

AOL Report Professional-MBA Program Assessment Closing the Loop for 2016 & 2017

- **Overall summary**

The purpose of the PMBA program is to strengthen students' career and to develop and upgrade students to become professionals while incumbency. We established six learning goals for PMBA program; communication competency, comprehensive knowledge, leadership and teamwork, global perspective, ethically & socially conscious reasoning, and strategic & analytical thinking. All assessment of learning goals meet expectation, since average score of learning goals are exceeds 2. These results imply that the students of PMBA program are achieving learning goals in general. Especially, the percentage of 3 point(exceed expectation) of leaning goal 1(i.e. communication competency) exceeds 80% and none of our students score 1 point, which means PMBA program effectively educates to demonstrate professional deportment and be effective communicators. With data, L1, L2, L4, L5, L6 in 2017 (communication competency, comprehensive knowledge, global perspective, ethically & socially conscious reasoning, and strategic & analytical thinking) show better performance compared to 2016; it shows good performance continuously. However, the performance of L31, L52 (leadership and teamwork, ethically & socially conscious reasoning) slightly decreases; especially the percent of 1 point increases in L52. To overcome this deficiency, PMBA program will put emphasis and reinforce on the ethical thinking and social responsibilities.

● **Assessment**

Learning Goal	Learning Objectives	Course	Performance				Result
			Level (%)			Date Measured	
			3point	2point	1point		
(L1) Communication competency: Our graduates will demonstrate professional deportment and be effective communicators.	(L11) Our students will produce professional business documents	PMBA520 Marketing	80.2%	19.8%	0%	2016Fall	The communication skill of our students in 2017 has been increased compared to 2016. Also, none of our students scored 1 point in 2016 and 2017 in a row. Our students exceed expectations of learning objectives.
			92.5%	7.5%	0%	2017Spring	
	(L12) Our students will deliver effect presentation accompanied with proper supplements	PMBA520 Marketing	79.8%	20.2%	0%	2016Fall	
			88.6%	11.4%	0%	2017Spring	

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L2) Comprehensive knowledge: Our graduates will have a knowledge of the functional areas and the ability to apply this knowledge to actual problems	(L21) Our students will acquire the understanding of the functional areas and required business analysis tools	PMB514 Principle of Economics	56.3%	37.5%	6.3%	2016Fall	The evaluated course is changed from 'Principle of Economics' to 'Management Accounting' due to curriculum change. Our students show great improvements in L2 compared to 2016.	
		PMB678 Management Accounting	85.8%	14.2%	0%	2017Fall		
	(L22) Our students will identify and diagnose management problems	PMB514 Principle of Economics	54.2%	37.5%	8.3%	2016Fall		
		PMB678 Management Accounting	85.6%	14.4%	0%	2017Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L3) Leadership and Teamwork: Our graduates will be able to work and lead effectively in a team-based environment	(L31) Our students will have high-performance leadership skill	PMBA520 Marketing	80.8%	17.9%	1.3%	2016Fall	Our students show improvements in building a team (i.e. L32). However, the percent of 3 points decreases in having high-performance leadership skill (i.e. L31). To overcome this deficiency, the program will focus on enhancing the leadership skill related with L31.	
			75%	24%	1%	2017Spring		
	(L32) Our students will know how to build a team successfully in competitive environment	PMB560 Financial Accounting	66.7%	33.3%	0%	2016Summer		
			75%	25%	0%	2017Fall		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L4) Global perspective: Our graduates will have a global perspective.	(L41) Our student will understand global business issues and relate current issues to emerging business opportunities	PMB514 Principle of Economics	56.3%	43.8%	0%	2016Fall	Students well understand global business issues compared to 2016. The percent of 3 points highly increased and none of our students scored 1 point during past two years. These results mean that curriculum of the PMBA program has strengthened students to have global perspectives. (The evaluated course is changed from 'Principle of Economics' to 'Management Accounting'.)	
		PMB678 Management Accounting	81.7%	18.3%	0%	2017Fall		
	(L42) Our students will have command of business English or other language of major global market	PMB590 Cross Cultural Management	77.8%	22.2%	0%	2016Summer		
			96.1%	3.9%	0%	2017Summer		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<p>(L5) Ethically & Socially Conscious Reasoning:</p> <p>Our graduates will understand the gravity of ethical behavior and corporate social responsibility</p>	<p>(L51) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action</p>	PMBA520 Marketing	70%	30%	0%	2016Fall	<p>Compared to 2016, the percentage of 3 point (exceed expectation) in L52 decreased in 2017 while the percentage of 3 point (exceed expectation) in L51 highly increased. But the ethical perspective of PMBA students is generally high. PMBA program will put emphasis on the ethical thinking and social responsibilities.</p>	
			90.7%	9.3%	0%	2017Spring		
	<p>(L52) Our students will know the professional code of conduct within their discipline</p>	PMBA520 Marketing	91%	9%	0%	2016Fall		
			78.8%	19.2%	1.9%	2017Spring		

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
(L6) Strategic & Analytical Thinking: Our graduates will be able to strategically apply their knowledge & skills to solve business problems	(L61) Our students will be able to strategically analyze business cases and will demonstrate the ability of sound business judgment	PMB560 Financial Accounting	75%	25%	0%	2016Summer	As the data in 2017 shows, our students exceed expectations in learning objectives – our students' ability to think analytically and strategically has quite improved.	
			82.9%	16.2%	1%	2017Fall		
	(L62) Our students will synthesize different discipline areas	PMB560 Financial Accounting	72.2%	27.8%	0%	2016Summer		
			85.6%	13.3%	1.1%	2017Fall		