

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

- **Overall summary**

- Overall, at least 80% of SE MBA students achieved the learning goals above expectations.
- The strength of SE MBA is ‘leadership and teamwork (L1),’ which shows the greatest improvement between 2016 and 2017.
- The weakness of SE MBA is ‘global perspective (L5).’ However, most of students (above 80%) got exceed expectations and the proportion of students who got fail to meet expectations is decreased between 2016 and 2017.
- ‘Domain expertise in creating and managing social ventures (L2)’ has an upward trend.
- Although there are slight variations in ‘communication (L3)’ and ‘ethically & socially conscious reasoning (L4),’ all students meet expectations which imply they are enough to achieve the goals.

● **Assessment**

Learning Goal	Learning Objectives	Course	Performance				Result
			Level (%)			Date Measured	
			3point	2point	1point		
(L1) Leadership and Teamwork Our graduates will develop leadership skills and be able to work with internal and external stakeholders effectively.	(L11) Our students will have high-performance leadership skill.	SMB536 Social Enterprise and Management	73.7	26.3	0	2016 Fall	<ul style="list-style-type: none"> - Most of SE MBA students achieved 3 (exceed expectations) for two years. - Both leadership skill (L11) and teamwork (L12) are enhanced between 2016 and 2017.
			88	12	0	2017 Fall	
	(L12) Our students will know how to build a team and work with external stakeholders successfully.	SMB594 Global Immersion Practice in SE	69.4	30.6	0	2016 Fall	
			89.5	10.5	0	2017 Fall	

Learning Goal	Learning Objectives	Course	Performance				Result
			Level (%)			Date Measured	
			3point	2point	1point		
<p>(L2) Domain Expertise in Creating and Managing Social Ventures</p> <p>Our graduates will be able to develop professional knowledge and competencies of the functional areas and integrate and apply them to practical business cases of social enterprise management.</p>	<p>(L21) Our student will be able to enhance professional knowledge and competencies of the functional areas.</p>	<p>SMB536 Social Enterprise and Management</p>	70.2	29.8	0	2016 Fall	<p>- Compared to 2016, the average of SE MBA students' domain expertise (L21) and social venture management (L22) is increased in 2017.</p>
			84	16	0	2017 Fall	
	<p>(L22) Our students will apply different management disciplines into practical business cases of social enterprise management.</p>	<p>SMB536 Social Enterprise and Management</p>	77.4	22.6	0	2016 Fall	
			83.4	16.6	0	2017 Fall	
	<p>SMB594 Global Immersion Practice in SE</p>	91.6	8.4	0	2016 Fall		
		93.2	6.8	0	2017 Fall		

Learning Goal	Learning Objectives	Course	Performance				Result
			Level (%)			Date Measured	
			3point	2point	1point		
(L3) Communication our graduates will be effective communicators	(L31) Our student will produce professional business documents	SMB536 Social Enterprise and Management	78.9	21.1	0	2016 Fall	<ul style="list-style-type: none"> - SE MBA students' writing skill for professional documents (L31) is improved since 2016. - All students meet expectations in presentation (L32).
			87	13	0	2017 Fall	
	(L32) Our students will deliver effective presentation accompanied with proper media technology	SMB594 Global Immersion Practice in SE	90.8	9.2	0	2016 Fall	
			87.8	12.2	0	2017 Fall	

Learning Goal	Learning Objectives	Course	Performance				Result
			Level (%)			Date Measured	
			3point	2point	1point		
(L4) Ethically & Socially Conscious Reasoning Our graduates will understand the gravity of ethical behavior and corporate social responsibility	(L41) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action	SMB536 Social Enterprise and Management	77.9	22.1	0	2016 Fall	<ul style="list-style-type: none"> - The average of identifying ethical and social has increased (L41). - The majority of SE MBA students achieved exceed expectations about the knowledge of professional code of conduct (L42).
			80	20	0	2017 Fall	
	(L42) Our students will know the professional code of conduct within their discipline	SMB594 Global Immersion Practice in SE	100	0	0	2016 Fall	
			88.9	11.1	0	2017 Fall	

Learning Goal	Learning Objectives	Course	Performance				Date Measured	Result
			Level (%)					
			3point	2point	1point			
<p>(L5) Global Perspective</p> <p>Our graduates will have a global perspective.</p>	<p>(L51) Our student will define global business issues and relate these to emerging business opportunities.</p>	<p>SMB536 Social Enterprise and Management</p>	91.2	7.4	1.4	2016 Fall	<ul style="list-style-type: none"> - Although the proportion of students who got exceed expectations is decreased between 2016 and 2017, most of SE MBA students achieved exceed expectations (3) - The proportion of students who fails to meet expectations (1) is reduced. 	
			85.7	13.1	1.2	2017 Fall		
	<p>(L52) Our students will have command of business English or other language of major global market.</p>	<p>SMB594 Global Immersion Practice in SE</p>	82.3	11.8	5.9	2016 Fall		
			80.9	15.9	3.2	2017 Fall		