

AOL Report Information&Media MBA Program Assesement(2016)

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, business analytics 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, digital contents, business analytics and the industrialization of IT, media, and business analytics.

- Overall summary of findings

From the result of the performance of Assurance Of Learning (AOL), 4 learning goals in each course generally meet the expectations by having average score bigger than 2 (meet expectation). According to the results of AOL (Assurance of Learning), all the courses satisfied the required standards. For example, the learning goal related to the effective communication (Learning Goal 2: Our graduates will be effective communicators) show adequately high level of performance. In summary, the result implies that our students will graduate with required competence in business, especially in IT management and media and business analytics.

- 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. In addition, the number of students in both courses were different, so it will be difficult to say that the students in both classes are exactly same.

- Total Course: 14
- **Number of Graduate: 22**
- **Total Enrollment: 25 (Master)**
- Assessment Course:

Learning Goal 1	L11 Global Perspective	IM 694 Advanced Business Analytics
	L12 Language Skill	IM 627 CRM Strategies and Customer Analysis
Learning Goal 2	L21 Presentation Skill	IM 627 CRM Strategies and Customer Analysis
	L22 Writing Skill	IM 627 CRM Strategies and Customer Analysis
	L23 Teamwork	IM 694 Advanced Business Analytics

Learning Goal 3	L31 Analytical Thinking L32 Strategic Thinking	IM 627 CRM Strategies and Customer Analysis IM 694 Advanced Business Analytics
Learning Goal 4	L41 IT, Media and Business Analytics Specific Knowledge L42 IT, Media and Business Analytics Problem Solving	IM 694 Advanced Business Analytics IM 694 Advanced Business Analytics

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 IM694(N=21)	- (L11) Course-embedded assignment evaluation by faculty
(L12) Our students will have command of business English or other language of major global market.	IM627(N=14)	- (L12) Course-embedded assignment evaluation by faculty
<p>Finding</p> <ul style="list-style-type: none"> - In the assessment rubric by faculty, average score for L11, L12 are 2.190, 2.667 respectively. - Most of the students have global perspectives enough. They are very interested in and informed about the global IT, media, and business analytics issues. Students are good at written communications more than spoken communication in English. Also, they are very well trained to analyze the quantitatively data effectively. <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <ul style="list-style-type: none"> - L11, L12 meet expectations successfully. 		

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 IM627(N=14)	- (L21) Course-embedded presentation evaluation by faculty
(L22) Our student will produce professional business documents.	IM627(N=14)	- (L22) Course-embedded assignment evaluation by faculty
(L23) Our students will demonstrate effective interpersonal communication in a team setting.	IM694(N=21)	- (L23) Course-embedded team presentation

		evaluation by faculty
<p>Finding</p> <ul style="list-style-type: none"> - In the rubric assessment by faculty, average scores for L21, L22, L23 are 2.724, 2.509, 2.167 respectively (meet the expectation). - Most of students in the course make effective presentation and work in professional manner. They have somewhat huge motivation to achieve their object seriously. Through the process of taking English lectures and interaction with faculty, staffs, and even foreign students, most students could become effective communicators. <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. 		

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 IM627(N=14) IM694(N=21)	<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 2.643, 2.127 respectively. (meet expectations) - Almost every Information & Media MBA students can analyze complicated business cases strategically and inter-disciplinarily and apply proper analytical tools in solving demanding business problems. They are also able to synthesize the different discipline areas in the courses. <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

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, and Business Analytics specific knowledge and understand the key issues.	Student enrolled in IM694(N=21)	- (L41) Course-embedded presentation evaluation by faculty
(L42) Our students will apply domain expertise to the business problems in the IT, Media, and Business Analytics.	Student enrolled in IM694(N=21)	- (L42) Course-embedded presentation evaluation by faculty
<p>Finding</p> <ul style="list-style-type: none"> - In the rubric assessment by faculty, average scores for L41, L42 are 2.095, 2.095 respectively. (meet expectation) - Most of Information & Media MBA students understand the key issues in IT, media and Business Analytics. They also have professional competency in IT management, media, and business analytics, communication skills, ICT (Information and Communication Technology), digital media & contents industry, and business analysis. <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

Data Analysis and Results

Assessment Learning Goal 1(L11): IM694 (N=21)					
<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	2	2	3	2
2	2	2	3	3	2
3	2	2	2	2	2
4	2	2	2	2	2
5	2	2	2	2	3
6	2	1	2	2	3
7	2	2	3	2	2
8	2	2	2	2	3
9	2	3	3	3	2
10	2	2	2	2	3
11	2	2	2	1	2
12	3	3	3	2	3
13	2	3	3	2	2
14	2	2	2	2	2
15	2	1	2	3	2
16	2	2	2	2	2
17	2	2	3	2	3
18	2	1	2	2	2
19	2	2	2	2	2
20	2	2	2	2	3
21	2	3	3	2	2
3 Total	2	4	7	4	7
2 Total	19	15	14	16	14
1 Total	0	2	0	1	0

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

Assessment Learning Goal 1(L12): IM627 (N=14)

Global Perspective

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

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

Assessment Learning Goal 2(L21): IM627 (N=14)

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	2	3	3	2	3	3	3
2	3	3	3	3	3	3	3
3	3	3	3	2	3	3	3
4	2	3	2	3	3	3	3
5	3	2	3	3	3	3	2
6	2	3	3	2	3	3	2
7	3	2	3	2	3	3	3
8	3	3	3	2	3	3	3
9	2	3	3	2	2	3	2
10	3	3	3	3	2	3	3
11	3	3	3	3	3	3	3
12	2	3	3	2	3	3	2
13	2	3	2	3	3	2	3
14	3	2	2	3	3	2	3
3 Total	8	11	11	7	12	12	10
2 Total	6	3	3	7	2	2	4
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): IM627 (N=14)								
<u>Communication</u>								
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	3	2	2	2	2	2
2	2	3	2	3	3	2	3	2
3	2	3	2	2	3	3	2	3
4	2	2	3	3	2	3	2	3
5	3	2	3	3	2	2	3	3
6	2	3	2	2	3	2	2	2
7	3	3	2	3	2	3	3	3
8	3	2	3	3	3	2	3	3
9	2	2	2	3	3	2	2	2
10	3	2	3	3	2	3	3	3
11	3	3	3	2	3	3	3	3
12	2	3	2	3	3	2	3	2
13	2	2	3	2	2	3	2	2
14	2	3	2	3	3	2	3	2
3 Total	5	7	7	9	8	6	8	7
2 Total	9	7	7	5	6	8	6	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): IM694 (N=21, 5 Teams)

Communication

Team Number	Student Number	L23: Teamwork			
		Commitment	Balance between task and interpersonal relations	Contributions	Stays on track
1	1	2	3	3	2
	2	2	2	2	2
	3	2	2	3	2
	4	2	2	2	2
	5	3	3	2	2
2	6	2	2	2	2
	7	3	2	3	2
	8	2	2	2	2
	9	2	2	2	2
	10	2	3	2	2
3	11	2	2	2	2
	12	3	2	3	2
	13	3	2	2	2
4	14	3	2	2	2
	15	1	2	2	2
	16	2	2	2	2
	17	3	2	3	2
5	18	2	2	2	2
	19	2	2	2	2
	20	2	2	3	2
	21	2	2	2	2
3 Total		6	3	6	0
2 Total		14	18	15	21
1 Total		1	0	0	0

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

Assessment Learning Goal 3(L31): IM627 (N=14)

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	2	3	2	3	3	3
2	3	3	3	3	2	3	3
3	3	2	3	3	2	3	3
4	2	3	3	2	2	3	3
5	3	3	2	2	3	2	2
6	2	3	2	3	3	2	3
7	2	3	3	2	3	3	2
8	3	3	3	3	2	3	2
9	2	3	3	2	3	2	3
10	3	3	3	2	3	3	3
11	3	3	3	3	3	3	3
12	3	2	3	3	2	2	3
13	2	2	3	2	3	2	3
14	3	2	2	3	3	2	2
3 Total	9	9	11	7	9	8	10
2 Total	5	5	3	7	5	6	4
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): IM694 (N=21)

Strategic Thinking & Cross-disciplinary Competency

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

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

Assessment Learning Goal 4(L41): IM694 (N=21)

Domain expertise in IT and Media Industry

Student Number	L41: Building IT, Media, and Business Analytics specific knowledge and understand the key issues	
	Build industry specific knowledge	Understand the key issues of business environment
1	2	2
2	2	2
3	3	2
4	2	2
5	3	2
6	2	2
7	2	2
8	2	2
9	2	2
10	2	2
11	2	2
12	3	3
13	3	2
14	2	2
15	1	2
16	2	2
17	2	3
18	2	1
19	2	2
20	2	2
21	2	2
3 Total	4	2
2 Total	16	18
1 Total	1	1

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

Assessment Learning Goal 4(L42): IM694 (N=21)

Domain expertise in IT and Media Industry

Student Number	L42: Applying domain expertise to the business problems in the IT, Media, and Business Analytics.	
	Apply industry specific knowledge to a specific problem	Recommend solutions using structured approach
1	2	2
2	2	3
3	3	2
4	2	2
5	2	2
6	2	2
7	2	2
8	3	2
9	2	2
10	2	2
11	2	2
12	3	2
13	2	3
14	2	2
15	1	2
16	2	2
17	3	2
18	2	1
19	2	2
20	2	2
21	2	2
3 Total	4	2
2 Total	15	18
1 Total	1	1

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