

## AOL Report

### Social Entrepreneurship -MBA Program Assessment (2014)

---

The Social Entrepreneurship MBA Program (SE MBA) prepares students to build distinctive capabilities and leadership skills to be social entrepreneurs and competitive professionals in a global environment. Students undergo a carefully structured program to improve their knowledge on organizations, management, strategic thinking, business model generation, business ethics and marketing skills. The program is ideal for those pursuing a career as a social entrepreneur.

- Overall summary of findings

Overall, the students of the SE MBA program successfully meet expectations. L1, L2, L3, L4, and L5 reported the average scores of 2.88, 2.54, 2.57, 2.45 and 2.46, respectively. About 94% of all traits have the score above 2, which means students successfully achieved learning goals. The highest average score among traits for assessing learning objectives is for L1 (Leadership) 83%. The lowest scored trait is L5 (Global Perspective). Less than 50% reported 3 (Exceeds Expectation). However, more than half of them scored 2, which indicates that even for the most unsatisfactory trait, students met the required expectation.

- Limitation

The number of samples collected for this survey, was sufficient enough to state the following outcomes. However, 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. Notably, SE MBA students enrolled for SMB530 were only three; thereby one may wonder for its reliability. However, this accommodates responses from all registered students for SMB530, which also satisfies the minimum sample size of 3.

- Total Number of SE Courses: 36
- Number of SE MBA Graduates (graduating year from 1997~2014) : 0
- Total Enrollment: 39 (1st Year: 19, 2nd Year: 20)
- Necessary Samples: minimum of 3 (15% of Graduates 20 = 3)
- Assessment Courses:

Learning Goal 1	L11 L12	SMB530 Supply Chain Management SMB561 Corporate Financial Policy
Learning Goal 2	L21 L22	SMB530 Supply Chain Management SMB535 Managerial Economics & Policy SMB561 Corporate Financial Policy SMB592 Business Statistics and Market Research in SE

Learning Goal 3	L31 L32	SMB530 Supply Chain Management SMB592 Business Statistics and Market Research in SE
Learning Goal 4	L41 L42	SMB530 Supply Chain Management SMB535 Managerial Economics & Policy SMB592 Business Statistics and Market Research in SE
Learning Goal 5	L51 L52	SMB530 Supply Chain Management SMB535 Managerial Economics & Policy SMB561 Corporate Financial Policy

**Overview of Assessment**

<b>SE-MBA Program Assessment: Learning Goal 1</b>		
<b>Learning Goal: Our graduates will develop leadership skills and be able to work with internal and external stakeholders effectively.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L11) Our students will have high-performance leadership skill	Students enrolled in SMB530 L12 (N=6)	- (L11) course-embedded survey
(L12) Our students will know how to build a team and work with external stakeholders successfully.	SMB561 (N=3)	- (L12) course-embedded survey
<p><b>Findings</b></p> <ul style="list-style-type: none"> <li>- The average score exceeded level 2 performance (Meet Expectations) using the course embedded survey in both SMB530 and SMB561 courses. Specifically, all SE-MBA students responded 3 (Exceeds Expectations) for SMB561, and 67% for SMB530.</li> <li>- Most of the SE-MBA students developed high leadership skills.</li> </ul> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

**SE-MBA Program Assessment: Learning Goal 2**

**Learning Goal: Our graduates will be able to develop professional knowledge and competencies of the functional areas and integrate and apply them to practical business cases of social enterprise management.**

Learning Objective	Sample	Methods
<p>(L21) Our student will be able to enhance professional knowledge and competencies of the functional areas.</p> <p>(L22) Our students will apply different management disciplines into practical business cases of social enterprise management</p>	<p>Students enrolled in</p> <p>SMB530 (N=6)</p> <p>SMB535 (N=13)</p> <p>SMB561 L21 (N=3)</p> <p>SMB592 (N=7)</p>	<p>- (L21) course-embedded survey</p> <p>- (L22) course-embedded survey</p>

**Findings**

- The average score exceeded level 2 performance (Meet Expectations) using the course embedded survey, L21 and L22 in the SMB530, SMB535, SMB561 and SMB592 courses.
- Especially, most of the students in SMB530 (about 70%) and all students in SMB 561 reported that they developed professional knowledge and able to apply that practical knowledge in managing their social ventures successfully.

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

**SE-MBA Program Assessment: Learning Goal 3**

**Learning Goal: our graduates will be effective communicators**

<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L31) Our student will produce professional business documents.	Students enrolled in SMB530 (N=6)	- (L31) Course-embedded Survey
(L32) Our students will deliver effective presentation accompanied with proper media technology	SMB592 L31 (N=7)	- (L32) Course-embedded survey

**Findings**

- The average score exceeded level 2 performance (Meet Expectations) using the course embedded survey, L31 and L32 in the SMB530 and SMB592 courses.

- Most SE-MBA students in SMB530 and SMB592 produce professional business documents and deliver effective presentations accompanied with proper media technology. Therefore, SE-MBA students are effective communicators. Notably, about 70% reported “3” (Exceeds Expectations) for SMB 530 L31.

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

**SE-MBA Program Assessment: Learning Goal 4**

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

<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
<p>(L41) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.</p> <p>(L42) Our students will know the professional code of conduct within their discipline.</p>	<p>Students enrolled in SMB530 L41 (N=6)</p> <p>SMB535 (N=13)</p> <p>SMB592 L41 (N=7)</p>	<p>- (L41) course-embedded survey</p> <p>- (L42) course-embedded survey</p>

**Findings**

- The average score exceeded level 2 performance (Meet Expectations) using the course embedded survey, L41 in SMB530, SMB535 and SMB592 and L42 in SMB535 courses.

- Most students in SMB530, SMB535 and SMB592 identify ethical and social dilemmas and are able to recognize and evaluate alternative courses of action. Furthermore, about half of the students in SMB535 reported “3” (Exceeds Expectations), which mean they know the professional code of conduct within their discipline. Accordingly, most of the SE-MBA students understand the ethical behavior and corporate social responsibility.

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

**SE-MBA Program Assessment: Learning Goal 5**

**Learning Goal: Our graduates will have a global perspective.**

<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
<p>(L51) Our student will define global business issues and relate these to emerging business opportunities</p> <p>(L52) Our students will have command of business English or other language of major global market</p>	<p>Students enrolled in</p> <p>SMB530 L51 (N=6)</p> <p>SMB535 L51 (N=13)</p> <p>SMB561 L51 (N=3)</p>	<p>- (L51) Course-embedded Survey</p>
<p>Findings</p> <ul style="list-style-type: none"> <li>- The average score exceeded level 2 performance (Meet Expectations) using the course embedded survey, L51 in the SMB530, SMB535 and SMB561 courses.</li> <li>- Most SE-MBA students in SMB530, SMB535 and SMB561 are able to define global business issues and relate these to emerging business opportunities by showing a good command of business English or other language of major global market. Notably, 92% students taking SMB561 reported “3” (Exceeds Expectation) .</li> </ul> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

**Data Analysis and Results**

Assessment Learning Goal 5(L51): SMB530				
- Using course-embedded survey				
Student number	L 51 (Trait)			
	1	2	3	4
1	2	2	2	2
2	2	2	2	2
3	3	3	3	2
4	2	3	2	2
5	2	3	3	2
6	3	3	3	3
3 point total	2	4	3	1
2 point total	4	2	3	5
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 1(L12): SMB561					
- Using course-embedded survey					
Student number	L12 (Trait)				
	1	2	3	4	5
1	3	3	3	3	3
2	3	3	3	3	3
3	3	3	3	3	3
3 point total	3	3	3	3	3
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)



<b>Assessment Learning Goal 1(L12): SMB530</b>					
- Using course-embedded survey					
<b>Student number</b>	<b>L12 (Trait)</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	3	2	3	2	2
2	2	2	2	2	2
3	3	3	3	3	3
4	3	2	3	3	3
5	3	3	2	3	3
6	3	3	3	3	3
3 point total	5	3	4	4	4
2 point total	1	3	2	2	2
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)

<b>Assessment Learning Goal 2(L21): SMB530</b>						
- Using course-embedded survey.						
<b>Student number</b>	<b>L21 (Trait)</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1	3	2	2	2	3	3
2	2	2	2	2	2	2
3	3	3	3	3	3	3
4	3	2	3	3	2	3
5	2	3	3	2	3	3
6	3	3	3	3	3	3
3 point total	4	3	4	3	4	5
2 point total	2	3	2	3	2	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)

Assessment Learning Goal 2(L22): SMB530							
- Using course-embedded survey							
Student number	L22 (Trait)						
	1	2	3	4	5	6	7
1	2	2	3	3	3	2	3
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	3	2	3	3	2	3	3
5	3	2	3	3	3	3	3
6	3	3	3	3	3	3	3
3 point total	4	2	5	5	4	4	5
2 point total	2	4	1	1	2	2	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 2(L21): SMB535						
- Using course-embedded survey.						
Student number	L21 (Trait)					
	1	2	3	4	5	6
1	3	3	2	2	3	3
2	2	2	1	1	3	2
3	3	3	3	3	2	3
4	3	2	2	2	2	2
5	3	3	3	3	3	3
6	3	2	2	2	2	2
7	3	3	3	3	3	3
8	3	3	3	3	3	3
9	3	2	2	2	2	2
10	3	3	3	3	3	3
11	2	1	3	2	1	3
12	3	2	2	2	2	1
13	3	2	2	2	3	2
3 point	4	5	4	5	4	5

2 point	3	5	3	3	3	1
1 point	0	5	0	0	0	1

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

\* Unit: score (Trait) person (point)

<b>Assessment Learning Goal 2(L22): SMB535</b>							
- Using course-embedded survey.							
<b>Student number</b>	<b>L22 (Trait)</b>						
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1	3	3	3	3	3	3	3
2	2	3	2	3	3	3	2
3	2	3	2	3	2	3	3
4	3	2	3	2	2	3	2
5	3	3	3	3	3	3	3
6	2	2	2	2	2	2	2
7	3	3	3	3	3	3	3
8	3	2	2	2	2	3	2
9	3	3	2	2	2	2	2
10	2	3	3	2	3	2	3
11	3	2	2	2	3	1	3
12	2	3	3	3	2	3	2
13	3	3	3	3	3	2	2
3 point	8	9	7	7	7	8	6
2 point	5	4	6	6	6	4	7
1 point	0	0	0	0	0	1	0

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

\* Unit: score (Trait) person (point)

<b>Assessment Learning Goal 2(L21): SMB561</b>						
- Using course-embedded survey.						
<b>Student number</b>	<b>L21 (Trait)</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1	3	3	3	3	3	3

2	3	3	3	3	3	3
3	3	3	3	3	3	3
3 point total	3	3	3	3	3	3
2 point total	0	0	0	0	0	0
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 2(L21): SMB592						
- Using course-embedded survey.						
Student number	L21 (Trait)					
	1	2	3	4	5	6
1	3	3	2	2	3	3
2	2	2	2	2	2	2
3	2	2	2	2	3	2
4	2	2	3	2	3	2
5	3	3	3	2	2	2
6	3	3	2	3	3	2
7	3	3	3	3	3	3
3 point	4	4	3	2	5	2
2 point	3	3	4	5	2	5
1 point	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): SMB592							
- Using course-embedded survey.							
Student number	L22 (Trait)						
	1	2	3	4	5	6	7
1	2	2	2	2	2	3	2
2	3	3	3	3	2	3	3
3	2	1	2	2	2	2	1
4	2	2	2	3	2	2	3

5	2	2	2	2	2	2	3
6	3	3	3	2	2	2	1
7	3	3	3	3	3	3	3
3 point	3	3	3	3	1	3	4
2 point	4	3	4	4	6	4	1
1 point	0	1	0	0	0	0	2

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

\* Unit: score (Trait) person (point)

Assessment Learning Goal 3(L31): SMB530								
- Using course-embedded survey								
Student number	L31 (Trait)							
	1	2	3	4	5	6	7	8
1	3	3	2	2	2	3	3	2
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	2
4	3	3	3	3	2	3	3	3
5	3	3	2	3	3	3	3	3
6	3	3	3	3	3	3	3	3
3 point total	5	5	3	4	3	5	5	3
2 point total	1	1	3	2	3	1	1	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 3(L32): SMB530	
- Using course-embedded survey	
Student	L32 (Trait)

number	1	2	3	4	5	6	7
1	3	3	2	2	2	2	2
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	3	2	3	2	3	2	3
5	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3
3 point total	5	4	4	3	4	3	4
2 point total	1	2	2	3	2	3	2
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(L31): SMB592								
- Using course-embedded survey.								
Student number	L31 (Trait)							
	1	2	3	4	5	6	7	8
1	3	2	2	2	2	2	2	2
2	3	3	3	3	3	3	3	3
3	2	2	2	2	2	1	2	2
4	2	3	2	2	3	2	2	2
5	3	3	2	2	2	3	2	2
6	2	3	2	2	3	1	3	3
7	3	3	3	3	3	3	3	3
3 point	4	5	2	2	4	3	3	3
2 point	3	2	5	5	3	2	4	4
1 point	0	0	0	0	0	2	0	0

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

\* Unit: score (Trait) person (point)

Assessment Learning Goal 4(L41): SMB530	
- Using course-embedded survey.	
Student	L41 (Trait)

<b>number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	2	3	2	2	2
2	2	2	2	2	2
3	3	3	3	3	3
4	3	3	3	3	3
5	3	3	3	3	3
6	3	2	3	3	3
3 point total	4	4	4	4	4
2 point total	2	2	2	2	2
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)

<b>Assessment Learning Goal 2(L41): SMB535</b>					
- Using course-embedded survey.					
<b>Student number</b>	<b>L41 (Trait)</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	2	2	2	2	2
2	2	3	3	2	3
3	2	3	3	3	2
4	3	3	2	2	2
5	3	2	2	3	3
6	2	2	2	2	2
7	3	3	3	3	3
8	3	3	2	2	2
9	3	2	3	3	2
10	3	2	3	2	3
11	3	2	3	2	1
12	2	1	2	2	1
13	3	3	2	2	3
3 point	8	6	6	4	5
2 point	5	6	7	9	6
1 point	0	1	0	0	2

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

\* Unit: score (Trait) person (point)

<b>Assessment Learning Goal 2(L42): SMB535</b>			
- Using course-embedded survey.			
<b>Student number</b>	<b>L42 (Trait)</b>		
	<b>1</b>	<b>2</b>	<b>3</b>
1	2	3	2
2	3	3	2
3	3	3	2
4	2	3	2
5	3	3	3
6	2	2	2
7	3	3	3
8	2	2	2
9	2	2	3
10	3	2	3
11	2	3	2
12	3	3	2
13	3	3	3
3 point	7	9	5
2 point	6	4	8
1 point	0	0	0

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

\* Unit: score (Trait) person (point)

<b>Assessment Learning Goal 2(L41): SMB592</b>					
- Using course-embedded survey.					
<b>Student number</b>	<b>L41 (Trait)</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	2	2	2	2	2
2	3	3	3	3	3
3	2	2	2	1	2
4	2	2	2	2	2



5	2	2	2	2	2
6	2	2	3	2	2
7	3	3	3	3	3
3 point	2	2	3	2	2
2 point	5	5	4	4	5
1 point	0	0	0	1	0

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

\* Unit: score (Trait) person (point)

<b>Assessment Learning Goal 5(L51): SMB530</b>				
- Using course-embedded survey				
<b>Student</b>	<b>L 51 (Trait)</b>			
<b>number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
1	2	2	2	2
2	2	2	2	2
3	3	3	3	2
4	2	3	2	2
5	2	3	3	2
6	3	3	3	3
3 point total	2	4	3	1
2 point total	4	2	3	5
1 point total	0	0	0	0

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

\* Unit: score (Trait) person (point)

<b>Assessment Learning Goal 2(L51): SMB535</b>				
- Using course-embedded survey.				
<b>Student number</b>	<b>L51 (Trait)</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
1	2	2	2	2
2	3	3	2	2
3	3	2	2	2
4	2	2	2	2

5	3	3	2	2
6	2	2	2	2
7	2	2	3	2
8	3	3	3	3
9	3	3	2	2
10	3	3	3	3
11	2	3	2	3
12	3	3	2	1
13	2	2	2	3
3 point	7	7	3	4
2 point	6	6	10	8
1 point	0	0	0	1

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

\* Unit: score (Trait) person (point)

<b>Assessment Learning Goal 2(L51): SMB561</b>				
- Using course-embedded survey.				
<b>Student number</b>	<b>L51 (Trait)</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
1	3	2	3	3
2	3	3	3	3
3	3	3	3	3
3 point total	3	2	3	3
2 point total	0	1	0	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)