AOL Report   Professional MBA Program Assessment (2014)

The Professional MBA Program (PMBA) is designed for students who want to upgrade their careers to become professionals while they are working. The program provides evening classes during week days and it requires three years to complete. There is also an acceleration path for students who wish to complete the program in two and a half years.

● Overall summary of findings

From the result of the performance of Assurance of Learning (AOL), all of the 6 learning goals of PMBA program meet expectations; the average score for each learning goal is 2.97, 2.57, 2.77, 2.46, 2.79, and 2.88 from L1 to L6 respectively.

The most successfully achieved learning goal is 'Communication competency' (L1), of which score is very close to 3 on average, which shows the superior achievement of this program with respect to the standards of AOL.

The most poorly evaluated learning goal is 'Global perspective' (L4). The result proposes that this program would be more encouraged to provide students the opportunity to experience in analysis of global business circumstance and the divergence of cultures. Nevertheless, interpreting the results for individual traits separately, this program succeeds in enhancing the communication skills via foreign language (L42).

● Limitation

The number of samples collected for this survey was sufficient enough to state the following outcomes. However, different response rates among classes could bias the outcomes in this report. Since the survey (or the evaluation) was not conducted for every student, the results would not possibly reflect the true status of subsets of students.

- Total Courses: 42 (21 courses have not been offered yet)
- Total Enrollment: 1st year: 77 / 2nd year : 60
- Number of Graduate: 0
- Assessment Courses:

Learning Goal 1	L11	PMB520 Marketing
	L12	
Learning Goal 2	L21	PMB514 Principles of Economics
	L22	

Learning Goal 3	L31	PMB520 Marketing
	L32	PMB560 Financial Accounting
Learning Goal 4	L41	PMB514 Principles of Economics
	L42	PMB590 Cross Cultural Management
Learning Goal 5	L51	PMB520 Marketing
	L52	
Learning Goal 6	L61	PMB560 Financial Accounting
	L62	

Overview of Assessment

PMBA Program Assessment: Learning Goal 1
Learning Goal: Our graduates will demonstrate professional deportment and be effective communicators.

Learning Objective	Sample	Methods
(L11) Our student will produce professional business documents. (L12) Our students will deliver effective presentation accompanied with proper supplements.	Students enrolled in PMB520 (N=38)	- (L11) Term paper evaluation - (L12) Class presentation evaluation

Findings

- Using the assessment rubric for checking L11 and L12, the average scores for the exceed 2 (meet the expectation); the scores for L11 and L12 are 2.93 and 3 respectively.

- This overall score implies that most students, through the program, become to produce professional business documents and deliver effective presentations accompanied with proper supplements.

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

PMBA Program Assessment: Learning Goal 2

Learning Goal: Our graduates will have a knowledge of the functional areas and the ability to apply this knowledge to actual problems.

Learning Objective	Sample	Methods
(L21) Our students will acquire the understanding of the functional areas and required business analysis tools. (L22) Our students will identify and diagnose management problems.	Students enrolled in PMB514 (N=37)	- (L21) Evaluation of the course-embedded test by faculty - (L22) Case study exercise

Findings

- Using the assessment rubric for checking L21 and L22, the average scores for the exceed 2 (meet the expectation); the scores for L21 and L22 are 2.52 and 2.61 respectively.

- Several traits are below average; the average scores of T2, T3 in L21 is 2.3 and T6 in L22 is 2.1. To improve these aspects, the course should encourage students to have the experience for discussion and exploring alternative scenarios (T2 in L21), provide supporting evidence (T3 in L21), and brainstorming (T6 in L22).

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

PMBA Program Assessment: Learning Goal 3

Learning Goal: Our graduates will be able to work and lead effectively in a team-based environment.

Learning Objective	Sample	Methods
(L31) Our students will have high-performance leadership skill. (L32) Our students will know how to build a team successfully in competitive environment.	Students enrolled in PMB520 (N=38), PMB560(N=38)	- (L31) Team project performance evaluation : both outcome and process peer evaluation

		- (L32) Leadership/Team building experiential evaluation by faculty

Findings

- Using course-embedded survey for checking L31 which is evaluating leadership and teamwork (in PMB520), average scores for the exceed 2 (meet the expectation).

- Using the assessment rubric for checking L32 which is assessed by assessment task force (in PMB560), average scores for the exceed 2 (meet the expectation).

- The average score for L31 - survey taken from students - is 2.67 while the average score for L32 – using assessment by faculty - is 2.87. Comparing those two results suggests that students have become to achieve leadership skills more than they think (L31).

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

PMBA Program Assessment: Learning Goal 4

Learning Goal: Our graduates will have a global perspective

Learning Objective	**Sample**	**Methods**
(L41) Our student will understand global business issues and relate current issues to emerging business opportunities. (L42) Our students will have command of business English or other language of major global market.	Students enrolled in PMB514 (N=37), PMB590(N=43)	- (L41) Course-embedded assignment evaluation - (L42) English Presentation evaluation

Findings

- Using the assessment rubric for checking L41 which is assessed by assessment task force (in PMB514), average scores for the exceed 2 (meet the expectation). However, the overall score of L41 is lower than the other learning goals, which reveals the weakness of global perspective of the PMBA program. Hence, this program would be more encouraged to provide students the opportunity to experience in analysis of global business circumstance (T3 in L41) and the divergence of cultures

(T4 in L41).

- Using course-embedded survey for checking L42 which is evaluating business English of global market (in PMB590), average scores for the exceed 2 (meet the expectation). Students reply that this program has provided the environment to become more confident to use foreign languages for the business.

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

PMBA Program Assessment: Learning Goal 5		

Learning Goal: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.

Learning Objective	**Sample**	**Methods**
(L51) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action. (L52) Our students will know the professional code of conduct within their discipline.	Students enrolled in PMB520 (N=38)	- (L51) Term paper evaluation - (L52) Course-embedded survey

Findings

- Using the assessment rubric for checking L51 which is assessed by assessment task force (in PMB520), average scores reach 3 (exceed expectation).

- Using course-embedded survey for checking L52 which is evaluating conducting discipline (in PMB520), average scores for the exceed 2 (meet the expectation).

- The overall average score for this learning goal is 2.79, close to exceeding expectation.

- It is striking that average trait score for L51 is 3 (exceed expectation) while the average trait score for L52 is 2.5. In sum, our students have good performance with respect to this learning goal.

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

<table>
<tr><td colspan="3" align="center">PMBA Program Assessment: Learning Goal 6</td></tr>
<tr><td colspan="3">Learning Goal: Our graduate will be able to strategically apply their knowledge & skills to solve business problems.</td></tr>
<tr><td>Learning Objective</td><td>Sample</td><td>Methods</td></tr>
<tr>
<td>(L61) Our students will be able to strategically analyze business cases and will demonstrate the ability of sound business judgment.

(L62) Our students will synthesize different discipline areas.</td>
<td>Students enrolled in PMB560 (N=38)</td>
<td>- (L61) Project report

- (L62) Assessment of case assignments, projects, and other analytical assignments</td>
</tr>
<tr><td colspan="3">Findings

- Using the assessment rubric for checking L61 and L62 which are assessed by assessment task forces (in PMB560), average scores for the exceed 2 (meet the expectation). Students meet and nearly exceed expectations of the faculty, which means students are strong for every trait. The lowest average score for traits is 2.83, close to exceeding expectation.

 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</td></tr>
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Data Analysis and Results

Assessment Learning Goal 1(L11) : PMB520							
- Using assessment by professors							
	L11 (Trait)						
Student No.	**T1**	**T2**	**T3**	**T4**	**T5**	**T6**	**T7**	**T8**
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3
4	3	3	3	2	3	3	3	3
5	3	3	3	2	3	3	3	3
6	3	3	3	2	3	3	3	3
3 point total	6	6	6	3	6	6	6	6

2 point total	0	0	0	3	0	0	0	0
1 point total	0	0	0	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 1(L12) : PMB520							
- Using assessment by professors							
	L12 (Trait)						
Student No.	T1	T2	T3	T4	T5	T6	T7
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3
4	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3
3 point total	6	6	6	6	6	6	6
2 point total	0	0	0	0	0	0	0
1 point total	0	0	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 2(L21) : PMB514							
- Using assessment by professors							
	L21 (Trait)							
Student No.	T1	T2	T3	T4	T5	T6	T7	T8
1	3	3	3	3	3	3	3	3
2	3	3	2	2	3	2	3	3
3	3	2	2	3	3	2	3	3
4	2	2	2	2	2	2	2	2
5	2	2	3	3	3	3	2	2
6	3	2	2	3	3	2	2	2
3 point total	4	2	2	4	5	2	3	3
2 point total	2	4	4	2	1	4	3	3

1 point total	0	0	0	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 2(L22) : PMB514						
- Using assessment by professors						
	L22 (Traits)					
Student No.	T1	T2	T3	T4	T5	T6
1	3	3	3	3	3	3
2	3	3	2	3	3	2
3	3	3	2	3	3	2
4	2	2	2	3	3	2
5	2	2	3	2	3	2
6	3	2	3	3	3	2
3 point total	4	3	3	5	6	1
2 point total	2	3	3	1	0	5
1 point total	0	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 3(L31) : PMB520			
- Using course-embedded survey			
	L31 (Traits)		
Student No.	T1	T2	T3	T4
---	---	---	---	---
1	3	2	3	3
2	2	2	2	2
3	3	3	3	2
4	3	3	3	3
5	3	3	3	3
6	3	2	2	3
7	2	3	3	3
8	2	2	2	3

9	3	2	3	3
10	3	3	3	3
11	3	2	2	2
12	2	2	2	2
13	2	2	3	2
14	2	2	3	2
15	3	3	3	3
16	3	3	3	3
17	3	3	3	3
18	3	3	3	3
19	3	2	3	3
20	2	2	2	2
21	3	3	3	3
22	3	3	3	3
23	3	3	3	3
24	3	3	2	2
3 point total	17	13	17	16
2 point total	7	11	7	8
1 point total	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 3(L32) : PMB560				
- Using assessment by professors				
	L32 (Traits)			
Student No.	**T1**	**T2**	**T3**	**T4**
1	3	3	3	3
2	3	3	2	3
3	3	2	3	3
4	3	3	3	3
5	2	3	3	3
6	3	3	3	3
3 point total	5	5	5	6

2 point total	1	1	1	0
1 point total	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 4(L41) : PMB514				
- Using assessment by professors				
	L41 (Traits)			
Student No.	T1	T2	T3	T4
1	3	3	3	2
2	2	3	2	2
3	3	2	2	2
4	3	3	2	2
5	2	2	2	2
6	2	2	2	2
3 point total	3	3	1	0
2 point total	3	3	5	6
1 point total	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 4(L42) : PMB590			
- Using course-embedded survey			
	L42 (Traits)		
Student No.	T1	T2	T3
1	3	3	3
2	3	2	2
3	2	3	3
4	3	3	3
5	3	3	2
6	3	3	3

7	3	3	3
8	3	2	3
9	1	1	1
10	3	3	3
3 point total	8	7	7
2 point total	1	2	2
1 point total	1	1	1

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 1(L51) : PMB520					
- Using assessment by professors					
	L51 (Traits)				
Student No.	**T1**	**T2**	**T3**	**T4**	**T5**
1	3	3	3	3	3
2	3	3	3	3	3
3	3	3	3	3	3
4	3	3	3	3	3
5	3	3	3	3	3
6	3	3	3	3	3
3 point total	6	6	6	6	6
2 point total	0	0	0	0	0
1 point total	0	0	0	0	0

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

* Unit: score (Trait) person (point

	Assessment Learning Goal 3(L52) : PMB520	
	- Using course-embedded survey	
	L52 (Traits)	
Student No.	T1	T2
1	2	2
2	3	3
3	3	3
4	3	3
5	2	2
6	3	2
7	3	3
8	3	3
9	3	3
10	3	3
11	3	3
12	2	2
13	2	2
14	2	2
15	3	3
16	3	3
17	3	3
18	2	2
19	2	2
20	3	3
21	3	3
22	3	3
23	2	2
24	2	3
3 point total	15	15
2 point total	9	9
1 point total	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 6(L61) : PMB560

- Using assessment by professors

Student No.	L61 (Traits)						
	T1	**T2**	**T3**	**T4**	**T5**	**T6**	**T7**
1	3	3	3	3	3	3	3
2	3	3	2	3	3	3	3
3	3	3	3	2	3	3	3
4	3	3	3	3	3	2	3
5	2	3	3	3	3	3	3
6	3	3	3	3	3	3	2
3 point total	5	6	5	5	6	5	5
2 point total	1	0	1	1	0	1	1
1 point total	0	0	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 6(L62) : PMB560

- Using assessment by professors

Student No.	L62 (Traits)					
	T1	**T2**	**T3**	**T4**	**T5**	**T6**
1	3	3	3	3	3	3
2	3	3	3	3	2	3
3	3	2	3	3	3	3
4	3	3	3	3	3	2
5	2	3	3	3	3	3
6	3	3	3	3	3	3
3 point total	5	5	6	6	5	5
2 point total	1	1	0	0	1	1
1 point total	0	0	0	0	0	0

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

* Unit: score (Trait) person (point)