Fall	Mean: 2.43 Standard deviation: 0.13 Although the score for L11 decreased slightly, the communication skill of our students increased compared to 2011. Because students have difficulty in organizing technical documentations, we will try to teach the skills needed to improve their weaknesses.	
		FIN550 Green Technology Commercialization and Finance II	52.6%	39.2%	8.2%	2012Fall		
	(L12) Our students will deliver effective presentation accompanied with proper media technology	FIN663 Research Methods in Finance II	29.1%	56.2%	14.7%	2011Fall		
			46.0%	52.4%	1.6%	2012Fall		
	(L13) Our students will demonstrate effective interpersonal communication in a team setting	FIN612 Investment Banking	47.2%	44.4%	8.3%	2011Fall		
		FIN550 Green Technology Commercialization and Finance II	53.1%	44.8%	2.1%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L2) Analytical Thinking Our graduates will command analytical thinking in solving complex financial decision making problems	(L21) Our student will have basic quantitative skills for research	FIN538 Econometric Analysis for Finance	26.4%	58.6%	15.0%	2011Fall	Mean: 2.27 Standard deviation: 0.07 Our student's ability to think analytically has quite improved. We will continuously offer higher-end quantitative courses.	
			38.1%	56.4%	5.6%	2012Fall		
	(L22) Our students will use appropriate quantitative analytical techniques to identify problems in finance and develop a solution	FIN663 Research Methods in Finance II	41.2%	44.5%	14.3%	2011Fall		
			40.8%	56.5%	2.7%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L3) Global Perspective Our graduates will have a global perspective	(L31) Our student will understand global business issues and relate current issues to emerging business opportunities	FIN687 Cases in East Asian Financial Markets	8.9%	71.4%	19.6%	2011Fall	Mean: 2.47 Standard deviation: 0.25 Students well understand global financial markets and business issues compared to 2011 except for L33 in the sub category. To make up this weakness, we will try to encourage students to network with alumni through mentoring programs and other alumni events.	
		FIN689 China's Financial Markets II	53.2%	46.3%	0.5%	2012Fall		
	(L32) Our students will take command of global financial markets in business English or other languages	FIN663 Research Methods in Finance II	46.5%	44.2%	9.3%	2011Fall		
			60.3%	39.7%	0.0%	2012Fall		
	(L33) Our students will be able to network and collaborate with global finance leaders	FIN723 Special Topics in Asset Management II	76.7%	20.0%	3.3%	2011Fall		
		FIN600 Special Topics in Finance	70.8%	27.1%	2.1%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<p>(L4) Ethically & Socially Conscious Reasoning</p> <p>Our graduates will understand the gravity of ethical behavior and corporate social responsibility</p>	<p>(L41) Our student will identify ethical issues in financial services industry and be able to recognize and evaluate alternative courses of action</p>	FIN500 Ethics and Social Responsibility of Finance	31.0%	65.3%	3.7%	2011Fall	<p>Mean: 2.32</p> <p>Standard deviation: 0.02</p> <p>This learning goal achieved the highest score in this assessment. We have put much emphasis on the ethnical thinking and social responsibilities.</p>	
		FIN510 Corporate Law	38.8%	55.0%	6.3%	2012Fall		
	<p>(L42) Our students will know the professional code of conduct within their discipline</p>	FIN500 Ethics and Social Responsibility of Finance	25.5%	65.3%	9.2%	2011Fall		
		FIN510 Corporate Law	50.0%	50.0%	0.0%	2012Fall		