AOL Report Information & Media MBA (IMMBA) Program Assessment Closing the Loop for 2016 & 2017

- **Overall summary**

The purpose of Information & Media MBA Program is to delve into the concepts of IT management strategy, communication skills, information and communication technology, digital media & contents industry; with a firm background in the basic principles of business management. We will develop global professionals who can create new growth momentum through the convergence of IT and digital contents and the industrialization of contents. Based on these thoughts, we establish four learning goals for this program; global perspective, communication, strategic thinking & cross-disciplinary competency, and domain expertise in IT & media industry. All assessment of learning goals meets the expectation, since average score of learning goals are exceeds 2 (i.e. "Meets Expectation")

With data, most of learning goals (L11, L12, L22, L23, L31, L32, L41 and L42) in 2017 (understanding global issues, global communication skills, producing professional business document, effective interpersonal communication, using appropriate analytical techniques, synthesis of different discipline areas, building IT/Media industry specific knowledge application of domain expertise to the business problems) show better performance compared to 2016. It is especially inspired that strategic thinking, cross-disciplinary competency and understanding domain expertise in IT are strengthened in this program for two years (2016 – 2017). L12, L22, and L31 shows good performance continuously. However, the performance of L12 (delivering effective business presentation) decreases, but all of students satisfied at least point 2. We will teach how to prepare the effective presentation and improve the presentation delivering process in the courses.

Assessment

Learning Goal	Learning Objectives	Course	Performance Level (%)			Date Measured	Result
			3point	**2point**	**1point**		
(L1) **Global Perspective** Our graduates will have a global perspective	(L11) Our student will understand global business issues and relate current issues to emerging business opportunities	IM 694 Advanced Business Analytics	22.9%	74.3%	2.9%	2016 Fall	The evaluated course changed from 'Advanced Business Analytics' to 'Information Technology Strategy & Management' due to curriculum changes.

In L11, the performance is largely improved compared to 2016 (35.7% move to 3 points from 2 points and 2.9% move to 3 points from 1 points)

The evaluated course changed from 'CRM Strategies and Customer Analysis' to Strategic Management due to curriculum changes.
In L12, the performance also increases compared to 2016 (11.3% move to 3points from 2 points)

In both cases, the global perspective of students has improved a lot compared to courses in 2016. |
		IM 551 Information Technology Strategy & Management	58.6%	41.3%	0.0%	2017 Fall	
	(L12) Our students will have command of business English or other language of major global market	IM 627 CRM Strategies and Customer Analysis	64.3%	35.7%	0.0%	2016 Fall	
		IM 514 Strategic Management	75.6%	24.4%	0.0%	2017 Fall	

Learning Goal	Learning Objectives	Course	Performance			Date Measured	Result
			Level (%)				
			3point	2point	1point		
(L2) **Communication** Our graduates will be effective communicators	(L21) Our students will deliver effective presentation accompanied with proper media technology	IM 627 CRM Strategies and Customer Analysis	72.4%	27.6%	0.0%	2016 Fall	The evaluated course is changed from 'CRM Strategies and Customer Analysis' and 'Advanced Business Analytics' in 2016 to 'Information Technology Strategy & Management', 'Data Mining and Intelligence Marketing' and 'Business Consulting' in 2017 due to curriculum changes. In the case of IM559 Business Consulting, this course deeply relates to the course IM901 Business Consulting Practice. Both covered same contents, but separated into two different courses due to the administrative issue. In L21, the performance of effective presentation with proper media technology decreases by 23.8%. It seems necessary for courses to teach students how to deliver presentation more effectively to the audience. However, in L22 and L23, the performances of professional business document production and effective international communication have improved largely compared to 2016 (About 30% increase in L22 and 56.3% increase in L23).
		IM 551 Information Technology Strategy & Management	48.6%	51.4%	0.0%	2017 Fall	
	(L22) Our student will produce professional business documents	IM 627 CRM Strategies and Customer Analysis	50.9%	49.1%	0.0%	2016 Fall	
		IM 623 Data Mining and Intelligence Marketing	80.9%	19.1%	0.0%	2017 Fall	
	(L23) Our students will demonstrate effective interpersonal communication in a team setting	IM 694 Advanced Business Analytics	17.9%	81.0%	1.1%	2016 Fall	
		IM 559 Business Consulting	74.2%	25.8%	0.0%	2017 Fall	

Learning Goal	Learning Objectives	Course	Performance			Date Measured	Result
			Level (%)				
			3point	2point	1point		
(L3) **Strategic Thinking & Cross-disciplinary Competency** Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems	(L31) Our student will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment	IM 627 CRM Strategies and Customer Analysis	64.3%	35.7%	0.0%	2016 Fall	The evaluated course is changed from 'CRM Strategies and Customer Analysis' and 'Advanced Business Analytics' in 2016 to 'Information Technology Strategy & Management' and 'Data Mining and Intelligence Marketing' in 2017 due to curriculum changes Our students show great improvements about using analytical techniques (L31) and synthesizing different discipline areas (L32). In case of analytical technique and business judgment (L31), 18.4% more students got 3 points compared to 2016. This is due to the course in 2017 focuses more on the business analytics than the course in 2016. Also, in synthesizing different discipline areas (L32), 54.1% more students got 3 points than students in 2016.
		IM 623 Data Mining and Intelligence Marketing	82.7%	17.3%	0.0%	2017 Fall	
	(L32) Our students will synthesize different discipline areas	IM 694 Advanced Business Analytics	15.9%	81.0%	3.1%	2016 Fall	
		IM 514 Strategic Management	70.0%	30.0%	0.0%	2017 Fall	

Learning Goal	Learning Objectives	Course	Performance			Date Measured	Result
			Level (%)				
			3point	2point	1point		
(L4) **Domain Expertise in IT and Media Industry** Our graduates will develop professional skills and exhibit professional competencies	(L41) Our students will build IT/Media industry specific knowledge and understand the key issues	IM 694 Advanced Business Analytics	14.3%	81.0%	4.7%	2016 Fall	The evaluated course changed from 'Advanced Business Analytics to 'Data Mining and Intelligence Marketing' due to curriculum changes, but both courses covered similar contents. In both L41 and L42, our students have showed great improvements (62.0% increases in 3 point level). None of the students in 2017 got 1 point while about 5% of students had received 1 point in 2016.
		IM 623 Data Mining and Intelligence Marketing	76.3%	23.7%	0.0%	2017 Fall	
	(L42) Our students apply domain expertise to the business problems in the IT and Media Industry	IM 694 Advanced Business Analytics	14.6%	80.5%	4.9%	2016 Fall	
		IM 623 Data Mining and Intelligence Marketing	76.3%	23.7%	0.0%	2017 Fall	