AOL Report Business and Technology Management Graduate Program Assesement (2017)

The Business and Technology Management (BTM) Graduate Program pursues excellence in academic research based on great emphasis on scientific methodology and theoretical expertise.

The research areas include Strategy, Marketing, Accounting, Finance, HR/OT, MIS/OM, and Economics. Students in this program intensively learn various theories and analytical skills to be highly achieved scholars.

- Total Course: 17 (Spring, 2017:8 / Fall, 2017:9)
- Number of Graduate: 18 (Master: 15, Ph.D.: 3)
- Total Enrollment: Spring 88/ Fall 96 (Master: 32/36, Ph.D.: 56/60)
- Sample: 12~36 (15% of 18 = 2.7)
- Assessment Course:

Learning Goal 1	Learning Objectives 1	MSB536 Marketing Management - Sample: 19
	Learning Objectives 2	Qualification Exam - Sample: 36
Learning Goal 2	Learning Objectives 1	MSB630 Managerial Accounting - Sample: 12
	Learning Objectives 2	
Learning Goal 3	Learning Objectives 1	Dissertation Evaluation - Sample: 18
	Learning Objectives 2	
Learning Goal 4	Learning Objectives 1	MSB510 Innovation Management and Strategy - Sample: 32

Overview of Assessment

Business and Technology Management Graduate Program Assessment: Learning Goal 1		
Our graduates will have skills (or ability) to conduct quality research.		
Learning Objective	**Sample**	**Methods**
(L11) graduates will have fundamental quantitative analytical skills	Student enrolled in MSB536 (N=19)	- Course embedded survey
(L12) Graduates will have basic knowledge on theory, literature, and trend in their research field	Qualification Exam in Fall Semester (N= 36)	- Qualification Exam evaluation
- (L11) Using Course-embedded survey in MSB536 - (L12) Professor in charge evaluates doctorial students who took qualification exam. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)		

Business and Technology Management Graduate Program Assessment: Learning Goal 2		
Our graduates will be effective professional and globalized communicators.		
Learning Objective	**Sample**	**Methods**
(L21) Graduates will create well-written professional research papers in English. (L22) Graduates will be able to efficiently deliver their research ideas, analytical results, and academic contribution in English.	Student enrolled in MSB630 (N=12)	- Course-embedded survey
- Using Course-embedded survey in MSB630. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)		

Business and Technology Management Graduate Program Assessment: Learning Goal 3		
Our graduates will be creative academic researchers.		
Learning Objective	**Sample**	**Methods**
1. Graduates will be able to identify the gap in the literature, and develop new research idea about their research field. (L31) 2. Graduates will be able to analyze the new research ideas using qualitative or quantitative analytical skills.. (L32)	Defense of Dissertation in Fall Semester (N= 18)	- Dissertation evaluation
- Uses dissertation evaluation in defenses of dissertation * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)		

Business and Technology Management Graduate Program Assessment: Learning Goal 4		
Our graduates will integrate business and technology management.		
Learning Objective	**Sample**	**Methods**
(L41) Graduates will be able to integrate the analytical subjects between business and technology management areas.	Student enrolled in MSB501 (N=32)	- Course-embedded survey
- Using Course-embedded survey in MSB510 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)		

Data Analysis and Results

Assessment Learning Goal 1 : MSB536 Marketing Management Using course-embedded survey					
Student number	L11				
	1	2	3	4	5
1	2	2	3	2	3
2	1	2	1	2	2
3	1	2	2	3	3
4	3	3	2	2	2
5	2	2	2	2	2
6	3	2	3	3	3
7	2	3	2	2	3
8	2	2	2	2	2
9	2	2	3	2	2
10	1	2	1	2	2
11	2	2	2	2	2
12	3	2	2	3	3
13	2	2	2	2	2
14	2	3	3	2	3
15	2	2	2	2	2
16	3	3	3	3	3
17	1	2	2	3	2
18	2	2	2	2	3
19	2	2	3	3	3
3 point total	4	4	6	6	9
2 point total	11	15	11	13	10
1 point total	**4**	0	2	0	0
Mean	**2.00**	2.21	2.21	2.32	2.47
Overall Mean	2.24				

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

Assessment Learning Goal 1 : Qualification Exam Professor in charge evaluates the doctorial students				
Student number	L12			
	1	2	3	4
1	3	2	3	3
2	3	2	3	3
3	2	2	2	2
4	3	3	3	3
5	3	2	3	3
6	3	3	3	3
7	2	3	3	2
8	3	3	2	3
9	3	3	3	2
10	2	3	3	2
11	2	3	3	2
12	2	3	3	2
13	2	2	3	2
14	2	2	2	2
15	3	2	2	2
16	2	2	2	2
17	2	2	2	3
18	1	2	1	2
19	2	2	2	2
20	2	2	3	2
21	2	2	3	2
22	2	2	2	1
23	2	2	2	1
24	1	1	2	1
25	3	3	2	3
26	2	2	2	3
27	2	3	2	3
28	3	2	2	3
29	2	3	3	3
30	2	3	2	2
31	2	3	2	3
32	2	3	2	2
33	2	2	2	2
34	3	3	3	2
35	3	2	3	2
36	3	2	3	2
3 point total	13	15	17	13
2 point total	21	20	18	20
1 point total	2	1	1	**3**
Mean	2.31	2.39	2.44	**2.28**
Overall Mean	2.35			

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

Assessment Learning Goal 2: MSB630 Managerial Accounting Using course-embedded survey											
Student Number	L21						L22				
	1	2	3	4	5	6	1	2	3	4	5
1	3	2	1	2	2	3	2	3	1	1	2
2	2	3	3	2	3	3	3	2	3	3	2
3	2	2	2	2	2	3	3	2	3	3	3
4	2	3	2	3	3	3	3	2	3	3	3
5	3	2	3	2	2	3	3	3	2	3	3
6	3	2	3	2	2	3	2	2	2	2	2
7	3	3	2	3	3	2	3	2	2	2	2
8	3	3	2	2	2	3	3	2	3	2	3
9	3	3	3	3	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	3	3	3	3
11	3	3	3	3	3	3	3	3	2	3	2
12	3	3	3	3	3	3	3	2	3	2	3
3 point total	9	8	7	6	7	11	10	5	7	7	7
2 point total	3	4	4	6	5	1	2	7	4	4	5
1 point total	0	0	1	0	0	0	0	0	1	1	0
Mean	2.75	2.67	2.50	2.50	2.58	2.92	2.83	**2.42**	**2.50**	**2.50**	2.58
Overall Mean	2.65						2.57				

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

Assessment Learning Goal 3: Dissertation Evaluation Committee member evaluates the master or doctorial students										
Student Number	L31					L32				
	1	2	3	4	5	1	2	3	4	5
1	3	3	3	2	2	2	3	2	3	2
2	3	3	3	2	3	3	2	2	3	3
3	3	2	3	3	3	2	2	2	3	3
4	3	3	2	2	3	2	3	2	3	3
5	3	3	3	3	3	3	3	3	3	2
6	2	3	3	2	3	2	3	3	2	3
7	3	3	2	2	3	3	2	3	3	2
8	2	3	3	2	3	2	3	2	2	2
9	2	3	2	2	2	2	3	2	2	2
10	2	3	3	2	3	3	3	2	2	2
11	2	2	2	3	3	2	2	2	2	2
12	3	3	3	3	3	3	2	3	3	3
13	2	2	2	3	2	2	2	3	2	2
14	2	3	2	2	3	2	2	3	2	2
15	3	2	3	3	2	3	3	2	3	2
16	3	3	2	2	2	3	3	2	3	2
17	3	3	3	2	2	3	3	3	2	2
18	3	2	3	3	2	3	2	3	3	2
3 point total	11	13	11	7	11	9	10	8	10	5
2 point total	7	5	7	11	7	9	8	10	8	13
1 point total	0	0	0	0	0	0	0	0	0	0
Mean	2.61	2.72	2.61	**2.39**	2.61	2.50	2.56	2.44	2.56	**2.28**
Overall Mean	2.59					2.47				

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

Assessment Learning Goal 4 : MSB510 Innovation Management and Strategy Using course-embedded survey				
Student number	L41			
	1	2	3	4
1	2	2	2	2
2	3	3	3	3
3	2	2	2	2
4	2	3	3	2
5	2	3	3	2
6	3	3	2	2
7	2	3	2	2
8	3	3	3	3
9	3	3	3	3
10	3	3	3	2
11	2	3	2	3
12	2	3	3	2
13	3	2	2	2
14	2	3	3	2
15	2	2	2	3
16	3	2	3	3
17	2	2	2	2
18	2	3	2	3
19	3	3	3	3
20	2	3	2	2
21	3	3	3	3
22	3	3	3	3
23	3	3	3	2
24	3	3	3	3
25	3	2	3	3
26	3	2	2	3
27	3	3	3	3
28	3	3	3	3
29	3	3	3	3
30	2	1	2	1
31	3	3	2	2
32	3	2	3	3
3 point total	19	22	19	17
2 point total	13	9	13	14
1 point total	0	1	0	1
Mean	2.59	2.66	2.59	**2.50**
Overall Mean	2.59			

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

Result Interpretation and Comments

- Learning Goal 1 – Objective 1 (L11)

Evaluation on L11 is based on a course-embedded survey. An overall average score for L11 is 2.24 which is relatively lower than scores of other Learning Goals. The highest average score is 2.47 for 'Consistent conclusions (Trait 5)', while the lowest one is 2.00 for 'Understanding statistical theory (Trait 1).' The results show that course designs are recommended to improve the training of students in fundamental statistical theory and quantitative analytical skills for analyzing business cases.

- Learning Goal 1 – Objective 2 (L12)

An overall average score for L12 is 2.35. L12 is evaluated by professors who assessed the qualification exam. The results imply that students can have a basic knowledge on theory, literature, and trend in their research field. The average score for 'Understanding of principle of research tools (Trait 3)' is 2.44, which is the highest score among the Traits in L12. However, the average score for 'Understanding currently important issues on research area (Trait 4)' is 2.28. This results show that student need to catch up the current important issues for enhancing their basic knowledge on trend in their research field.

- Learning Goal 2 – Objective 1 (L21)

An overall average score for L21 is 2.65. The results imply that students are able to write well-written professional research papers in English. In particular, the average score for 'Format' is 2.92. However, the average score for 'Spelling and Grammar (Trait 3)' and 'Development of Ideas (Trait 4)' is 2.50 which is relatively lower than other Traits. The results show that there is a room to improve the training on English, and logical processes to deliver research ideas effectively.

- Learning Goal 2 – Objective 2 (L22)

An overall average score for L22 is 2.57. The results imply that students can efficiently deliver their research ideas, analytical results, and academic contribution in English. The highest average score is 2.83, which is the score for 'Logic and Organization (Trait 1).' However, the average scores for 'Quality of slides (Trait 2),' 'Voice quality, pace, and mannerism (Trait 3),' and 'Use of media/rapport with audience (Trait 4)' are lower than average score. (2.42, 2.50, 2.50, respectively). The results suggest that more training on presentation skill (delivery of research ideas to audience) is needed.

- Learning Goal 3 – Objective 1 (L31)

An overall average score for L31 is 2.59. The results imply that the graduates are able to identify the gap in the literature, and develop new research idea about their research field. The average score for ‘Fact finding (Trait 1)’ is 2.72, and other average scores except for ‘Solution finding (Trait 4)’ is higher than the overall average score. The average score for ‘Solution finding (Trait 4)’ is 2.39 which is the lowest among other Traits in L31. The results show that students need to enhance their ability to find the appropriate solution for research problem.

- Learning Goal 3 – Objective 2 (L32)

An overall average score for L32 is 2.47. The results imply that the graduates are able to analyze the new research ideas using qualitative or quantitative analytical skills. The average scores in almost every Traits are higher or near the overall average score, however, the average score for ‘Use new ideas and analysis methods not includes in the problem (Trait 5)’ is 2.28 which the lowest among other Traits. This results show that students need to practice to find the new ideas and analysis methods for analyzing the new research ideas.

- Learning Goal 4 – Objective 1 (L41)

An overall average score for L41 is 2.59. The results imply that the graduates are able to integrate the analytical subjects between business and technology management areas. The average score for ‘Analyzing social issues (Trait 2)’ is 2.66, which is the highest score among other Traits. In particular, the average score for ‘Stays on track (Trait 5)’ is 2.50. It suggests that more emphasis on group project to students can be improved.

- Overall Comments

In general, most of the students achieved more than expected level. Their abilities to create professional research paper, deliver their research ideas in English, and integrate the analytical subjects between business and technology management were distinctive. However, some aspects of trainings for students are needed to be improved such as understanding the statistical background or finding the appropriate solutions for research problem. In this regard, more effort is required to improve graduates’ abilities, such as additional courses related to the quantitative tools or improvement in course-embedded training or requirements for quantitative analytical skills.