

AOL Report Business and Technology Management Undergraduate Program Assessment (2018)

The Business and Technology Management (BTM) undergraduate program fosters innovative and convergence oriented global business leaders who have the insight to read the business paradigm shift and present the creative business strategies in the rapidly changing business environment.

The courses include Technology Management, High Tech Venturing, Finance, Marketing, Management Information System (MIS), Business Strategy, Entrepreneurship, Organization Behavior, Supply Chain Management, and etc.

- Total number of courses: 40 (Spring, 2018: 17 / Fall, 2018: 23)
- Number of Graduates: 2
- Enrollment (Major): Spring, 42 / Fall, 42
- Enrollment (Double Major): Spring, 76 / Fall, 78
- Enrollment (Minor Major): Spring, 56 / Fall, 56
- Total Enrollment: Spring, 174 / Fall, 176
- Sample: 28~40 (10% of total enrollment 174 = 17.4)
- Assessment Course:

Learning Goal 1	Introduction to Business Management (MSB 200) – Sample: 40
Learning Goal 2	Information Technology Management (MSB 337) – Sample: 28
Learning Goal 3	Principles of Accounting (MSB 230) – Sample: 39
Learning Goal 4	Technology Management (MSB 204) – Sample: 33

Overview of Assessment

Business and Technology Management Undergraduate Assessment: Learning Goal 1		
Students apply analytical, critical and integrative thinking.		
Learning Objective	Sample	Methods
(L11) Students can synthesize and apply the information within and across disciplines. (L12) Students can formulate, identify and apply an appropriate, qualitative or quantitative methodology for solving problems.	Introduction to Business Management (MSB 200) in the Fall Semester (N=40)	Team Project Report Evaluation
* Professor in charge evaluates the teams' assignments or reports. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations)		

Business and Technology Management Undergraduate Assessment: Learning Goal 2		
Students become effective communicators.		
Learning Objective	Sample	Methods
(L21) Students can produce valid reports written in English. (L22) Students can efficiently present and deliver ideas effectively.	Information Technology Management (MSB 337) in Spring Semester (N=28)	Assignment Evaluation
* Professor in charge evaluates the students' assignments and presentations. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations)		

Business and Technology Management Undergraduate Assessment: Learning Goal 3		
Students will have effective leadership skills.		
Learning Objective	Sample	Methods
(L31) Students will demonstrate characteristics that contribute to effective teams. (L32) Students employ leadership and collaborative skills.	Principles of Accounting (MSB 230) in Spring Semester (N=39)	Presentation Evaluation
* Professor in charge evaluates the teams' assignments and presentations. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations)		

Business and Technology Management Undergraduate Assessment: Learning Goal 4		
Students acquire global business understanding		
Learning Objective	Sample	Methods
(L41) Students will be able to identify relevant global issues and trend. (L42) Students will be able to understand the impact of the global environments on business and technology issues and trend.	Technology Management (MSB204) in Fall Semester (N=33)	Project Presentation Evaluation
* Professor in charge evaluates the teams' assignments and presentations. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations)		

Data Analysis and Results

Assessment Learning Goal 1 Professor in charge evaluates the teams' assignments or reports									
Student Number	L11					L12			
	T1	T2	T3	T4	T5	T1	T2	T3	T4
1	3	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3
4	3	3	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3	3
7	3	3	3	3	3	3	3	3	3
8	3	3	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	3	3
11	3	3	3	3	3	3	3	3	3
12	3	3	3	3	3	3	3	3	3
13	3	3	3	3	3	3	3	3	3
14	3	3	3	3	3	3	3	3	3
15	3	3	3	3	2	3	3	3	3
16	3	3	3	3	2	3	3	3	3
17	3	3	3	3	2	3	3	3	3
18	3	3	3	3	2	3	3	3	3
19	3	3	3	3	2	3	3	3	3
20	3	3	3	3	2	3	3	3	2
21	3	3	3	3	2	3	3	3	2
22	3	3	3	3	2	3	3	3	2
23	3	3	3	3	2	3	3	3	2
24	3	3	3	3	2	3	3	3	2
25	2	2	3	3	3	3	3	3	3
26	2	2	3	3	3	3	3	3	3
27	2	2	3	3	3	3	3	3	3
28	2	2	3	3	3	3	3	3	3
29	2	2	3	3	3	3	3	3	3
30	2	2	3	3	3	3	3	3	3
31	2	3	3	3	2	2	3	3	3
32	2	3	3	3	2	2	3	3	3
33	2	3	3	3	2	2	3	3	3

Assessment Learning Goal 1									
Professor in charge evaluates the teams' assignments or reports									
Student Number	L11					L12			
	T1	T2	T3	T4	T5	T1	T2	T3	T4
34	2	3	3	3	2	2	3	3	3
35	2	3	3	3	2	2	3	3	3
36	2	3	3	3	2	2	3	3	2
37	2	3	3	3	2	2	3	3	2
38	2	3	3	3	2	2	3	3	2
39	2	3	3	3	2	2	3	3	2
40	2	3	3	3	2	2	3	3	2
3 point total	24	34	40	40	20	30	40	40	30
2 point total	16	6	0	0	20	10	0	0	10
1 point total	0	0	0	0	0	0	0	0	0
Mean	2.6	2.85	3	3	2.5	2.75	3	3	2.75
Overall Mean	2.79					2.875			

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

Assessment Learning Goal 2										
Professor in charge evaluates the students' assignments and presentations										
Student Number	L21				L22					
	T1	T2	T3	T4	T1	T2	T3	T4	T5	T6
1	3	3	3	3	3	3	3	3	3	3
2	3	2	3	3	2	2	3	2	2	3
3	3	3	2	3	3	3	3	2	3	3
4	2	2	2	2	2	2	1	2	2	2
5	2	3	2	2	2	3	2	2	2	3
6	3	2	3	3	3	2	2	3	2	3
7	3	3	3	3	3	3	3	3	3	3
8	3	3	3	3	3	3	3	3	3	2
9	3	3	3	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	3	3	2
11	3	3	3	3	3	3	3	3	3	3
12	3	3	3	3	3	3	3	3	3	3
13	3	2	2	3	3	3	2	2	3	3

Assessment Learning Goal 2										
Professor in charge evaluates the students' assignments and presentations										
Student Number	L21				L22					
	T1	T2	T3	T4	T1	T2	T3	T4	T5	T6
14	3	2	2	2	3	3	2	2	2	3
15	2	1	2	1	2	1	1	2	2	1
16	3	2	3	2	3	3	3	3	3	2
17	3	3	3	3	3	3	3	3	3	3
18	3	2	2	3	3	3	2	2	3	3
19	3	3	3	3	3	3	3	3	3	3
20	3	2	2	2	3	2	2	2	3	2
21	3	3	3	3	3	3	3	3	3	3
22	3	3	3	3	3	3	3	3	3	3
23	3	3	2	3	3	3	3	2	3	3
24	2	2	2	2	3	2	2	2	2	2
25	3	2	2	3	3	2	2	2	3	3
26	3	3	2	3	3	2	3	2	3	3
27	3	2	2	3	3	3	2	3	2	3
28	2	2	2	2	2	2	2	3	2	2
3 point total	23	15	14	20	23	19	16	15	19	20
2 point total	5	12	14	7	5	8	10	13	9	7
1 point total	0	1	0	1	0	1	2	0	0	1
Mean	2.821	2.5	2.5	2.679	2.821	2.643	2.5	2.536	2.679	2.679
Overall Mean	2.625				2.643					

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

Assessment Learning Goal 3

Professor in charge evaluates the teams' assignments and presentations

Student Number	L31			L32		
	T1	T2	T3	T1	T2	T3
1	3	3	3	2	3	3
2	2	2	2	3	2	3
3	2	2	2	2	2	2
4	3	2	3	2	3	3
5	2	2	2	2	2	2
6	2	2	2	2	2	2
7	2	2	3	2	2	3
8	2	2	3	2	2	2
9	3	2	3	3	2	1
10	2	3	3	2	3	3
11	2	3	3	2	3	3
12	3	3	3	2	3	2
13	2	3	3	2	3	2
14	2	1	3	3	2	2
15	2	2	2	1	2	2
16	1	1	1	1	1	1
17	2	2	2	2	2	2
18	3	3	3	3	3	3
19	3	3	2	2	2	2
20	2	3	3	1	3	3
21	2	3	3	2	3	3
22	2	2	2	2	2	2
23	2	2	2	2	2	2
24	2	3	3	3	3	3
25	2	2	2	2	2	2
26	3	2	2	2	2	2
27	2	2	2	2	2	2
28	2	2	3	2	2	2
29	3	2	2	2	2	2
30	2	2	2	2	2	2
31	2	2	2	3	3	3

Assessment Learning Goal 3						
Professor in charge evaluates the teams' assignments and presentations						
Student Number	L31			L32		
	T1	T2	T3	T1	T2	T3
32	2	3	3	2	2	2
33	2	2	2	2	3	3
34	2	3	3	2	2	2
35	2	2	2	2	3	3
36	3	3	3	2	2	2
37	2	2	2	2	2	2
38	2	2	3	3	2	2
39	2	2	2	2	2	2
3 point total	9	13	19	7	13	13
2 point total	29	24	19	29	25	24
1 point total	1	2	1	3	1	2
Mean	2.205	2.282	2.462	2.103	2.308	2.282
Overall Mean	2.316			2.231		

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

Assessment Learning Goal 4					
Professor in charge evaluates the teams' assignments and presentations					
Student Number	L41			L42	
	T1	T2	T3	T1	T2
1	2	2	2	2	2
2	2	2	2	2	2
3	2	2	1	2	2
4	3	2	1	3	2
5	2	2	2	2	2
6	2	2	2	2	2
7	2	2	2	2	2
8	2	2	2	2	2
9	2	2	2	2	2
10	2	2	3	2	2
11	2	2	3	2	2
12	2	2	3	2	2
13	2	2	3	2	2
14	2	1	1	2	1
15	2	1	1	2	1
16	2	1	1	2	1
17	2	1	1	2	1
18	2	3	2	2	3
19	2	3	2	2	3
20	2	3	2	2	3
21	2	3	2	2	3
22	2	3	2	2	3
23	2	3	1	2	3
24	3	3	3	3	3
25	3	3	3	3	3
26	3	3	3	3	3
27	3	3	3	3	3
28	3	3	3	3	3
29	3	3	3	3	3
30	3	3	3	3	3
31	2	2	2	2	2
32	2	2	2	2	2
33	2	2	2	2	2

Assessment Learning Goal 4					
Professor in charge evaluates the teams' assignments and presentations					
Student Number	L41			L42	
	T1	T2	T3	T1	T2
3 point total	8	13	11	8	13
2 point total	25	16	15	25	16
1 point total	0	4	7	0	4
Mean	2.242	2.273	2.121	2.242	2.273
Overall Mean	2.212			2.258	

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

Result Interpretation and Comments

- Learning Goal 1 – Objective 1 (L11)

The overall mean score for L11 is 2.79. The result implies that the students' performances exceeded expectations in this learning objective on average. Especially, all students have received the highest scores of 3.00 in 'Effective Research Capability (Trait 3)' and 'Understand and Apply Inter-Disciplinary Theory and Knowledge (Trait 4).' The results indicate that the students became expertized in collecting useful information beyond the boundary of their major. Comparably, students obtained a lower score (2.5) in 'Verify Suggested Findings (Trait 5).' It suggests that BTM students have room to be improved in making creative solutions for the faced problems.

- Learning Goal 1 – Objective 2 (L12)

The overall mean score for L12 is 2.875, indicating that the students' performance level generally has exceeded expectation in applying methodologies for solving problems. Considering that all students received highest scores of 3.00 in 'Quantitative or Qualitative Techniques (Trait 2)' and 'Use Proper Methods and Tools for Analysis (Trait 3),' they were trained well especially in coping with data to extract valuable and accurate information.

- Learning Goal 2 – Objective 1 (L21)

The overall mean score for L21 is 2.625. The result implies that BTM students became capable of writing English reports. Although students exceeded the expectations in every trait, further disciplines with text-based materials could improve their skills in 'Language (Trait 2)' and 'Spelling and Grammar (Trait 3).'

- Learning Goal 2 – Objective 2 (L22)

The overall mean score for L22 is 2.643 and all the traits are equal or above 2.5. The results imply that students' ability in presenting and delivering their ideas exceeded expectations. The highest score is 2.821 in 'Organization (Trait 1),' showing that the BTM students systematically arrange their presentation to communicate their thought well within time. The lowest score is 2.5 in 'Voice Quality and Pace (Trait 3).' While it is still beyond expectation, the results also show that there is room to improve the students' English conversation skills in terms of the attitude or voice.

- Learning Goal 3 – Objective 1 (L31)

The overall mean score for L31 is 2.316. According to this result, the BTM students' have sufficient ability in demonstrating characteristics for effectiveness in teamwork. The highest score is 2.462 in 'Contributions (Trait 3),' implying that students both offer their own ideas and listen to the others. A relatively lower score is 2.205 in 'Commitment (Trait 1).' Even though it has shown to exceed the expectation, the students have room to be improved in terms of integrating the previous meetings or reports to the current discussion.

- Learning Goal 3 – Objective 2 (L32)

The overall mean score for L32 is 2.231, which shows that the BTM students have moderate leadership and collaborative skills. The highest score is 2.308 in 'Facilitate Communication (Trait 2)' and the lowest score is 2.103 in 'Sharing Vision (Trait 1).' Considering that overall traits in L32 are near 2.00, more diversified education needs to be designed to improve BTM students' leadership and collaborative skills.

- Learning Goal 4 – Objective 1 (L41)

The overall mean score for L41 is 2.212, showing that BTM students have moderate performance level in identifying trends in global markets and economy. Students scored 2.242, 2.273, and 2.121 for 'Identification of Global Issues (Trait 1)', 'Understand the Global Issues (Trait 2)', and 'Understand Cultural Differences (Trait 3)' respectively. The results show that students can improve their skills in understanding global movements and capturing cross-cultural differences with advanced training.

- Learning Goal 4 – Objective 2 (L42)

The overall mean score for L42 is 2.258. The result shows that students achieved a moderate ability in understanding the impact of the global environments on business and technology issues and trend. As they scored 2.242 and 2.273 for 'Knowledge of Global Issues in Business/Economic & Technology (Trait 1)' and 'Understand the Impact of Global Business and Technology Issues (Trait 2),' the BTM students seem to have insights to sense the global business and technology issues. However, there's room for improvement.

- Overall Comments

The students in the Business and Technology Management (BTM) undergraduate program generally exceeded expectations in all learning goals. The average scores of L1 to L4 are 2.833, 2.634, 2.274, and 2.235, respectively.

While the BTM undergraduate students scored more than expectations for all the learning goals, their performance could be analyzed differently for L1/L2 and L3/L4 in terms of the performance level. The average score of L1 is the highest among learning goals, showing that BTM undergraduate students are excellent in analytical, critical, and integrative thinking. The students received secondly high score in 'Effective Communication (L2).' The results suggest that the students have a superb ability to become a proficient member, as they scored high in making and articulating their ideas. However, they have moderate scores, 2.273 for 'Effective Leadership (L3)' and 2.235 for 'Global Business Understanding.' The performance indicates BTM students have ordinary competence in leadership skills and in global insight so that they can be improved in these criteria.