

## **AOL Report Executive-MBA(EMBA) Program Assessment Closing the Loop for 2016 & 2017**

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- **Overall summary**

The main objective of EMBA program is to strengthen essential qualities of general managers and develop and nurture middle and upper-level professionals to become leaders with creativeness and innovativeness. In general, general managers should have personal qualities and skills necessary for leading organizations, managing human resource, and communicating and collaborating effectively. Based on these personal qualities and attributes, we establish four learning goals for this program; team building and task management, global perspective, understanding of ethical problems, and business problem-solving. In order to assess the accomplishments of each learning goal, we utilize various assessment methods including evaluation of team project presentations, course-embedded surveys on students, OPI level tests, and many more.

Assessment results based on all assessment methods suggest that the EMBA program fulfills the expectations of Assurance of Learning (AoL). More specifically, the average scores for four learning goals (i.e. Leadership and Change management, Global Perspective, Ethically & Socially Conscious Reasoning, and Strategic Thinking & Cross-disciplinary Competency) exceeded 2 (i.e. 'Meets Expectation'). In particular, the percentages of 3 points (exceed expectation) for Learning Goal 1 (i.e. Leadership and Change Management) showed significant increases in all learning objectives over the course of two years, showing that EMBA program has significantly improved in training students on the basic competencies of general manager (i.e. leadership, team building, and team management). However, the percentage of 3 points (exceed expectation) in L21 (Global Perspective) has shown a decrease between 2016 and 2017. In order to foster a better understanding in global business issues, EMBA program will incorporate various forms of global business cases in the overall curriculum so that students can have more exposure and understanding of the global issues.

By regularly monitoring student feedbacks on the curriculum, EMBA program will continue to develop into a more effective program with the goal of incubating competent future leaders.

● **Assessment**

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<b>(L1) Leadership and Change management</b> Our graduates will use team building and high-performance management behaviors to lead team tasks successfully in the competitive environment	(L11) Our students will have high-performance leadership skill	EMB561 Corporate Finance	65.0%	35.0%	0.0%	2016Fall	There has been changes in the courses selected for assessment due to the changes in the curriculum. Compared to 2016, the percentage of 3 points (exceed expectation) increased in 2017 for all learning objectives of L1. To maintain such trend of improvement, EMBA program will continue to incorporate various forms of team assignments so that students can have opportunities to practice their leadership skills.	
		EMB510 Leadership & Organizational Change	90.3%	7.7%	2.0%	2017Fall		
	(L12) Our students will know how to build a team successfully in the competitive environment	EMB542 IT Management	58.3%	39.6%	2.1%	2016Fall		
		EMB601 Managerial Decision Analysis	71.1%	28.9%	0.0%	2017Fall		
	(L13) Our students will effectively manage team members for solving organizational challenges	EMB542 IT Management	52.8%	47.2%	0.0%	2016Fall		
		EMB601 Managerial Decision Analysis	59.0%	41.0%	0.0%	2017Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L2) <b>Global perspective</b> Our graduates will have a global perspective	(L21) Our student will understand global business issues and relate current issues to emerging business opportunities	EMB542 IT Management	66.7%	33.3%	0.0%	2016Fall	Compared to 2016, the percentage of 3 points (exceed expectation) in L21 decreased in 2017, from 66.7% to 53.6%. In order to foster a better understanding in global business issues, EMBA program will incorporate various forms of global business cases in the curriculum so that students can have more exposure and understanding of the global issues.	
			53.6%	46.4%	0.0%	2017Fall		
	(L22) Our students will have a good command of business English or other languages of major global markets	EMB571 International Field Trip I /OPI level test	-	-	-	2016Fall		
		EMB571&EMB572 International Field Trip /OPI level test	-	-	-	2017Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<b>(L3) Ethically &amp; Socially Conscious Reasoning</b> Our graduates will understand the gravity of ethical behavior and corporate social responsibility	(L31) Our students will be able to identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action	EMB520 Marketing Management	86.7%	13.3%	0.0%	2016Fall	Compared to 2016, the percentage of 3 points (exceed expectation) for L31 decreased slightly while there has been an increase for L32 in 2017. The EMBA program will continue to emphasize the importance of ethical code of conduct in business throughout the program.	
			85.0%	15.0%	0.0%	2017Fall		
	(L32) Our students will know the professional code of conduct within their discipline	EMB562 Accounting & Financial Statement Analysis	70.0%	20.0%	10.0%	2016Fall		
			73.1%	26.9%	0.0%	2017Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<b>(L4) Thinking &amp; Cross-disciplinary Competency</b> Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems	(L41) Our student will use appropriate analytical techniques to solve business problems and demonstrate the ability of sound business judgment	EMB530 Operations Management & SCM	76.2%	23.8%	0.0%	2016Fall	Compared to 2016, the percentage of 3 points (exceed expectation) in L41 decreased but increased for L42 in 2017. To seek improvement in students' problem solving skills, EMBA program will incorporate various forms of case studies through which students can learn and practice analyzing and solving business problems. Through such process, EMBA students will not only enhance their problem solving skills but also expand their insights on different discipline areas.	
		EMB601 Managerial Decision Analysis	71.4%	28.6%	0.0%	2017Fall		
	(L42) Our students will synthesize different discipline areas	EMB531 Entrepreneurship & New Business Development	72.2%	27.8%	0.0%	2016Fall		
		EMB511 Strategic Management	75.0%	25.0%	0.0%	2017Fall		