

AOL Report Professional MBA Program Assessment (2015)

The Professional MBA Program (PMBA) is designed for students who want to develop and strengthen their careers to become professionals while incumbency. 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

Six learning goals have been established for PMBA program to achieve the learning objectives and 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 2.96, 2.70, 2.83, 2.65, 2.87, and 2.91 from L1 to L6 respectively.

The most successfully achieved learning goals are ‘Communication competency’(L1) and ‘Strategic and analytical thinking’(L6), of which scores are 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 should be more encouraged to provide students the opportunity to understand and analyze global business issues. 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 (4 courses have not been offered yet)
- Total Enrollment: 1st year: 58 / 2nd year : 76 / 3rd year : 54
- Number of Graduate: 5(acceleration-path-graduate), 49 will graduate in Feb. 2016
- Assessment Courses:

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

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=57)	- (L11) Term paper evaluation - (L12) Class presentation evaluation
<p>Findings</p> <p>- Using the assessment rubric for checking L11 and L12, the average scores exceed 2 (meet the expectation), and even very close to 3(exceed expectation); the scores for L11 and L12 are 2.94 and 2.96 respectively.</p> <p>- This overall score implies that most students, through the program, become to produce professional business documents and deliver effective presentations accompanied with proper supplements.</p> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

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
<p>(L21) Our students will acquire the understanding of the functional areas and required business analysis tools.</p> <p>(L22) Our students will identify and diagnose management problems.</p>	<p>Students enrolled in PMB514 (N=56)</p>	<ul style="list-style-type: none"> - (L21) Evaluation of the course-embedded test by faculty - (L22) Case study exercise
<p>Findings</p> <ul style="list-style-type: none"> - Using the assessment rubric for checking L21 and L22, the average scores exceed 2 (meet the expectation); the scores for L21 and L22 are 2.70 and 2.68 respectively. - The average score of T6 in L21 is 2.4. To improve this aspect, the course should encourage students to have more experiences for applying analytical techniques to analyze data to solve the problems (T6 in L21). <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

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
<p>(L31) Our students will have high-performance leadership skill.</p> <p>(L32) Our students will know how to build a team successfully in competitive environment.</p>	<p>Students enrolled in PMB520 (N=57), PMB560(N=59)</p>	<ul style="list-style-type: none"> - (L31) Team project performance evaluation : both outcome and process peer evaluation - (L32) Leadership/Team

		building experiential evaluation by faculty
<p>Findings</p> <ul style="list-style-type: none"> - Using course-embedded survey for checking L31 which is evaluating leadership and teamwork (in PMB520), average scores exceed 2 (meet the expectation); the score for L31 is 2.71. - Using the assessment rubric for checking L32 which is assessed by assessment task force (in PMB560), average scores exceed 2 (meet the expectation); the score for L32 is 2.94. - Thus, the students are satisfied with the team building and high-performance management behavior to lead a team successfully. <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

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=56), PMB590(N=23)	<ul style="list-style-type: none"> - (L41) Course-embedded assignment evaluation - (L42) English Presentation evaluation
<p>Findings</p> <ul style="list-style-type: none"> - Using the assessment rubric for checking L41 which is assessed by assessment task force (in PMB514), average scores exceed 2 (meet the expectation); the score for L41 is 2.58. However, the overall score of L41 is lower than the other learning objectives, the program would be more encouraged to provide students the opportunity to understand and analyze the global business issues. - Using course-embedded survey for checking L42 which is evaluating business English of global market (in PMB590), average scores exceed 2 (meet the expectation); the score for L42 is 2.79. 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=57)	- (L51) Term paper evaluation - (L52) Course-embedded survey
<p>Findings</p> <ul style="list-style-type: none"> - Using the assessment rubric for checking L51 which is assessed by assessment task force (in PMB520), average scores exceed 2(meet the expectation)-even closer to 3(exceed expectation); the score for L51 is 2.95. - Using course-embedded survey for checking L52 which is evaluating conducting discipline (in PMB520), average scores exceed 2 (meet the expectation); the score for L52 is 2.77. - The overall average score for this learning goal is 2.86, close to exceeding expectation. - Thus, the students satisfy the ethical behavior and corporate social responsibility learning goal(L51, L52). <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

PMBA Program Assessment: Learning Goal 6		
Learning Goal: Our graduate will be able to strategically apply their knowledge & skills to solve business problems.		
Learning Objective	Sample	Methods
(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.	Students enrolled in PMB560 (N=59)	- (L61) Project report - (L62) Assessment of case assignments, projects, and other analytical assignments
Findings - Using the assessment rubric for checking L61 and L62 which are assessed by assessment task forces (in PMB560), average scores exceed 2 (meet the expectation); the scores for L61 and L62 are 2.93 and 2.88 respectively. Students meet and nearly exceed expectations of the faculty, which explains that students are superior to the strategic and analytical thinking in business environment. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)		

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	3	3	3	3	3
5	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3
7	3	3	3	3	3	3	3	3
8	3	3	3	2	2	3	3	3

2	3	3	2	3	3	2	3	2
3	3	3	3	3	3	3	3	3
4	2	2	2	3	2	2	2	2
5	3	3	3	3	3	3	3	3
6	2	2	2	2	2	2	2	2
7	3	3	3	3	3	2	3	3
8	3	3	3	3	2	2	3	3
9	3	3	3	3	3	3	3	3
3 point total	7	7	6	8	6	4	7	6
2 point total	2	2	3	1	3	5	2	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	2	3	3	2	2	2
3	3	3	3	3	3	3
4	2	2	2	2	3	3
5	3	3	3	3	3	2
6	2	2	2	2	2	2
7	3	3	3	3	3	3
8	3	3	3	2	3	2
9	3	3	3	3	3	3
3 point total	6	7	7	5	7	5
2 point total	3	2	2	4	2	4
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	3	3	3
2	3	3	3	2
3	3	3	3	3
4	3	3	3	3
5	3	3	3	3
6	3	2	3	3
7	2	1	3	2
8	3	3	3	3
9	3	3	3	3
10	2	2	3	3
11	2	2	3	3
12	3	2	3	2
13	2	3	3	1
14	3	2	3	3
15	3	2	3	3
16	3	2	3	3
17	2	2	2	3
18	3	3	3	3
19	2	2	3	2
20	3	3	3	3
21	3	3	3	3
22	3	3	3	3
23	3	3	3	3
24	2	3	3	3
25	3	2	3	2
26	3	2	2	3
27	3	3	3	3
28	3	3	3	3
29	3	3	3	2
30	3	3	3	3
31	3	3	3	3
32	1	1	2	2

33	3	3	3	3
34	3	1	3	2
35	3	3	3	3
36	3	2	3	3
37	3	2	2	3
38	3	2	2	3
39	3	2	3	3
40	3	3	3	2
41	3	3	3	3
42	3	3	2	3
43	3	2	2	3
44	2	2	2	2
45	3	3	3	3
46	3	3	3	3
47	3	3	3	3
48	3	3	3	3
49	2	2	2	2
50	3	3	3	3
51	3	3	2	2
52	3	3	3	3
3 point total	42	31	42	39
2 point total	9	18	10	12
1 point total	1	3	0	1

* 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	3	3
3	3	2	3	3

4	3	3	3	3
5	3	3	3	3
6	2	3	3	3
7	3	3	3	3
8	3	3	3	3
9	3	3	3	3
3 point total	8	8	9	9
2 point total	1	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)

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	2	2	2
3	3	3	3	3
4	2	3	3	3
5	3	3	3	3
6	2	2	2	2
7	2	2	2	2
8	3	3	3	2
9	3	3	3	3
3 point total	5	6	6	4
2 point total	4	3	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 4(L42) : PMB590			
- Using course-embedded survey			
	L42 (Traits)		
Student No.	T1	T2	T3
1	2	2	1
2	3	3	3
3	3	3	3
4	3	3	3
5	3	3	3
6	3	3	2
7	3	3	3
8	3	3	3
3 point total	7	7	6
2 point total	1	1	1
1 point total	0	0	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
7	3	3	3	3	3
8	3	3	3	3	3
9	3	3	2	2	3
3 point total	9	9	8	8	9
2 point total	0	0	1	1	0

1 point total	0	0	0	0	0
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* 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	3	3
2	3	3
3	2	3
4	3	3
5	3	2
6	3	2
7	3	2
8	3	3
9	3	3
10	3	3
11	3	3
12	3	3
13	2	2
14	3	3
15	2	3
16	2	2
17	2	3
18	3	3
19	2	2
20	3	3
21	3	3
22	3	3
23	3	3
24	3	2
25	3	2

26	3	3
27	3	3
28	3	3
29	3	3
30	3	3
31	3	3
32	2	2
33	3	3
34	3	3
35	3	3
36	2	3
37	3	3
38	3	3
39	3	3
40	3	3
41	3	2
42	3	3
43	3	2
44	2	2
45	3	3
46	3	3
47	3	3
48	3	3
49	2	2
50	3	3
51	3	3
52	3	3
3 point total	42	39
2 point total	10	13
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							
L61 (Traits)							
Student No.	T1	T2	T3	T4	T5	T6	T7
1	3	3	3	3	3	3	3
2	3	3	3	2	3	3	2
3	3	3	3	3	3	3	3
4	3	3	3	3	2	3	3
5	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3
7	3	3	3	3	3	2	3
8	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3
3 point total	9	9	9	8	8	8	8
2 point total	0	0	0	1	1	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						
L62 (Traits)						
Student No.	T1	T2	T3	T4	T5	T6
1	3	3	3	3	3	3
2	3	3	3	3	2	2
3	3	3	3	3	3	3
4	3	3	3	2	3	3
5	3	3	3	3	3	3
6	2	3	3	3	3	3
7	3	3	3	3	3	3
8	3	3	3	3	2	3
9	3	3	3	3	3	2
3 point total	8	9	9	8	7	7

2 point total	1	0	0	1	2	2
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)