

AOL Report IMBA Program Assessment Closing the Loop for 2011 & 2012

- **Overall Summary**

The purpose of the IMBA program is to strengthen essential qualities of middle managers; and to develop and nurture them to become creative and innovative business leaders. In general, the personal qualities and skills of middle managers include commitment to integrity, development and excellence; openness to cooperation, changes and diversity; confidence and resilience; 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) team building and task management; (3) global perspective; (4) understanding of ethical problems; (5) and problem-solving.

The assessment results of the Assurance of Learning (AoL) in both 2011 and 2012 suggest that the IMBA program meets the expectation of each learning goal with the average score of the five learning goals exceeding 2 (i.e. 'Meets Expectation'). Compared to 2011, the IMBA program in 2012 has improved in strategic thinking, teamwork and leadership; but worsened in documentation and presentation. These results imply that the students of the IMBA program are well-educated in terms of the core values but there are relative deficiencies in expressing their core values. To make up for these weaknesses, the IMBA program will strengthen curriculums on documentation and presentation; and offer customized education program for the 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	IMB 561 Financial Strategy and Valuation	71.6%	28.4%	0.0%	2011Fall	Compared to 2011, the percentage of 3 point (exceed expectation) in L1 decreased seriously in 2012. Also, there were some students who failed to meet the expectation (1 point). To make up for these weaknesses, the IMBA program plans to organize additional curriculums on documentation and presentation.	
			55.0%	40.0%	5.0%	2012Fall		
	(L12) Our students will deliver effective presentation accompanied with proper media technology	IMB 561 Financial Strategy and Valuation	66.2%	33.8%	0.0%	2011Fall		
			47.1%	51.4%	1.4%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L2) Leadership and Teamwork 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	IMB 561 Financial Strategy and Valuation	63.6%	36.4%	0.0%	2011Fall	Compared to 2011, the percentage of 3 point (exceed expectation) in L2 increased highly in 2012 as a result of continuous updating and monitoring.	
			72.0%	28.0%	0.0%	2012Fall		
	(L22) Our students will know how to build a team successfully	IMB 561 Financial Strategy and Valuation	68.2%	31.8%	0.0%	2011Fall		
			92.5%	7.5%	0.0%	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	IMB 561 Financial Strategy and Valuation	86.4%	13.6%	0.0%	2011Fall	Even though the English communication skills (L32) of the IMBA students remain above the certain level, the percentage of 3 point (exceed expectation) decreased slightly in understanding global business issues (L32) in 2012. To make up for the weak point, the IMBA program plans to use up-to-date global case studies as teaching materials in classes.	
			75.0%	25.0%	0.0%	2012Fall		
	(L32) Our students will have command of business English or other language of major global market	OPI level test	Passed			2011Fall		
			Passed			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 and social dilemma and be able to recognize and evaluate alternative courses of action</p>	IMB 540 Business and Society	74.4%	12.2%	2.2%	2011Fall	<p>The evaluated course is changed from 'Business and Society' to 'Global Business Strategy' due to curriculum changes. Compared to 2011, the percentage of 3 point (exceed expectation) in L4 decreased, but no students scored 1 point (failed to meet expectancy) in 2012. To increase the percentage of 3 point, the IMBA program will focus on the ethical behavior in class..</p>	
		IMB 540 Global Business Strategy	56.7%	43.3%	0.0%	2012Fall		
	<p>(L42) Our students will know the professional code of conduct within their discipline</p>	IMB 540 Business and Society	72.2%	14.8%	1.9%	2011Fall		
		IMB 540 Global Business Strategy	50.0%	50.0%	0.0%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<p>(L5) Strategic & Analytical Thinking</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>	<p>(L51) Our student will be able to strategically analyze business cases and will demonstrate the ability of sound business judgment</p>	<p>IMB 997 Capstone Project Study</p>	54.9%	41.8%	3.3%	2011Fall	<p>The evaluation of qualification project (Capstone Project) shows that the percentage of 3 point increased. Also, none of our students scored 1 point in 2012. These results mean that curriculum of the IMBA program has largely improved in analyzing and judging business cases.</p>	
			75.7%	24.3%	0.0%	2012Fall		
	<p>(L52) Our students will synthesize different discipline areas</p>	<p>IMB 997 Capstone Project Study</p>	43.6%	56.4%	0.0%	2011Fall		
			70.0%	30.0%	0.0%	2012Fall		
	<p>(L53) Our student will use appropriate analytical technique to analyze data and solve business problem</p>	<p>IMB 997 Capstone Project Study</p>	54.8%	45.2%	0.0%	2011Fall		
			77.5%	22.5%	0.0%	2012Fall		