

## AOL Report E-MBA Program Assessment

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The Executive MBA (EMBA) program prepares middle and upper level professionals for successful careers in general management. The program is an intensive, Friday and Saturday format to meet the needs of working professionals. Participants progress through the program as a team with emphases on the immediate practical applications of current business concepts, technologies, and skills for the global economy.

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- Total Number of Courses Offered: 19
- Number of Graduates: 28 (as of February 2018)<sup>1</sup>
- Total Enrollment: 1<sup>st</sup> 32 / 2<sup>nd</sup> 29
- Sample Size: 7~13 (20% of Graduates 28 = 5.6)
- Courses Assessed:

Learning Goal 1	L11	EMB 510 Leadership & Organization Change
	L12, L13	EMB 601 Managerial Decision Analysis
Learning Goal 2	L21	EMB 542 IT Management
	L22	EMB 571&572 International Field Trip / OPI Level Test
Learning Goal 3	L31	EMB 520 Marketing Management
	L32	EMB 562 Accounting & Financial Statement Analysis
Learning Goal 4	L41	EMB 601 Managerial Decision Analysis
	L42	EMB 511 Management Strategy & Policy

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<sup>1</sup> One second year student expected to graduate in August 2018

## Overview of Assessment

<b>E-MBA Program Assessment: Learning Goal 1</b>		
<b>Our graduates will use team building and high-performance management behaviors to lead a team task successfully in competitive environment.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
<p>(L11) Our students will have high-performance leadership skill.</p> <p>(L12) Our students will know how to build a team successfully in competitive environment.</p> <p>(L13) Our students will effectively manage team members for solving organizational challenges.</p>	<p>Students enrolled in EMB 510/601 N=13</p>	<ul style="list-style-type: none"> <li>- Course-embedded survey</li> <li>- Reflective assessment of leadership styles/skills completed by team members in EMB 510</li> <li>- Team member assessment by their team leaders in EMB 601</li> <li>- All assessment rubrics with detailed evaluation criteria were developed by faculties</li> </ul>
<p><b>Findings</b></p> <ul style="list-style-type: none"> <li>- Using a course-embedded survey, the team members in EMB510 assessed L11 which evaluated the leadership style and skills of their team leaders. Average scores for each of the evaluation criteria for L11 exceed 2 (meets expectation).</li> <li>- Using a course-embedded survey, the team leaders in EMB 601 assessed L12 and L13 which evaluated the team building skills of their team members. Average scores for each of the evaluation criteria for L12 and L13 exceed 2 (meets expectation).</li> </ul> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectation)</p> <ul style="list-style-type: none"> <li>- Most EMBA students are team leaders at their companies. Thus, L11, L12, and L13 are satisfied.</li> </ul>		

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

**Our graduates will have a global perspective.**

<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
<p>(L21) Our students will understand global business issues and relate current issues to emerging business opportunities.</p> <p>(L22) Our students will have command of business English or other language of major global market.</p>	<p>Students enrolled in EMB 542 / 571&amp;572</p> <p>N=7</p>	<ul style="list-style-type: none"> <li>- Assessment task force scored case solutions written in English in EMB 542</li> <li>- OPI level test (English speaking capability test)</li> <li>- All assessment rubrics with detailed evaluation criteria were developed by faculties</li> </ul>

**Findings**

- Using the assessment rubric, the assessment task force for EMB542 evaluated L21. Average scores for each of the evaluation criteria for L21 exceed 2 (meets expectation).

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

- All EMBA students must pass OPI level test (Official business English speaking capability test) as a part of the requirement for graduation. All of the graduates passed OPI level test, receiving the advanced level. In addition, all EMBA students participated and passed two international field trip courses (EMB 571&572) conducted at Columbia University in the United States and INSEAD in France. During this field trip, all EMBA students were required to take courses in English and also expected to deliver a final presentation in English at the end of the course. In order to pass these courses, they were required to communicate with highly proficient business English skills. Thus, our graduates satisfy the global perspective learning goals (L21, L22).

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

**Our graduates will understand the gravity of ethical behavior and corporate social responsibility.**

Learning Objective	Sample	Methods
<p>(L31) Our students will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action</p> <p>(L32) Our students will know the professional code of conduct within their discipline</p>	<p>Students enrolled in EMB 520 / 562</p> <p>N=8~13</p>	<ul style="list-style-type: none"> <li>- All lectures and term project presentations were recorded for evaluation (DVD)</li> <li>- Assessment task force scored the term project presentation and its output in EMB 520</li> <li>- Course-embedded survey</li> <li>- All assessment rubrics with detailed evaluation criteria were developed by faculties</li> </ul>

**Findings**

- Using the assessment rubric, the assessment task force for EMB520 evaluated L31. Average scores for each of the evaluation criteria for L31 exceed 2 (meets expectation).
  - Using a course-embedded survey, students in EMB 562 assessed L32. Average scores for each of the evaluation criteria for L32 exceed 2 (meets expectation).
- \* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectation).
- Thus, our graduates satisfy the ethical behavior and CSR learning goals (L31, L32).

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

**Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems.**

<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
<p>(L41) Our students will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment</p> <p>(L42) Our students will synthesize different discipline areas</p>	<p>Students enrolled in EMB 601 / 511</p> <p>N=7~8</p>	<ul style="list-style-type: none"> <li>- All lectures and term project presentations were recorded for evaluation (DVD)</li> <li>- Assessment task force scored the term project presentation and its output in EMB 601</li> <li>- Assessment task force scored case solutions in EMB 511</li> <li>- All assessment rubrics with detailed evaluation criteria were developed by faculties</li> </ul>

**Findings**

- Using the assessment rubric, the assessment task force for EMB601 evaluated L41. Average scores for each of the evaluation criteria for L41 exceed 2 (meets expectation).
  - Using the assessment rubric, the assessment task force for EMB511 evaluated L42. Average scores for each of the evaluation criteria for L42 exceed 2 (meets expectation).
- \* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectation)
- Thus, our graduates satisfy the strategic analysis learning goals (L41, L42).

## **Overall Review**

The Executive MBA (EMBA) program prepares middle and upper level professionals for successful careers in general management. The EMBA program aims to strengthen essential qualities of general managers and develop and nurture middle and upper professionals to become leaders who are creative and innovative. In general, general managers should have personal qualities and skills including the leadership for leading organizations and human resources and effective communication and collaboration skills.

Based on these personal qualities and attributes, we establish four learning goals for the 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 exceeded 2 (i.e. 'Meets Expectation'). Therefore, we can conclude that the EMBA program is fully qualified to be a member of AACSB.

## Data Analyses and Results

<b>Assessment Learning Goal 1: EMB 510/ EMB 601</b>											
<ul style="list-style-type: none"> <li>- Randomly selected students who were enrolled in EMB 510/601 class completed the survey</li> <li>- Team members assessed their team leader for evaluating L11, and team leaders assessed their team members for evaluating L12 and L13</li> </ul>											
Student Number (EMB 510/601)	L11				L12				L13		
	1	2	3	4	1	2	3	4	1	2	3
1	3	3	3	3	3	2	3	3	3	2	2
2	3	3	3	3	2	2	3	2	3	2	2
3	3	3	3	3	2	2	2	2	2	2	2
4	3	3	2	3	2	2	2	2	2	2	2
5	3	3	3	3	3	3	3	3	3	2	3
6	3	3	3	3	3	3	3	3	3	2	3
7	3	3	3	3	3	3	3	3	3	2	3
8	3	3	2	3	3	3	3	3	3	2	3
9	3	1	2	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	3	3	3
12	3	3	2	3	3	3	3	3	3	3	3
13	3	3	3	3	2	2	3	2	2	2	3
<b>Avg. for each criteria</b>	3.00	2.85	2.69	3.00	2.69	2.62	2.85	2.69	2.77	2.31	2.69
<b>Avg. for each learning goal</b>	2.88				2.71				2.59		
3 point total	13	12	9	13	9	8	11	9	10	4	9
2 point total	0	0	4	0	4	5	2	4	3	9	4
1 point total	0	1	0	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: EMB 542 / EMB 571&572 / OPI level Test**

- An evaluator analyzed and scored case solutions written in English (ex. HBR case) for evaluating L21 and L22
- An evaluator interviewed the professor to confirm the assessment results
- All EMBA students passed the OPI level test to satisfy the requirements for graduation (received advanced level)
- All EMBA students participated in international field trip courses at Columbia Univ. and INSEAD

Student Number (EMB 542)	L21				L22		
	1	2	3	4	1	2	3
1	3	2	3	3	-	-	-
2	3	3	3	2	-	-	-
3	2	3	3	2	-	-	-
4	3	2	3	3	-	-	-
5	2	2	3	2	-	-	-
6	2	3	3	2	-	-	-
7	3	2	2	2	-	-	-
<b>Avg. for each criteria</b>	2.57	2.43	2.86	2.29	-	-	-
<b>Avg. for each learning goal</b>	2.54				-		
3 point	4	3	6	2	-	-	-
2 point	3	4	1	5	-	-	-
1 point	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: EMB 520 / EMB 562**

- All lectures were recorded as DVDs and an evaluator analyzed and scored the term project presentations and the results from EMB 520
- An evaluator interviewed the professor to confirm the assessment results
- Randomly selected students who participated in EMB 562 class completed the survey

Student Number (EMB 520/562)	L31					L32	
	1	2	3	4	5	1	2
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3
4	3	3	3	3	3	2	3
5	3	3	2	3	3	3	3
6	3	3	2	3	3	3	3
7	3	3	2	2	3	2	2
8	3	3	2	2	3	3	2
9						2	2
10						3	3
11						3	3
12						2	3
13						3	3
<b>Avg. for each criteria</b>	3.00	3.00	2.50	2.75	3.00	2.69	2.77
<b>Avg. for each learning goal</b>	2.85					2.73	
3 point	8	8	4	6	8	9	10
2 point	0	0	4	2	0	4	3
1 point	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 4: EMB 601/ EMB 511**

- Whole lectures were recorded as DVDs and an evaluator analyzed and scored the term project presentations
- An evaluator analyzed and scored term project outputs from EMB 601
- An evaluator analyzed and scored case solutions from EMB 511
- An evaluator interviewed the professor to confirm the assessment results

Student Number (EMB 601/511)	L41							L42					
	1	2	3	4	5	6	7	1	2	3	4	5	6
1	3	3	2	3	2	3	3	3	3	3	3	3	3
2	3	2	3	3	3	2	2	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	2	3	3	3	3
4	3	2	2	3	3	2	2	3	3	3	2	2	3
5	3	3	2	3	3	3	3	2	2	3	3	3	3
6	3	3	2	3	3	3	3	3	3	3	2	3	2
7	3	3	2	3	2	2	3	3	2	3	2	3	3
8								2	3	2	3	2	3
<b>Avg. for each criteria</b>	3.00	2.71	2.29	3.00	2.71	2.57	2.71	2.75	2.63	2.88	2.63	2.75	2.88
<b>Avg. for each learning goal</b>	2.71							2.75					
3 point	7	5	2	7	5	4	5	6	5	7	5	6	7
2 point	0	2	5	0	2	3	2	2	3	1	3	2	1
1 point	0	0	0	0	0	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)

\* EMB 511 - Case analyses score card by the professor and evaluator

Case	1	2	3	4	5	6	7
AmorePacific	B+						
HUGE		A0					
Cola Wars			A-				
Paris Baguette				A0			
Siemens AG					B+		
Tata Nano						A-	
Louis Vuitton							A+