

## AOL Report Information&Media MBA Program Assesement(2013)

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The Information & Media MBA (IMMBA) Program prepares middle and upper level professionals for successful careers in general management. The program takes a very intensive format to finish the whole curriculum within a year. The IMMBA Program aims 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. With this setting, we will develop global professionals who can create new growth momentum through the convergence of IT and digital contents and the industrialization of IT and media.

- Overall summary of findings

From the result of the performance of Assurance Of Learning (AOL), 4 learning goals in each class generally meet expectations. According to the results of AOL (Assurance of Learning), in general all the classes met the required standards. For example, the learning goal related to the development of professionalism (Learning Goal 4: Our graduates will develop professional skills and exhibit professional competencies) show reasonably high level of performance. That is, the result implies that the students will graduate with required competence in business.

- Limitations

The number of samples collected for this survey, was sufficient enough to state the necessary outcomes. However, due to different response rates between classes, the results cannot be justified for full support of the outcomes of the survey. The results might not be fully accurate because not all of the students responded to the survey and the response rates of each class differ for each learning goal.

- Total Course: 54
- Number of Graduate: 27
- Total Enrollment: 26(Master)
- Assessment Course:

Learning Goal 1	L11 Global Perspective L12 Language Skill	IM 502 Decision Modeling and Analysis IM 513 Marketing Analysis and Strategy
Learning Goal 2	L21 Presentation Skill L22 Writing Skill L23 Teamwork	IM 502 Decision Modeling and Analysis IM 513 Marketing Analysis and Strategy IM 513 Marketing Analysis and Strategy
Learning Goal 3	L31 Analytical Thinking L32 Strategic Thinking	IM 513 Marketing Analysis and Strategy IM 502 Decision Modeling and Analysis

Learning Goal 4	L41 IT and Media Industry Specific Knowledge L42 IT and Media Industry Business Problem Solving	IM 502 Decision Modeling and Analysis  IM 502 Decision Modeling and Analysis
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## Overview of assessment

<b>Information&amp;Media MBA Program Assessment: Learning Goal 1</b>		
<b>Learning Goal: Our graduates will have a global perspective.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L11) Our students will understand global business issues and relate current issues to emerging business opportunities	<b>Student enrolled in IM502(N=26)</b>	- (L11) Course-embedded assignment evaluation by faculty
(L12) our students will have command of business English or other language of major global market.	<b>IM513(N=35)</b>	- (L12) Course-embedded assignment evaluation by faculty
<p><b>Finding</b></p> <ul style="list-style-type: none"> <li>- Using assessment rubric by faculty, average score for L11, L12 are 2.846, 2.524 respectively.</li> <li>- Most students have necessary global perspectives. They are qualified for effective managers in the emerging global markets.</li> </ul> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <p>-L11, L12 meet expectations successfully.</p> <p>* The number of student enrolled in IM513 exceeded number of total enrollment, because exchange students enrolled in this course.</p>		

<b>Information&amp;Media MBA Program Assessment: Learning Goal 2</b>		
<b>Learning Goal: our graduates will be effective communicators.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L21) Our students will deliver effective presentation accompanied with proper media technology.	<b>Student enrolled in IM502(N=26)</b>	- (L21) Course-embedded presentation evaluation by faculty
(L22) Our student will produce professional business documents.	<b>IM513(N=35)</b>	- (L22) Course-embedded assignment evaluation by faculty
(L23) Our students will demonstrate effective interpersonal communication in a team setting.	<b>IM513(N=35)</b>	- (L23) Course-embedded team presentation evaluation by student
<p><b>Finding</b></p>		

- Using assessment rubric by faculty, average scores for L21, L22, L23 are 2.709, 2.239, 2.521 respectively (meet the expectation).
- Most students produce professional business documents and deliver effective presentations accompanied with proper media technology. They become effective communicators.

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

- Most Information&Media MBA students have powerful leadership and building teamwork.

**Information&Media MBA Program Assessment: Learning Goal 3**

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

Learning Objective	Sample	Methods
(L31) Our students will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment	<b>Student enrolled in IM513(N=35)</b>	- (L31) Course-embedded test evaluation by faculty
(L32) Our students will synthesize different discipline areas.	<b>IM502(N=26)</b>	- (L32) Course-embedded assignment evaluation by faculty

**Finding**

- Using assessment rubric by faculty, average scores for L31, L32 are 2.620, 2.769 respectively.
- Most IMMBA students are able to strategically and cross -disciplinarily analyze complex business cases and employ appropriate analytical tools in solving demanding business problems.

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

- L31, L32 meet expectations successfully.

**Information&Media MBA Program Assessment: Learning Goal 4**

**Learning Goal: Our graduates will develop professional skills and exhibit professional competencies.**

Learning Objective	Sample	Methods
(L41) Our students will build IT/Media industry specific knowledge and understand the key issues.	<b>Student enrolled in IM502(N=26)</b>	- (L41) Course-embedded presentation evaluation by faculty
(L42)Our students will apply domain expertise to the business problems in the IT and Media Industry.	<b>Student enrolled in IM502(N=26)</b>	- (L42) Course-embedded presentation evaluation by faculty

**Finding**

- Using assessment rubric by faculty, average scores for L41, L42 are 2.673, 2.712 respectively.
- \* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)
- L41, L42 meet expectations successfully.
- Most IMMBA students have professional competency in IT management strategy, communication skills, information and communication technology, digital media & contents industry.

**Data Analysis and Results**

Assessment Learning Goal 1(L11): IM502 (N=26)					
<b><u>Global Perspective</u></b>					
Student Number	L11: Skills to define global business issues and relate these to emerging business opportunities				
	Identification of global issues	Analysis of global issues	Application of analysis to global business situation	Cultural differences	Business Ethics and Social Responsibility
1	3	3	3	3	2
2	3	3	3	3	3
3	3	2	3	3	2
4	3	2	2	3	3
5	3	2	2	3	3
6	2	3	3	3	2
7	3	3	3	2	3
8	2	3	3	2	3
9	3	3	2	2	3
10	2	3	3	3	3
11	3	3	3	2	22
12	2	3	3	3	2
13	3	3	3	3	2
14	3	2	3	3	2
15	3	3	2	2	2
16	3	3	3	2	2
17	3	3	3	2	3
18	3	3	2	2	2
19	3	3	3	3	3
20	2	3	3	2	2
21	2	3	3	2	3
22	3	3	3	3	3
23	2	3	3	3	3
24	3	2	3	3	3
25	3	3	3	2	3

26	3	3	3	2	3
<b>3 Total</b>	19	21	21	14	15
<b>2 Total</b>	7	5	5	12	10
<b>1 Total</b>	0	0	0	0	0

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

Assessment Learning Goal 1(L12): IM513 (N=35)

**Global Perspective**

Student Number	L12: Command of business English		
	Knowledge	Comprehension	Communication
1	2	2	2
2	2	2	2
3	2	2	2
4	3	2	2
5	3	3	2
6	3	3	3
7	3	2	3
8	2	1	1
9	3	3	3
10	3	2	2
11	3	3	3
12	3	3	2
13	2	2	1
14	2	2	3
15	3	2	2
16	3	3	3
17	3	2	3
18	2	2	2
19	2	2	3
20	3	3	3
21	3	3	3
22	2	3	3
23	3	3	3
24	3	3	3
25	3	3	3
26	3	3	3
27	3	3	3
28	2	2	2
29	3	3	3

30	3	3	3
31	2	1	2
32	3	2	2
33	2	3	3
34	2	2	2
35	3	2	3
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3 Total	22	17	20
2 Total	13	16	13
1 Total	0	2	2

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

Assessment Learning Goal 2(L21): IM502 (N=26)

**Communication**

Student Number	<b>L21: Presentation Skill</b>						
	Organization	Quality of slides	Voice quality and pace	Mannerisms	Professionalism	Use of media/report with audience	Ability to answer questions
1	3	3	3	3	2	3	3
2	3	3	3	3	3	3	3
3	3	2	3	3	2	3	2
4	3	2	2	3	3	3	2
5	3	2	2	3	3	3	2
6	2	3	3	3	2	2	3
7	3	3	3	2	3	3	3
8	3	3	3	2	3	2	3
9	3	3	2	2	3	3	3
10	2	3	3	3	3	2	3
11	3	3	3	2	2	3	3
12	2	3	3	3	2	2	3
13	3	3	3	3	3	3	3
14	3	2	3	3	2	3	2
15	3	3	2	2	2	3	3
16	3	3	3	2	2	3	3
17	3	3	3	2	3	3	3
18	3	3	2	2	2	3	3
19	3	3	3	3	3	3	3
20	2	2	3	2	2	2	3
21	2	3	3	2	3	2	3
22	3	3	3	3	3	3	3
23	2	3	3	3	3	2	3
24	3	2	3	3	3	3	2
25	3	3	3	2	3	3	3
26	2	3	3	3	2	2	3
3 Total	19	20	21	15	15	18	21
2 Total	7	6	5	11	11	8	5

1 Total	0	0	0	0	0	0	0
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\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 2(L22): IM513 (N=35)

**Communication**

Student Number	L22: Writing Skill							
	Clear introduction and background	Discipline-related concepts and issues	Internally consistent arguments	Logic and organization	Consistent conclusions	Style and grammar	Effective literature search skills	Documents sources
1	2	2	1	2	2	2	2	2
2	2	2	2	2	2	2	2	2
3	2	2	2	2	2	2	2	2
4	2	2	3	3	3	2	2	2
5	2	2	3	3	3	2	2	2
6	2	2	3	3	3	2	2	2
7	2	2	2	2	3	2	2	2
8	3	1	1	1	1	2	2	2
9	3	3	3	3	3	2	2	2
10	3	2	2	2	3	2	3	2
11	2	3	3	3	3	2	3	2
12	2	3	3	3	3	2	2	2
13	2	2	2	1	2	2	2	2
14	2	2	2	2	2	2	2	2
15	2	2	3	3	2	2	2	2
16	3	3	3	3	3	2	2	2
17	2	2	2	2	2	2	2	2
18	2	2	2	2	2	2	2	2
19	2	2	2	2	2	2	2	2
20	3	3	3	3	3	2	3	2
21	3	3	2	2	2	2	2	2
22	2	2	2	2	2	2	2	2
23	2	2	2	3	3	2	2	2
24	2	3	3	3	3	2	3	2
25	3	3	3	3	3	2	2	2
26	3	3	3	3	3	2	3	2
27	2	2	2	3	3	2	2	2
28	2	2	3	3	3	2	2	2

29	2	2	2	2	2	2	2	2
30	3	3	3	3	3	2	2	2
31	2	2	2	2	2	2	2	2
32	2	2	2	2	2	2	2	2
33	2	2	2	2	3	2	3	2
34	2	2	2	2	2	2	2	2
35	2	2	2	2	2	2	2	2
<b>3 Total</b>	9	10	14	16	18	0	6	0
<b>2 Total</b>	26	24	19	17	16	35	29	35
<b>1 Total</b>	0	1	2	2	1	0	0	0

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

Assessment Learning Goal 2(L23): IM513 (N=35, 6 Teams)

**Communication**

Team Number	Student Number	L23: Teamwork			
		Commitment	Balance between task and interpersonal relations	Contributions	Stays on track
1	1	3	3	2	3
	2	3	2	2	3
	3	3	3	3	3
	4	3	3	3	3
	5	3	3	3	3
	6	2	2	1	2
2	7	3	3	3	3
	8	3	3	2	2
	9	3	3	2	3
	10	3	3	3	3
	11	2	2	2	2
3	12	3	2	2	3
	13	3	3	3	3
	14	3	3	3	3
	15	2	2	2	2
	16	3	2	2	3
	17	1	2	2	2
4	18	2	3	3	2
	19	3	3	3	3
	20	1	1	1	1
	21	3	3	2	3
	22	2	3	2	3
	23	3	3	3	3
5	24	3	3	2	2
	25	3	3	3	3
	26	3	3	2	2
	27	3	2	2	3
	28	3	3	3	3
	29	1	2	2	2

6	30	3	3	2	3
	31	3	3	3	3
	32	3	2	3	2
	33	2	2	2	2
	34	3	2	2	3
	35	1	2	2	1
3 Total		25	21	14	22
2 Total		6	13	19	11
1 Total		4	1	2	2

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

Assessment Learning Goal 3(L31): IM513 (N=35)

**Strategic Thinking & Cross-disciplinary Competency**

Student Number	<b>L31: Using appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment</b>						
	Factual knowledge	Application of strategic analytical Tools	Application of financial analysis	Identification of case problems/issues	Generation of alternatives	Recommendations	Business judgment
1	2	2	2	3	3	3	3
2	3	2	2	3	3	3	3
3	3	2	2	2	2	2	2
4	2	2	2	2	2	2	2
5	3	3	3	3	3	3	3
6	3	2	3	3	3	3	3
7	3	3	3	3	3	3	3
8	1	1	2	2	2	2	2
9	3	2	2	2	2	3	3
10	3	3	2	3	3	3	2
11	3	3	3	3	3	3	3
12	3	2	2	2	3	3	3
13	2	1	1	2	2	2	2
14	3	2	2	3	3	3	3
15	3	3	2	2	3	3	3
16	3	3	3	3	3	3	3
17	3	3	3	3	3	3	3
18	3	3	3	3	3	3	3
19	2	2	2	2	3	3	2
20	3	2	2	3	3	3	2
21	3	2	2	3	3	3	3
22	3	2	2	3	2	3	3
23	3	3	3	3	3	3	3
24	3	3	2	3	3	2	2
25	3	3	3	3	3	3	3
26	3	3	3	3	3	3	3
27	3	3	3	3	3	3	3
28	2	2	2	3	3	3	3

29	3	3	3	2	3	3	3
30	3	3	3	3	3	3	3
31	2	2	2	2	2	2	2
32	2	3	2	2	3	3	3
33	3	2	2	3	3	3	3
34	2	2	1	2	2	2	2
35	3	2	2	3	2	3	3
<b>3 Total</b>	<b>26</b>	<b>16</b>	<b>13</b>	<b>23</b>	<b>26</b>	<b>28</b>	<b>25</b>
<b>2 Total</b>	<b>8</b>	<b>17</b>	<b>20</b>	<b>12</b>	<b>9</b>	<b>7</b>	<b>10</b>
<b>1 Total</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

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

Assessment Learning Goal 3(L32): IM502 (N=26)

**Strategic Thinking & Cross-disciplinary Competency**

Student Number	L32: Synthesizing different discipline areas					
	Consideration	Management principle	Discipline knowledge	Intellectual sensitivity	Horizontal synthesis	Vertical synthesis
1	3	2	3	3	2	3
2	3	3	2	3	3	3
3	3	2	3	3	2	3
4	3	2	2	3	3	3
5	3	2	2	3	3	3
6	2	2	3	3	3	2
7	3	3	3	2	3	3
8	2	3	3	2	3	2
9	3	3	2	2	3	3
10	2	3	3	3	3	2
11	3	3	3	2	22	3
12	3	3	3	3	2	2
13	3	3	3	3	2	3
14	3	2	3	2	2	3
15	3	3	2	2	2	3
16	3	3	3	2	2	3
17	3	3	3	2	3	3
18	3	3	2	2	2	3
19	3	3	3	2	3	3
20	2	3	2	2	2	2
21	2	3	2	2	3	2
22	3	3	3	3	3	3
23	2	3	3	3	3	2
24	3	2	3	3	3	3
25	3	3	3	2	3	3
26	3	2	2	2	2	2
3 Total	20	18	17	12	15	18
2 Total	6	8	9	14	10	8
1 Total	0	0	0	0	0	0

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

Assessment Learning Goal 4(L41): IM502 (N=26)

**Domain expertise in IT and Media Industry**

Student Number	<b>L41: Building IT/Media industry specific knowledge and understand the key issues</b>	
	Build industry specific knowledge	Understand the key issues of business environment
1	2	2
2	3	3
3	3	3
4	3	2
5	3	2
6	2	3
7	3	3
8	2	3
9	3	3
10	2	3
11	3	2
12	2	3
13	3	3
14	3	2
15	3	2
16	3	2
17	3	3
18	3	3
19	3	3
20	2	3
21	2	3
22	3	3
23	2	3
24	3	2
25	2	3
26	3	3
<b>3 Total</b>	<b>17</b>	<b>18</b>
<b>2 Total</b>	<b>9</b>	<b>8</b>
<b>1 Total</b>	<b>0</b>	<b>0</b>

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

Assessment Learning Goal 4(L42): IM502 (N=26)

**Domain expertise in IT and Media Industry**

Student Number	<b>L42: Applying domain expertise to the business problems in the IT and Media Industry</b>	
	Apply industry specific knowledge to a specific problem	Recommend solutions using structured approach
1	3	3
2	2	3
3	2	2
4	3	3
5	3	3
6	2	3
7	3	3
8	2	3
9	3	3
10	2	3
11	3	3
12	2	3
13	3	3
14	3	2
15	3	3
16	3	3
17	2	3
18	3	3
19	2	3
20	2	3
21	2	3
22	3	3
23	2	3
24	3	2
25	3	3
26	2	3
<b>3 Total</b>	14	23
<b>2 Total</b>	12	3
<b>1 Total</b>	0	0

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