

AOL Assessment Report:

School of Business and Technology Management Graduate Program (2018)

The Business and Technology Management (BTM) Graduate Program pursues excellence in academic research based on great emphasis on scientific methodology and theoretical expertise.

The research areas include Strategy, Marketing, Accounting, Finance, HR/OT, MIS/OM, and Economics. Students in this program intensively learn various theories and analytical skills to be highly achieved scholars.

- Total Number of Courses: 17 (Spring 2018: 10 / Fall 2018: 7)
- Total Enrollment: Spring 99 / Fall 97 (Master: 36/33, Ph.D.: 63/64)
- Number of Graduate: 19 (Master: 12, Ph.D.: 7)
- Sample: 16 ~ 30 (15% of 19 = 2.85)
- Assessment Course:

Learning Goal 1	L11	MSB500 Advanced Statistics for Management
	L12	Qualification Exam
Learning Goal 2	L21	MSB535 Technology Management and Corporate Finance
	L22	
Learning Goal 3	L31	Dissertation Evaluation
	L32	
Learning Goal 4	L41	MSB510 Innovation Management and Strategy

Overview of Assessment

Business and Technology Management Graduate Program Assessment:		
Learning Goal 1		
Our graduates will have skills (or ability) to conduct quality research.		
Learning Objective	Sample	Methods
(L11) Graduates will have fundamental quantitative analytical skills	Student enrolled in MSB500 (N = 30)	(L11) Test evaluation
(L12) Graduates will have basic knowledge on theory, literature, and trend in their research field	Qualification Exam (N = 16)	(L12) Qualification exam evaluation
<p>✓ The mean scores of test evaluation and qualification exam evaluation for both L11 and L12 exceeded 2 (meets expectations); the scores for L11 and L12 were 2.72 and 2.16 respectively.</p> <p>✓ The overall score implies that most graduates were able to conduct quality research through BTM courses.</p> <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p>		

Business and Technology Management Graduate Program Assessment:		
Learning Goal 2		
Our graduates will be effective professional and globalized communicators.		
Learning Objective	Sample	Methods
<p>(L21) Graduates will create well-written professional research papers in English.</p> <p>(L22) Graduates will be able to efficiently deliver their research ideas, analytical results, and academic contribution in English.</p>	<p>Student enrolled in MSB535 (N = 21)</p>	<p>(L21) Project report evaluation</p> <p>(L22) Project report evaluation</p>
<p>✓ The mean scores of project report evaluation for both L21 and L22 exceeded 2 (meets expectations); the scores for L21 and L22 were 2.75 and 2.79 respectively.</p> <p>✓ The overall score implies that most graduates were able to communicate effectively and professionally through BTM courses.</p> <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p>		

Business and Technology Management Graduate Program Assessment:

Learning Goal 3

Our graduates will be creative academic researchers.

Learning Objective	Sample	Methods
1. Graduates will be able to identify the gap in the literature, and develop new research idea about their research field. (L31)	Dissertation	(L31) Dissertation evaluation
2. Graduates will be able to analyze the new research ideas using qualitative or quantitative analytical skills. (L32)	Defense (N = 20)	(L32) Dissertation evaluation

- ✓ The mean scores of dissertation evaluation for both L31 and L32 exceeded 2 (meets expectations); the scores for L31 and L32 were 2.69 and 2.70 respectively.
- ✓ The overall score implies that most graduates developed to be creative academic researchers through BTM courses.

*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations

Business and Technology Management Graduate Program Assessment:

Learning Goal 4

Our graduates will integrate business and technology management.

Learning Objective	Sample	Methods
(L41) Graduates will be able to integrate the analytical subjects between business and technology management areas.	Student enrolled in MSB510 (N = 29)	(L41) Project presentation evaluation/report evaluation
<p>✓ The mean scores of project presentation and report evaluation for L41 exceeded 2 (meets expectations); the score for L41 was 2.16.</p> <p>✓ The overall score implies that most graduates were able to integrate business and technology management through BTM courses.</p> <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p>		

Data Analysis and Results

Assessment Learning Goal 1: MSB500 Advanced Statistics for Management					
- Using test evaluation -					
L11 (Trait)					
Student No.	T1	T2	T3	T4	T5
1	3	3	3	3	3
2	3	3	3	3	3
3	3	2	3	3	3
4	3	3	3	3	3
5	3	3	3	3	3
6	2	3	3	3	3
7	3	3	2	3	3
8	3	3	3	3	3
9	3	3	3	3	3
10	3	3	3	2	3
11	3	3	3	2	3
12	3	3	3	3	2
13	2	3	3	2	3
14	3	3	2	3	3
15	3	3	3	2	3
16	2	3	2	2	3
17	2	3	3	3	2
18	2	2	2	3	3
19	2	3	2	3	3
20	3	2	3	2	3
21	2	3	3	3	3
22	3	2	2	2	3
23	3	3	3	2	2
24	2	2	3	3	3
25	2	3	3	2	2
26	3	2	2	3	3
27	2	3	2	2	3
28	3	3	3	3	2
29	3	3	2	3	3
30	2	3	2	3	3
3 point total	19	24	20	20	25
2 point total	11	6	10	10	5
1 point total	0	0	0	0	0
Mean	2.63	2.80	2.67	2.67	2.83
Overall Mean	2.72				

*Criteria: 1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations

Assessment Learning Goal 1: Qualification Exam				
- Professor in charge evaluates the doctoral students -				
L12 (Trait)				
Student No.	T1	T2	T3	T4
1	3	2	2	2
2	2	2	3	3
3	2	2	2	2
4	2	2	3	2
5	2	2	3	2
6	1	1	2	2
7	2	2	2	2
8	2	2	3	3
9	2	2	2	2
10	3	2	2	2
11	3	2	3	2
12	1	1	2	2
13	2	2	2	2
14	2	3	3	2
15	2	3	3	2
16	2	2	2	2
3 point total	3	2	7	2
2 point total	11	12	9	14
1 point total	2	2	0	0
Mean	2.06	2.00	2.44	2.13
Overall Mean	2.16			

*Criteria: 1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations

Assessment Learning Goal 2: MSB535						
- Using project report evaluation -						
L21 (Trait)						
Student No.	T1	T2	T3	T4	T5	T6
1	2	3	3	2	2	3
2	3	3	3	3	3	3
3	2	3	3	2	2	3
4	3	3	3	3	3	3
5	2	2	3	2	2	3
6	2	3	3	2	3	3
7	3	3	3	3	3	3
8	2	2	3	2	2	3
9	3	2	3	2	3	3
10	3	3	3	3	3	3
11	2	2	3	3	2	3
12	3	3	3	3	3	3
13	2	3	3	2	2	3
14	3	3	3	3	3	3
15	3	3	3	3	2	3
16	3	2	3	3	3	3
17	2	3	3	2	3	3
18	3	3	3	3	3	3
19	3	3	3	2	3	3
20	3	2	3	3	2	3
21	3	3	3	2	3	3
3 point total	13	15	21	11	13	21
2 point total	8	6	0	10	8	0
1 point total	0	0	0	0	0	0
Mean	2.62	2.71	3.00	2.52	2.62	3.00
Overall Mean	2.75					

*Criteria: 1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations

Assessment Learning Goal 2: MSB535					
- Using project report evaluation -					
L22 (Trait)					
Student No.	T1	T2	T3	T4	T5
1	3	3	3	2	3
2	3	3	3	3	3
3	2	3	3	3	3
4	3	3	3	3	3
5	3	3	3	2	3
6	3	3	3	3	3
7	3	3	3	3	3
8	2	3	3	3	3
9	3	3	2	2	3
10	3	3	2	2	3
11	2	3	3	3	3
12	3	3	3	3	3
13	2	3	3	2	2
14	2	2	3	2	3
15	3	3	3	2	3
16	3	3	2	3	3
17	2	3	3	3	3
18	3	2	3	3	3
19	3	3	3	2	3
20	3	3	3	2	3
21	3	3	3	3	2
3 point total	15	19	18	12	19
2 point total	6	2	3	9	2
1 point total	0	0	0	0	0
Mean	2.71	2.90	2.86	2.57	2.90
Overall Mean	2.79				

*Criteria: 1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations

Assessment Learning Goal 3: Dissertation Evaluation					
- Committee chair evaluates the master or doctoral students -					
L31 (Traits)					
Student No.	T1	T2	T3	T4	T5
1	3	3	3	3	3
2	3	3	3	3	3
3	3	3	3	2	3
4	3	3	2	3	2
5	3	3	2	2	3
6	3	3	3	3	3
7	3	3	3	3	3
8	2	2	2	3	2
9	3	3	3	2	3
10	3	2	3	2	3
11	2	3	3	2	3
12	2	3	3	2	3
13	3	3	2	2	3
14	3	3	2	3	3
15	2	3	2	2	3
16	3	3	3	3	2
17	3	2	3	3	2
18	3	3	3	3	3
19	3	2	2	2	3
20	2	2	3	3	2
3 point total	15	15	13	11	15
2 point total	5	5	7	9	5
1 point total	0	0	0	0	0
Mean	2.75	2.75	2.65	2.55	2.75
Overall Mean	2.69				

*Criteria: 1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations

Assessment Learning Goal 3: Dissertation Evaluation					
- Committee chair evaluates the master or doctoral students -					
L32 (Traits)					
Student No.	T1	T2	T3	T4	T5
1	3	3	3	3	3
2	3	3	3	3	2
3	3	3	3	3	2
4	3	2	2	3	3
5	3	3	2	3	2
6	3	3	3	2	3
7	3	2	3	3	3
8	3	2	3	3	3
9	3	3	3	2	3
10	3	2	3	3	2
11	2	2	3	3	3
12	3	2	3	3	3
13	2	3	2	3	3
14	2	3	3	3	3
15	3	3	2	2	2
16	3	3	3	3	2
17	3	3	3	3	2
18	3	2	3	3	3
19	2	3	2	3	2
20	2	3	2	2	3
3 point total	15	13	14	16	12
2 point total	5	7	6	4	8
1 point total	0	0	0	0	0
Mean	2.75	2.65	2.70	2.80	2.60
Overall Mean	2.70				

*Criteria: 1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations

Assessment Learning Goal 4: MSB510					
- Using project presentation and report evaluation -					
L41 (Traits)					
Student No.	T1	T2	T3	T4	T5
1	3	3	3	3	3
2	3	3	3	3	3
3	3	3	3	3	3
4	3	3	3	3	3
5	3	3	3	3	3
6	3	3	3	3	3
7	3	3	3	3	3
8	2	2	3	3	2
9	2	2	3	3	2
10	2	2	3	3	2
11	2	2	3	3	2
12	2	2	3	3	2
13	2	2	3	3	2
14	2	2	3	3	2
15	1	1	2	2	3
16	1	1	2	2	3
17	1	1	2	2	3
18	1	1	2	2	3
19	2	2	2	2	2
20	2	2	2	2	2
21	2	2	2	2	2
22	2	2	2	2	2
23	3	3	2	2	1
24	2	2	1	1	2
25	2	2	1	1	2
26	1	1	1	1	1
27	1	1	1	1	1
28	1	1	1	1	1
29	1	1	1	1	2
3 point total	8	8	14	14	11
2 point total	13	13	9	9	14
1 point total	8	8	6	6	4
Mean	2.00	2.00	2.28	2.28	2.24
Overall Mean	2.16				

*Criteria: 1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations

Result Interpretation and Comments

Learning Goal 1 – Objective 1 (L11)

An overall average score for L11 is 2.72. L11 is evaluated by the professor who assessed the tests. The results imply that students have fundamental quantitative analytical skills. The average scores in all traits are higher or near the overall average score.

Learning Goal 1 – Objective 2 (L12)

An overall average score for L12 is 2.16. L12 is evaluated by professors who administered and assessed the qualification exam. The results imply that students have a basic knowledge on theory, literature, and trend in their research field. The average score for ‘Understanding of principle of research tools (Trait 3)’ is 2.44, which is the highest score among the Traits in L12. However, the average score for ‘Application of theory (Trait 2)’ is 2.00. This results show that students need to practice sharpening their logical arguments based on theory.

Learning Goal 2 – Objective 1 (L21)

An overall average score for L21 is 2.75. The results imply that students are able to write well-written professional research papers in English. In particular, the average scores for ‘Spelling and grammar (Trait 3)’ and ‘Format (Trait 6)’ are 3.00. However, the average score for ‘Development of Ideas (Trait 4)’ is 2.52, which is relatively lower than other traits. The results show that there is a room to improve the training on logical processes to develop and deliver research ideas effectively.

Learning Goal 2 – Objective 2 (L22)

An overall average score for L22 is 2.79. The results imply that students can efficiently deliver their research ideas, analytical results, and academic contribution in English. The highest average score is 2.90, which are the scores for ‘Quality of slides (Trait 2)’ and ‘Ability to answer questions (Trait 5).’ However, the average score (2.57) for ‘Use of media/rapport with audience (Trait 4)’ is lower than the overall mean score. The results suggest that more training on the use of media and delivery of research ideas to audience is needed.

Learning Goal 3 – Objective 1 (L31)

An overall average score for L31 is 2.69. The results imply that the graduates are able to identify the gap in the literature, and develop new research idea about their research field. The average score for ‘Solution finding (Trait 4)’ is 2.55, which is the lowest among other traits in L31. The results show that students need to enhance their ability to find the appropriate solution for research problem.

Learning Goal 3 – Objective 2 (L32)

An overall average score for L32 is 2.70. The results imply that the graduates are able to analyze the new research ideas using qualitative or quantitative analytical skills. The average scores in almost every traits are near the overall average score.

Learning Goal 4 – Objective 1 (L41)

An overall average score for L41 is 2.16. The results imply that the graduates are able to integrate the analytical subjects between business and technology management areas. The average scores for ‘Advanced analytical techniques (Trait 3)’ and ‘Intellectual ability (Trait 4)’ are 2.28, which are the highest score among the Traits in L41. However, the average scores for ‘Integrating cross-disciplinary study (Trait 1)’ and ‘Analyzing social issues (Trait 2)’ are 2.00. The results suggest that students’ achievement can be improved by putting more emphasis on understanding social issues from multiple, cross-disciplinary perspectives.

Overall Comments

In general, most of the students achieved more than expected level. Students’ abilities to create professional research paper, deliver research ideas in English, and identify the gap in the literature and develop new research ideas are distinctive. However, some aspects need to be improved, such as understanding the basic knowledge on theory, literature, and trend in the respective research fields or integrating business and technology management. In this regard, more efforts are required to improve graduates’ abilities, such as additional course offerings related to the theory and research trends, improvement in course-embedded training or requirements for cross-disciplinary studies.