

## AOL Report Information&Media MBA Program Assesement(2017)

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 selected 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: 20
- **Number of Graduate: 29**
- **Total Enrollment: 30 (Master)**
- Assessment Course:

Learning Goal 1	L11 Global Perspective L12 Language Skill	IM 551 Information Technology Strategy & Management IM 514 Strategic Management
Learning Goal 2	L21 Presentation Skill L22 Writing Skill L23 Teamwork	IM 551 Information Technology Strategy & Management IM 623 Data Mining and Intelligence Marketing IM 559 Business Consulting
Learning Goal 3	L31 Analytical Thinking L32 Strategic Thinking	IM 623 Data Mining and Intelligence Marketing IM 514 Strategic Management
Learning Goal 4	L41 IT, Media and Business Analytics Specific Knowledge L42 IT, Media and Business Analytics Problem Solving	IM 623 Data Mining and Intelligence Marketing  IM 623 Data Mining and Intelligence Marketing

## Overview of assessment

<b>Information &amp; Media MBA Program Assessment: Learning Goal 1</b>		
<b>Learning Goal: Our graduates will have a global perspective.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L11) Our students will understand global business issues and relate current issues to emerging business opportunities (L12) Our students will have command of business English or other language of major global market.	<b>IM551 (N=15)</b>  <b>IM514 (N=15)</b>	- (L11) Course-embedded assignment evaluation by faculty - (L12) Course-embedded assignment evaluation by faculty
<p><b>Finding</b></p> <ul style="list-style-type: none"> <li>- In the assessment rubric by faculty, average score for L11, L12 are 2.587, 2.756 respectively.</li> <li>- Most of the students have global perspectives enough. They are very interested in and informed about the global IT and media business strategy issues. Students are better at written communications than spoken communication in English. Most of them are well trained to understand the Information Technology management and strategy.</li> </ul> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <ul style="list-style-type: none"> <li>- L11, L12 meet expectations successfully.</li> </ul>		

<b>Information &amp; Media MBA Program Assessment: Learning Goal 2</b>		
<b>Learning Goal: our graduates will be effective communicators.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L21) Our students will deliver effective presentation accompanied with proper media technology. (L22) Our student will produce professional business documents. (L23) Our students will demonstrate effective interpersonal communication in a team setting.	<b>IM551(N=15)</b>  <b>IM623(N=19)</b>  <b>IM559(N=30)</b>	- (L21) Course-embedded presentation evaluation by faculty - (L22) Course-embedded assignment evaluation by faculty - (L23) Course-embedded team presentation evaluation by faculty
<p><b>Finding</b></p> <ul style="list-style-type: none"> <li>- In the rubric assessment by faculty, average scores for L21, L22, L23 are 2.486, 2.809, 2.742 respectively (meet the expectation).</li> <li>- Most of students in the courses 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 and other students, most of them could become effective communicators and successfully complete team presentations.</li> </ul> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <ul style="list-style-type: none"> <li>- Most Information &amp; Media MBA students have powerful leadership and team building capability.</li> </ul>		

**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	<b>IM623(N=19)</b>	- (L31) Course-embedded test evaluation by faculty
(L32) Our students will synthesize different discipline areas.	<b>IM514(N=15)</b>	- (L32) Course-embedded assignment evaluation by faculty

Finding  
 - Using assessment rubric by faculty, average scores for L31, L32 are 2.827, 2.700 respectively. (meet expectations)  
 - Most of Information & Media MBA students who enrolled described courses are able to analyze complicated business cases and intelligent marketing issues strategically and inter-disciplinarily. They apply proper analytical tools in solving demanding business problems. They can also synthesize the different discipline areas in the different courses.

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

**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.	<b>IM623(N=19)</b>	- (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.	<b>IM623(N=19)</b>	- (L42) Course-embedded presentation evaluation by faculty

Finding  
 - In the rubric assessment by faculty, average scores for L41, L42 are 2.763, 2.763 respectively. (meet expectation)  
 - Most of students understand the key issues in IT, media and Business Analytics very well. They also have professional competency in IT management, media, and business analytic skills, communication skills, ICT (Information and Communication Technology) and datamining skills.

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

**Data Analysis and Results**

Assessment Learning Goal 1(L11): IM551 (N=15)					
<b>Global Perspective</b>					
Student Number	<b>L11: Skills to define global business issues and relate these to emerging business opportunities</b>				
	Identification of global issues	Analysis of global issues	Application of analysis to global business situation	Cultural differences	Business Ethics and Social Responsibility
1	3	3	3	3	2
2	3	3	3	2	2
3	3	3	2	2	2
4	2	3	3	3	2
5	3	3	3	2	3
6	2	2	3	3	3
7	3	2	2	2	2
8	3	3	3	2	2
9	3	3	3	2	2
10	3	3	3	3	2
11	3	3	2	2	3
12	3	3	2	2	2
13	2	3	3	2	2
14	3	3	3	2	3
15	3	3	3	2	2
3 Total	12	13	11	4	4
2 Total	3	2	4	11	11
1 Total	0	0	0	0	0

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

Assessment Learning Goal 1(L12): IM514 (N=15)			
<b>Global Perspective</b>			
Student Number	<b>L12: Command of business English</b>		
	Knowledge	Comprehension	Communication
1	3	3	2
2	3	3	3
3	2	2	3
4	3	3	3
5	3	3	3
6	3	2	3
7	3	3	2
8	2	2	3
9	3	3	3
10	2	3	3
11	3	3	3
12	3	3	3
13	2	2	2
14	3	3	3
15	3	3	3
3 Total	11	11	12
2 Total	4	4	3
1 Total	0	0	0

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

Assessment Learning Goal 2(L21): IM551 (N=15)

**Communication**

Student Number	<b>L21: Presentation Skill</b>						
	Organization	Quality of slides	Voice quality and pace	Mannerisms	Professionalism	Use of media/report with audience	Ability to answer questions
1	3	3	3	3	2	2	2
2	3	3	2	2	3	2	2
3	2	2	3	3	3	3	2
4	2	2	2	2	3	3	2
5	2	2	2	2	2	2	2
6	3	3	2	3	2	2	3
7	3	3	3	2	2	3	2
8	3	3	3	3	3	3	3
9	3	3	3	3	2	2	2
10	2	2	2	3	3	2	2
11	3	2	2	3	3	2	2
12	3	2	3	2	3	2	2
13	3	3	2	3	3	3	2
14	3	3	3	2	2	2	2
15	3	3	2	3	2	2	2
<b>3 Total</b>	11	9	7	9	8	5	2
<b>2 Total</b>	4	6	8	6	7	10	13
<b>1 Total</b>	0	0	0	0	0	0	0

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

Assessment Learning Goal 2(L22): IM623 (N=19)

**Communication**

Student Number	<b>L22: Writing Skill</b>							
	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	3	3	3	3	3	3	3	3
2	3	3	3	2	2	3	3	3
3	3	3	3	3	3	3	3	3
4	3	3	3	3	3	3	3	2
5	3	2	3	3	3	2	2	3
6	3	3	3	2	2	3	3	3
7	3	3	3	3	3	3	3	2
8	3	3	3	2	2	3	3	3
9	3	3	3	3	3	3	3	2
10	3	3	3	3	3	3	3	3
11	3	3	3	3	3	3	3	3
12	3	3	3	3	3	3	3	3
13	2	3	2	3	3	3	3	2
14	3	3	3	3	3	3	3	3
15	2	3	2	3	3	3	3	2
16	3	2	3	3	3	2	2	3
17	3	2	3	3	3	2	2	3
18	3	3	3	2	2	3	3	3
19	2	3	2	3	3	3	3	2
3 Total	16	16	16	15	15	16	16	13
2 Total	3	3	3	4	4	3	3	6
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): IM559 (N=30, 8 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	3	3	2	3
	3	3	3	3	3
2	4	2	2	2	2
	5	3	2	3	3
	6	2	3	3	3
3	7	3	3	3	2
	8	3	2	3	3
	9	3	3	3	3
	10	3	3	3	2
4	11	2	3	3	3
	12	3	2	3	3
	13	2	2	2	2
	14	3	3	3	3
5	15	3	2	3	3
	16	2	3	3	3
	17	3	2	3	3
	18	3	3	2	3
6	19	3	3	2	3
	20	3	3	3	3
	21	3	3	3	3
	22	3	3	3	3
7	23	3	2	3	3
	24	3	3	2	3
	25	3	3	3	3
	26	2	2	3	3
8	27	3	3	2	3
	28	3	3	3	3
	29	2	3	3	2
	30	3	3	2	3
3	Total	22	21	22	24
2	Total	8	9	8	6
1	Total	0	0	0	0

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



Assessment Learning Goal 3(L31): IM623 (N=19)  
**Strategic Thinking & Cross-disciplinary Competency**

Student Number	<b>L31: Using appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment</b>						
	Factual knowledge	Application of strategic analytical Tools	Application of financial analysis	Identification of case problems/issues	Generation of alternatives	Recommendations	Business judgment
1	3	3	3	3	3	3	3
2	3	3	3	3	2	2	3
3	3	3	3	3	3	3	3
4	3	2	3	3	3	3	3
5	3	3	2	2	3	3	3
6	3	3	3	3	2	2	3
7	3	2	3	3	3	3	3
8	3	3	3	3	2	2	3
9	3	2	3	3	3	3	3
10	3	3	3	3	3	3	3
11	3	3	3	3	3	3	3
12	3	3	3	3	3	3	3
13	2	3	3	3	3	3	2
14	3	3	3	3	3	3	3
15	2	3	3	3	3	3	2
16	3	3	2	2	3	3	3
17	3	3	2	2	3	3	3
18	3	3	3	3	2	2	3
19	2	3	3	3	3	3	2
<b>3 Total</b>	16	16	16	16	15	15	16
<b>2 Total</b>	3	3	3	3	4	4	3
<b>1 Total</b>	0	0	0	0	0	0	0

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

Assessment Learning Goal 3(L32): IM514 (N=15)

**Strategic Thinking & Cross-disciplinary Competency**

Student Number	<b>L32: Synthesizing different discipline areas</b>					
	Consideration	Management principle	Discipline knowledge	Intellectual sensitivity	Horizontal synthesis	Vertical synthesis
1	3	3	3	3	3	3
2	3	2	2	3	2	3
3	3	3	3	3	3	3
4	3	3	3	3	3	3
5	3	2	3	3	2	3
6	3	3	2	2	2	3
7	3	3	3	3	3	3
8	3	2	2	2	2	2
9	3	3	3	3	3	3
10	3	3	2	3	3	3
11	3	3	3	2	2	2
12	3	3	2	3	2	2
13	3	2	2	3	3	3
14	3	3	2	2	3	3
15	3	3	3	2	2	2
<b>3 Total</b>	15	11	8	10	8	11
<b>2 Total</b>	0	4	7	5	7	4
<b>1 Total</b>	0	0	0	0	0	0

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

Assessment Learning Goal 4(L41): IM623 (N=19)  
**Domain expertise in IT and Media Industry**

Student Number	<b>L41: Building IT, Media, and Business Analytics specific knowledge and understand the key issues</b>	
	Build industry specific knowledge	Understand the key issues of business environment
1	3	3
2	3	2
3	3	3
4	2	3
5	3	3
6	3	2
7	2	3
8	3	2
9	2	3
10	2	3
11	3	3
12	2	3
13	3	3
14	3	3
15	3	3
16	3	3
17	3	3
18	3	2
19	3	3
<b>3 Total</b>	<b>14</b>	<b>15</b>
<b>2 Total</b>	<b>5</b>	<b>4</b>
<b>1 Total</b>	<b>0</b>	<b>0</b>

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

Assessment Learning Goal 4(L42): IM623 (N=19)  
**Domain expertise in IT and Media Industry**

Student Number	<b>L42: Applying domain expertise to the business problems in the IT, Media, and Business Analytics.</b>	
	Apply industry specific knowledge to a specific problem	Recommend solutions using structured approach
1	3	3
2	2	3
3	3	3
4	3	3
5	3	2
6	2	3
7	3	3
8	2	3
9	3	3
10	3	3
11	3	3
12	3	3
13	3	2
14	3	3
15	3	2
16	3	2
17	3	2
18	3	3
19	3	2
<b>3 Total</b>	<b>16</b>	<b>13</b>
<b>2 Total</b>	<b>3</b>	<b>6</b>
<b>1 Total</b>	<b>0</b>	<b>0</b>

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