

AOL Report Information&Media MBA Program Assesement(2014)

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 our expectations. According to the results of AOL (Assurance of Learning), all the classes met the required standards. For example, the learning goal related to the global perspective (Learning Goal 1: Our graduates will have a global perspective) show reasonably high level of performance. In summary, the result implies that our 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 vary depending on each learning goal.

- Total Course: 54
- Number of Graduate: 19
- Total Enrollment: 19 (Master)
- Assessment Course:

Learning Goal 1	L11 Global Perspective	IM 911 International Field Trip
	L12 Language Skill	IM 911 International Field Trip
Learning Goal 2	L21 Presentation Skill	IM 911 International Field Trip
	L22 Writing Skill	IM 503 Statistical Analysis and Decision Making Model
	L23 Teamwork	IM 911 International Field Trip
Learning Goal 3	L31 Analytical Thinking	IM 503 Statistical Analysis and Decision

	L32 Strategic Thinking	Making Model IM 503 Statistical Analysis and Decision Making Model
Learning Goal 4	L41 IT and Media Industry Specific Knowledge L42 IT and Media Industry Business Problem Solving	IM 503 Statistical Analysis and Decision Making Model IM 503 Statistical Analysis and Decision Making Model

Overview of assessment

Information&Media MBA Program Assessment: Learning Goal 1		
Learning Goal: Our graduates will have a global perspective.		
Learning Objective	Sample	Methods
(L11) Our students will understand global business issues and relate current issues to emerging business opportunities	Student enrolled in IM911(N=17)	- (L11) Course-embedded assignment evaluation by faculty
(L12) our students will have command of business English or other language of major global market.	IM911(N=17)	- (L12) Course-embedded assignment evaluation by faculty
<p>Finding</p> <ul style="list-style-type: none"> - Using assessment rubric by faculty, average score for L11, L12 are 2.835, 2.627 respectively. - Most students have necessary global perspectives. They are qualified enough for effective managers in the emerging global media and IT industry markets. <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <ul style="list-style-type: none"> - L11, L12 meet expectations successfully. * Two out of 19 Information & Media MBA students took the Domestic Internship instead of International Field Trip (IM911). 		

Information&Media MBA Program Assessment: Learning Goal 2		
Learning Goal: our graduates will be effective communicators.		
Learning Objective	Sample	Methods
(L21) Our students will deliver effective presentation accompanied with proper media technology.	Student enrolled in IM911(N=17)	- (L21) Course-embedded presentation evaluation by faculty
(L22) Our student will produce professional business documents.	IM503(N=19)	- (L22) Course-embedded assignment evaluation by faculty
(L23) Our students will demonstrate effective interpersonal communication in a team setting.	IM911(N=17)	- (L23) Course-embedded team presentation evaluation by faculty

<p>Finding</p> <ul style="list-style-type: none"> - Using assessment rubric by faculty, average scores for L21, L22, L23 are 2.697, 2.539, 2.838 respectively (meet the expectation). - Most students produce professional business documents and deliver effective presentations. They become effective communicators, especially through the process of analyzing big data related team project presentation <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <ul style="list-style-type: none"> - Most Information & Media MBA students have powerful leadership and team building capability. * Two out of 19 Information & Media MBA students took the Domestic Internship instead of International Field Trip (IM911).

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 (L32) Our students will synthesize different discipline areas.	Student enrolled in IM503(N=19) IM503(N=19)	<ul style="list-style-type: none"> - (L31) Course-embedded test evaluation by faculty - (L32) Course-embedded assignment evaluation by faculty
<p>Finding</p> <ul style="list-style-type: none"> - Using assessment rubric by faculty, average scores for L31, L32 are 2.602, 2.491 respectively. - Most Information & Media MBA students are able to strategically and cross -disciplinarily analyze complex business cases and employ appropriate analytical tools in solving demanding business problems. <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <ul style="list-style-type: none"> - 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.	Student enrolled in IM503(N=19)	- (L41) Course-embedded presentation evaluation by faculty
(L42)Our students will apply domain expertise to the business problems in the IT and Media Industry.	Student enrolled in IM503(N=19)	- (L42) Course-embedded presentation evaluation by faculty

Finding

- Using assessment rubric by faculty, average scores for L41, L42 are 2.632, 2632 respectively.
- Most Information & Media MBA students have professional competency in IT management strategy, communication skills, information and communication technology, digital media & contents industry, and data analysis skills.
- * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)
- L41, L42 meet expectations successfully.

Data Analysis and Results

Assessment Learning Goal 1(L11): IM911 (N=17)					
<u>Global Perspective</u>					
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	3
2	3	3	3	3	3
3	3	2	2	2	3
4	3	3	3	3	3
5	3	3	3	3	3
6	3	3	3	3	3
7	3	3	3	3	3
8	2	2	2	3	3
9	2	2	2	2	3
10	3	3	3	3	3
11	2	2	2	2	3
12	3	3	3	3	3
13	3	3	3	3	3
14	3	3	3	3	3
15	3	3	3	3	3
16	3	3	3	3	3
17	3	3	3	3	3
3 Total	14	13	13	14	17
2 Total	3	4	4	3	0
1 Total	0	0	0	0	0

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

Assessment Learning Goal 1(L12): IM911 (N=17)

Global Perspective

Student Number	L12: Command of business English		
	Knowledge	Comprehension	Communication
1	3	3	3
2	3	3	2
3	2	2	2
4	3	3	3
5	2	2	2
6	3	3	3
7	3	3	3
8	2	2	2
9	2	2	2
10	2	2	2
11	2	2	2
12	3	3	3
13	3	3	3
14	3	3	3
15	3	3	3
16	3	3	3
17	3	3	3
3 Total	11	11	10
2 Total	6	6	7
1 Total	0	0	0

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

Assessment Learning Goal 2(L21): IM911 (N=17)

Communication

Student Number	L21: Presentation Skill						
	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	3	3	3
2	3	3	3	2	2	2	2
3	2	3	2	2	2	2	2
4	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3
7	3	3	3	3	3	3	3
8	2	3	2	2	2	2	2
9	2	3	2	2	2	2	2
10	2	2	2	2	2	2	2
11	2	2	2	2	2	2	2
12	3	3	3	3	3	3	3
13	3	3	3	3	3	3	3
14	3	3	3	3	3	3	3
15	3	3	3	3	3	3	3
16	3	3	3	3	3	3	3
17	3	3	3	3	3	3	3
3 Total	12	15	12	11	11	11	11
2 Total	5	2	5	6	6	6	6
1 Total	0	0	0	0	0	0	0

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

Assessment Learning Goal 2(L22): IM503 (N=19)

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	3	3	3	3	3	3	3	3
2	2	2	3	3	3	3	3	3
3	2	2	3	3	3	3	2	2
4	2	2	2	2	2	2	2	2
5	3	3	3	3	3	3	3	3
6	2	2	3	3	3	3	3	3
7	3	3	3	2	2	3	3	3
8	2	2	3	3	3	3	2	3
9	3	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	3
11	2	2	2	2	2	2	2	2
12	2	3	3	2	2	2	3	3
13	2	2	2	2	2	2	2	2
14	2	2	3	3	3	3	3	3
15	2	2	2	2	2	2	2	2
16	2	2	2	2	2	2	2	2
17	3	2	2	3	3	3	3	3
18	2	2	2	2	2	2	2	2
19	3	3	3	3	2	3	3	3
3 Total	7	7	12	11	10	12	11	12
2 Total	12	12	7	8	9	7	8	7
1 Total	0	0	0	0	0	0	0	0

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

Assessment Learning Goal 2(L23): IM911 (N=17, 3 Teams)					
<u>Communication</u>					
Team Number	Student Number	L23: Teamwork			
		Commitment	Balance between task and interpersonal relations	Contributions	Stays on track
1	1	3	3	3	3
	2	2	2	2	3
	3	3	3	3	3
	4	3	3	3	3
	5	3	3	3	3
	6	3	3	3	3
2	7	3	3	3	3
	8	3	3	3	3
	9	3	3	3	3
	10	3	3	3	3
	11	2	2	2	2
3	12	3	3	3	3
	13	3	3	3	3
	14	3	3	3	3
	15	3	3	3	3
	16	3	3	3	3
	17	2	2	2	2
3 Total		14	14	14	15
2 Total		3	3	3	2
1 Total		0	0	0	0

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

Assessment Learning Goal 3(L31): IM503 (N=19)

Strategic Thinking & Cross-disciplinary Competency

Student Number	L31: Using appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment						
	Factual knowledge	Application of strategic analytical Tools	Application of financial analysis	Identification of case problems/issues	Generation of alternatives	Recommendations	Business judgment
1	3	3	3	3	3	3	3
2	2	3	2	2	3	3	3
3	2	3	3	3	3	3	2
4	2	2	2	2	2	2	2
5	3	3	2	3	3	3	3
6	3	3	3	3	3	3	3
7	2	3	3	2	3	3	3
8	3	2	3	3	3	3	3
9	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3
11	2	3	2	2	2	3	3
12	2	3	3	3	2	3	2
13	2	2	2	2	2	2	2
14	3	2	2	2	3	3	3
15	2	3	3	3	3	2	2
16	2	2	2	2	2	2	2
17	3	3	3	3	3	3	2
18	2	2	2	2	2	2	2
19	2	3	3	3	3	2	3
3 Total	8	13	11	11	13	13	11
2 Total	11	6	8	8	6	6	8
1 Total	0	0	0	0	0	0	0

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

Assessment Learning Goal 3(L32): IM503 (N=19)

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	3	3	3	3	3
2	2	2	2	2	2	2
3	3	2	3	3	3	3
4	2	2	3	3	3	3
5	3	2	3	3	3	3
6	3	2	3	3	3	3
7	2	2	2	2	2	2
8	2	2	2	2	2	2
9	3	3	3	3	2	3
10	3	3	3	2	2	2
11	2	2	3	3	3	3
12	2	2	2	2	2	2
13	2	3	2	2	2	2
14	3	3	3	3	2	2
15	2	2	3	3	2	2
16	2	2	2	2	3	2
17	3	3	3	3	3	3
18	2	2	2	2	2	2
19	3	2	3	3	3	3
3 Total	9	6	12	11	9	9
2 Total	10	13	7	8	10	10
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): IM503 (N=19)

Domain expertise in IT and Media Industry

Student Number	L41: Building IT/Media industry specific knowledge and understand the key issues	
	Build industry specific knowledge	Understand the key issues of business environment
1	3	3
2	2	2
3	3	3
4	3	3
5	3	3
6	3	3
7	3	3
8	2	2
9	3	3
10	2	2
11	3	3
12	1	1
13	2	2
14	3	3
15	3	3
16	2	3
17	3	3
18	3	3
19	2	3
3 Total	12	14
2 Total	6	4
1 Total	1	1

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

Assessment Learning Goal 4(L42): IM503 (N=19)

Domain expertise in IT and Media Industry

Student Number	L42: Applying domain expertise to the business problems in the IT and Media Industry	
	Apply industry specific knowledge to a specific problem	Recommend solutions using structured approach
1	3	3
2	2	3
3	3	3
4	3	3
5	3	3
6	3	3
7	3	3
8	3	2
9	3	3
10	2	2
11	3	3
12	1	1
13	2	2
14	3	3
15	3	3
16	2	2
17	3	3
18	3	3
19	2	2
3 Total	13	13
2 Total	5	5
1 Total	1	1

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