

AOL Report Information & Media MBA(IMMBA) Program Assessment Closing the Loop for 2011 & 2012

- **Overall summary**

The purpose of Information&Media MBA Program is to delve into the concepts of IT management strategy, communication skills, information and communication technology, digital media & contents industry; with a firm background in the basic principles of business management. We will develop global professionals who can create new growth momentum through the convergence of IT and digital contents and the industrialization of contents. Based on these thoughts, we establish four learning goals for this program; global perspective, communication, strategic thinking & cross-disciplinary competency, and domain expertise in IT & media industry. All assessment of learning goals meets the expectation, since average score of learning goals are exceeds 2 (i.e. “Meets Expectation”)

With data, L23, L32, L42 in 2012 (effective interpersonal communication, synthesis of different discipline areas, application of domain expertise to the business problems) show better performance compared to 2011. That may reflect coordination and collaboration between different areas. It is inspired that communication, which is root of management, is emphasized in this program. L11 shows good performance continuously. However, the performance of L12, 31 (analytical technique and business judgment, command of business English or other language) decreases; especially the percent of 1 point increases. We will reinforce and improve the leaning process in the statistics and English course.

● **Assessment**

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<p>(L1) Global Perspective</p> <p>Our graduates will have a global perspective</p>	<p>(L11) Our student will understand global business issues and relate current issues to emerging business opportunities</p>	<p>IM 621 Value Innovation with IT</p>	71.2%	28.8%	0.0%	2011Fall	<p>The evaluated course is changed from 'Overview of Internet Technologies' to 'Financial Management' due to curriculum changes.</p> <p>In L11, the performance is slightly improved compared to 2011 (1% move to 3points from 2points). However, in case of L12, the performance decreases. This is caused due to the course change, because financial fields have terminologies unfamiliar to our students.</p> <p>To overcome this problem, the program will focus on enhancing business English related with L12.</p>	
			72.2%	27.8%	0.0%	2012Fall		
	<p>(L12) Our students will have command of business English or other language of major global market</p>	<p>IM 554 Overview of Internet Technologies</p>	74.1%	25.9%	0.0%	2011Fall		
			<p>IM 515 Financial Management</p>	50.0%	46.7%	3.3%		2012Fall

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L2) Communication Our graduates will be effective communicators	(L21) Our students will deliver effective presentation accompanied with proper media technology	IM 621 Value Innovation with IT	60.1%	39.9%	0.0%	2011Fall	The evaluated course is changed from 'Contents Development Strategy' to 'Financial Management' and 'Value Innovation with IT' due to curriculum changes. Our students show improvements about producing professional business documents and communication in team (i.e. L22, L23). However, the percent of 3 points decreases in effective presentation (i.e. L21). We will try to enhance the presentation skills for them.	
			37.4%	62.6%	0.0%	2012Fall		
	(L22) Our student will produce professional business documents	IM 662 Contents Development Strategy	33.3%	63.7%	3.0%	2011Fall		
		IM 515 Financial Management	60.7%	36.0%	3.3%	2012Fall		
	(L23) Our students will demonstrate effective interpersonal communication in a team setting	IM 662 Contents Development Strategy	44.4%	55.6%	0.0%	2011Fall		
		IM 621 Value Innovation with IT	77.2%	22.8%	0.0%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L3) Strategic Thinking & Cross-disciplinary Competency Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems	(L31) Our student will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment	IM 662 Contents Development Strategy	51.7%	48.3%	0.0%	2011Fall	The evaluated course is changed from 'Contents Development Strategy' to 'Financial Management' due to curriculum changes. Our students show great improvements about synthesizing different discipline areas (i.e. L32). In case of analytical technique and business judgment (i.e. L31), both the percent of 3points students and 1points students improve. We check the course contents and find them helpful for every student.	
		IM 515 Financial Management	57.3%	40.0%	2.7%	2012Fall		
	(L32) Our students will synthesize different discipline areas	IM 621 Value Innovation with IT	48.4%	51.6%	0.0%	2011Fall		
			82.6%	17.4%	0.0%	2012Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L4) Domain Expertise in IT and Media Industry Our graduates will develop professional skills and exhibit professional competencies	(L41) Our students will build IT/Media industry specific knowledge and understand the key issues	IM 554 Overview of Internet Technologies	61.1%	38.9%	0.0%	2011Fall	The evaluated course is changed from 'Overview of Internet Technologies' to 'Value Innovation with IT' due to curriculum changes. In L42, our students show great improvements. However, in L41, the overall performance decreases. We will focus more on L41. We will touch on more emerging technologies in order to maintain high performance of L42.	
		IM 621 Value Innovation with IT	39.1%	60.9%	0.0%	2012Fall		
	(L42) Our students apply domain expertise to the business problems in the IT and Media Industry	IM 554 Overview of Internet Technologies	38.9%	33.3%	27.8%	2011Fall		
		IM 621 Value Innovation with IT	78.3%	21.7%	0.0%	2012Fall		