

## **AOL Assessment Report:**

### **Graduate School of Innovation and Technology Management (2018)**

KAIST graduate school of Innovation and Technology Management (I&TM) provides global learning environment for students to grow and lead in innovation and technology management through collaboration with distinguished faculty and internationally recognized institutions. The program's curriculum focuses on developing skills for entrepreneurship, commercialization and problem solving that serves as key foundation for creating innovative values to many diverse technology-based companies.

- Total Number of Courses: 36 (Spring 2018: 19 / Fall 2018: 17)
- Total Enrollment: Spring 113 / Fall 114 (Master: 73/76, PhD.: 40/38)
- Number of Graduates: 36 (Master: 35, PhD: 1)
- Sample: 8 ~ 38 (15% of 36 = 5.4)
- Assessment Course:

|                 |     |   |
|-----------------|-----|---|
| Learning Goal 1 | L11 | Case Study  |
|                 | L12 |   |
| Learning Goal 2 | L21 | ITM540 Strategy for Innovative Business                         |
|                 | L22 |   |
| Learning Goal 3 | L31 | ITM502 Entrepreneurship   |
|                 | L32 | ITM633 The Knowledge Industry                                   |
| Learning Goal 4 | L41 | ITM501 Introduction to Innovation Management: Theory & Practice |
|                 | L42 |   |

## Overview of Assessment

| <b>Graduate School of I&amp;TM Assessment: Learning Goal 1</b>   |   |   |
|--|---|---|
| <b>Learning Goal: Our graduates will be able to apply critical, innovative, and strategic thinking in a dynamic business environment.</b>  |   |   |
| <b>Learning Objective</b>  | <b>Sample</b>                                 | <b>Methods</b>  |
| <p>(L11) Our students will have the ability to identify and analyze complex problems from multiple perspectives.</p> <p>(L12) Our students will be able to apply innovative and strategic solutions to organizational problems.</p>  | <p>Students completed Case Study (N = 38)</p> | <p>(L11) Case study evaluation</p> <p>(L12) Case study evaluation</p> |
| <ul style="list-style-type: none"> <li>✓ The mean scores of instructor's case study evaluation for both L11 and L12 exceeded 2 (meets expectations); the scores for L11 and L12 were 2.52 and 2.18 respectively.</li> <li>✓ The overall score implies that most students were able to apply critical, innovative, and strategic thinking in a dynamic business environment through I&amp;TM courses.</li> </ul> <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p> |   |   |

**Graduate School of I&TM Assessment: Learning Goal 2**

**Learning Goal: Our graduates will acquire the communication skills needed to function effectively.**

| <b>Learning Objective</b>  | <b>Sample</b>                               | <b>Methods</b>  |
|--|---|---|
| <p>(L21) Our students will communicate effectively in written document and/or oral presentations.</p> <p>(L22) Our students will diagnose and communicate management problems.</p>   | <p>Students enrolled in ITM540 (N = 24)</p> | <p>(L21) Course-embedded assignment evaluation</p> <p>(L22) Project report evaluation</p> |
| <p>✓ The mean scores of instructor’s assessment of students’ assignments and project reports for L21 and L22 respectively, exceeded 2 (meet the expectation); the scores for L21 and L22 were 2.38 and 2.69 respectively.</p> <p>✓ The overall score implies that most students were able to communicate management problems effectively both orally and through written medium through I&amp;TM courses.</p> <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p> |   |   |

**Graduate School of I&TM Assessment: Learning Goal 3**

**Learning Goal: Our graduates will be competent and effective leaders.**

| <b>Learning Objective</b>   | <b>Sample</b>   | <b>Methods</b>   |
|---|---|--|
| <p>(L31) Our students will be able to work effectively in a team environment.</p> <p>(L32) Our students will understand ethical and social issues in organizations.</p> | <p>Students enrolled in ITM502 (N = 10)</p> <p>ITM633 (N = 8)</p> | <p>(L31) Course-embedded survey</p> <p>(L32) Course-embedded assignment evaluation</p> |

- ✓ The mean scores of course-embedded survey and course-embedded assignment evaluation for L31 and L32 respectively, exceeded 2 (meet the expectation); the scores for L31 and L32 were 2.85 and 2.58 respectively.
- ✓ The overall score implies that most students will develop into competent and effective leaders through I&TM courses.

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

**Graduate School of I&TM Assessment: Learning Goal 4**

**Learning Goal: Our graduates will acquire knowledge related to business innovation and technology management.**

| Learning Objective  | Sample                                      | Methods  |
|---|---|--|
| <p>(L41) Our students will be able to develop technology strategy to aid a wide range of corporate management decisions.</p> <p>(L42) Our students recognize the importance of technology in business innovation.</p>   | <p>Students enrolled in ITM501 (N = 18)</p> | <p>-(L41) Project report evaluation</p> <p>- (L42) Course-embedded assignment evaluation</p> |
| <p>✓ The mean scores of project report evaluation and course-embedded assignment evaluation for L41 and L42 respectively, exceeded 2 (meet the expectation); the scores for L41 and L42 were 2.46 and 2.61 respectively.</p> <p>✓ The overall score implies that most students will acquire knowledge related to business innovation and technology management through I&amp;TM courses.</p> <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p> |   |  |

**Data Analysis and Results**

| <b>Assessment Learning Goal 1: Case Study</b><br>- Using case study evaluation - |           |           |           |
|--|-----------|-----------|-----------|
| <b>L11 (Trait)</b>   |           |           |           |
| <b>Student No.</b>   | <b>T1</b> | <b>T2</b> | <b>T3</b> |
| 1  | 2         | 2         | 2         |
| 2  | 3         | 2         | 2         |
| 3  | 3         | 3         | 3         |
| 4  | 2         | 2         | 2         |
| 5  | 3         | 3         | 2         |
| 6  | 3         | 3         | 3         |
| 7  | 3         | 3         | 3         |
| 8  | 2         | 2         | 1         |
| 9  | 3         | 3         | 2         |
| 10   | 2         | 3         | 2         |
| 11   | 3         | 2         | 1         |
| 12   | 3         | 3         | 3         |
| 13   | 3         | 3         | 2         |
| 14   | 3         | 3         | 3         |
| 15   | 2         | 1         | 1         |
| 16   | 3         | 3         | 3         |
| 17   | 3         | 3         | 3         |
| 18   | 2         | 2         | 2         |
| 19   | 3         | 3         | 3         |
| 20   | 2         | 2         | 1         |
| 21   | 3         | 3         | 2         |
| 22   | 3         | 3         | 3         |
| 23   | 3         | 3         | 2         |
| 24   | 2         | 3         | 3         |
| 25   | 2         | 2         | 1         |
| 26   | 3         | 3         | 3         |
| 27   | 3         | 3         | 3         |
| 28   | 3         | 3         | 2         |
| 29   | 2         | 2         | 2         |
| 30   | 2         | 1         | 1         |
| 31   | 3         | 3         | 3         |
| 32   | 3         | 3         | 3         |
| 33   | 3         | 3         | 3         |
| 34   | 3         | 3         | 2         |
| 35   | 2         | 1         | 1         |
| 36   | 3         | 3         | 3         |
| 37   | 3         | 3         | 3         |
| 38   | 3         | 3         | 2         |

| <b>Assessment Learning Goal 1: Case Study</b><br>- Using case study evaluation - |           |           |           |
|--|-----------|-----------|-----------|
| <b>L11 (Trait)</b>   |           |           |           |
| <b>Student No.</b>   | <b>T1</b> | <b>T2</b> | <b>T3</b> |
| 3 point total  | 26        | 26        | 17        |
| 2 point total  | 12        | 9         | 14        |
| 1 point total  | 0         | 3         | 7         |
| Mean   | 2.68      | 2.61      | 2.26      |
| Overall Mean   | 2.52      |           |           |

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

**Assessment Learning Goal 1(L12): Case Study**  
 - Using case study evaluation -

**L12 (Trait)**

| Student No.   | T1   | T2   | T3   | T4   | T5   |
|---------------|------|------|------|------|------|
| 1             | 2    | 1    | 2    | 1    | 1    |
| 2             | 3    | 3    | 2    | 3    | 2    |
| 3             | 3    | 3    | 2    | 3    | 3    |
| 4             | 3    | 2    | 1    | 2    | 1    |
| 5             | 3    | 3    | 2    | 2    | 2    |
| 6             | 3    | 3    | 3    | 3    | 2    |
| 7             | 3    | 3    | 3    | 3    | 2    |
| 8             | 2    | 1    | 1    | 1    | 1    |
| 9             | 3    | 3    | 2    | 2    | 1    |
| 10            | 3    | 3    | 2    | 1    | 1    |
| 11            | 2    | 2    | 1    | 1    | 1    |
| 12            | 3    | 3    | 3    | 3    | 3    |
| 13            | 3    | 3    | 3    | 2    | 1    |
| 14            | 3    | 3    | 3    | 3    | 3    |
| 15            | 1    | 1    | 1    | 1    | 1    |
| 16            | 3    | 3    | 2    | 2    | 2    |
| 17            | 3    | 3    | 3    | 3    | 3    |
| 18            | 2    | 2    | 2    | 2    | 2    |
| 19            | 3    | 3    | 3    | 2    | 2    |
| 20            | 2    | 3    | 2    | 2    | 1    |
| 21            | 2    | 2    | 1    | 1    | 1    |
| 22            | 3    | 3    | 3    | 3    | 2    |
| 23            | 3    | 2    | 2    | 2    | 2    |
| 24            | 2    | 3    | 2    | 2    | 2    |
| 25            | 1    | 2    | 1    | 1    | 1    |
| 26            | 3    | 3    | 3    | 3    | 3    |
| 27            | 2    | 2    | 2    | 3    | 1    |
| 28            | 3    | 2    | 2    | 1    | 1    |
| 29            | 2    | 2    | 2    | 1    | 1    |
| 30            | 1    | 1    | 1    | 1    | 1    |
| 31            | 3    | 3    | 3    | 3    | 3    |
| 32            | 3    | 2    | 3    | 2    | 2    |
| 33            | 3    | 3    | 3    | 3    | 2    |
| 34            | 2    | 2    | 2    | 2    | 2    |
| 35            | 1    | 1    | 1    | 1    | 1    |
| 36            | 3    | 3    | 3    | 3    | 2    |
| 37            | 3    | 3    | 3    | 2    | 3    |
| 38            | 3    | 2    | 2    | 2    | 2    |
| 3 point total | 24   | 21   | 14   | 13   | 7    |
| 2 point total | 10   | 12   | 16   | 14   | 15   |
| 1 point total | 4    | 5    | 8    | 11   | 16   |
| Mean          | 2.53 | 2.42 | 2.16 | 2.05 | 1.76 |



|              |      |
|--------------|------|
| Overall Mean | 2.18 |
|--------------|------|

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

| Assessment Learning Goal 2: ITM540<br>- Using course-embedded assignment evaluation - |      |      |      |      |      |      |
|---|------|------|------|------|------|------|
| L21 (Trait)   |      |      |      |      |      |      |
| Student No.   | T1   | T2   | T3   | T4   | T5   | T6   |
| 1   | 2    | 2    | 3    | 2    | 3    | 2    |
| 2   | 3    | 2    | 3    | 2    | 3    | 3    |
| 3   | 3    | 2    | 2    | 2    | 2    | 2    |
| 4   | 2    | 2    | 2    | 2    | 2    | 2    |
| 5   | 2    | 2    | 2    | 2    | 3    | 3    |
| 6   | 2    | 2    | 2    | 2    | 2    | 2    |
| 7   | 2    | 2    | 2    | 2    | 2    | 2    |
| 8   | 2    | 2    | 2    | 3    | 3    | 2    |
| 9   | 2    | 2    | 2    | 2    | 3    | 2    |
| 10  | 2    | 2    | 2    | 2    | 3    | 2    |
| 11  | 3    | 3    | 3    | 3    | 3    | 2    |
| 12  | 3    | 3    | 3    | 2    | 3    | 3    |
| 13  | 2    | 2    | 2    | 2    | 2    | 2    |
| 14  | 3    | 3    | 3    | 2    | 3    | 3    |
| 15  | 2    | 2    | 2    | 2    | 2    | 2    |
| 16  | 3    | 3    | 3    | 2    | 3    | 3    |
| 17  | 3    | 3    | 3    | 3    | 3    | 3    |
| 18  | 2    | 3    | 3    | 2    | 2    | 3    |
| 19  | 2    | 2    | 3    | 3    | 3    | 3    |
| 20  | 3    | 3    | 3    | 3    | 3    | 3    |
| 21  | 2    | 2    | 2    | 2    | 2    | 2    |
| 22  | 2    | 2    | 2    | 3    | 3    | 2    |
| 23  | 2    | 2    | 2    | 2    | 2    | 2    |
| 24  | 2    | 2    | 3    | 2    | 2    | 2    |
| 3 point total   | 8    | 7    | 11   | 6    | 14   | 9    |
| 2 point total   | 16   | 17   | 13   | 18   | 10   | 15   |
| 1 point total   | 0    | 0    | 0    | 0    | 0    | 0    |
| Mean  | 2.33 | 2.29 | 2.46 | 2.25 | 2.58 | 2.38 |
| Overall Mean  | 2.38 |      |      |      |      |      |

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

| <b>Assessment Learning Goal 2(L22): ITM540</b> |           |           |           |
|--|-----------|-----------|-----------|
| <b>- Using project report evaluation -</b>     |           |           |           |
| <b>L22 (Trait)</b>                             |           |           |           |
| <b>Student No.</b>                             | <b>T1</b> | <b>T2</b> | <b>T3</b> |
| 1  | 3         | 3         | 3         |
| 2  | 3         | 3         | 3         |
| 3  | 3         | 2         | 3         |
| 4  | 3         | 3         | 3         |
| 5  | 3         | 3         | 3         |
| 6  | 3         | 2         | 3         |
| 7  | 3         | 2         | 2         |
| 8  | 3         | 3         | 3         |
| 9  | 3         | 3         | 3         |
| 10   | 3         | 2         | 2         |
| 11   | 3         | 2         | 3         |
| 12   | 3         | 3         | 3         |
| 13   | 2         | 2         | 2         |
| 14   | 3         | 3         | 3         |
| 15   | 3         | 2         | 3         |
| 16   | 3         | 3         | 3         |
| 17   | 3         | 3         | 3         |
| 18   | 3         | 3         | 3         |
| 19   | 2         | 2         | 3         |
| 20   | 3         | 3         | 3         |
| 21   | 2         | 2         | 2         |
| 22   | 2         | 2         | 2         |
| 23   | 3         | 3         | 3         |
| 24   | 2         | 2         | 2         |
| 3 point total                                  | 19        | 13        | 18        |
| 2 point total                                  | 5         | 11        | 6         |
| 1 point total                                  | 0         | 0         | 0         |
| Mean   | 2.79      | 2.54      | 2.75      |
| Overall Mean                                   | 2.69      |           |           |

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

| <b>Assessment Learning Goal 3(L31) : ITM502</b> |           |           |           |           |
|---|-----------|-----------|-----------|-----------|
| <b>- Using course-embedded survey -</b>         |           |           |           |           |
| <b>L31 (Traits)</b>                             |           |           |           |           |
| <b>Student No.</b>                              | <b>T1</b> | <b>T2</b> | <b>T3</b> | <b>T4</b> |
| 1   | 3         | 3         | 3         | 3         |
| 2   | 3         | 3         | 3         | 3         |
| 3   | 3         | 3         | 3         | 3         |
| 4   | 3         | 3         | 3         | 3         |
| 5   | 2         | 3         | 2         | 2         |
| 6   | 3         | 3         | 3         | 3         |
| 7   | 3         | 3         | 3         | 2         |
| 8   | 3         | 3         | 3         | 3         |
| 9   | 3         | 3         | 3         | 2         |
| 10  | 3         | 3         | 3         | 2         |
| 3 point total                                   | 9         | 10        | 9         | 6         |
| 2 point total                                   | 1         | 0         | 1         | 4         |
| 1 point total                                   | 0         | 0         | 0         | 0         |
| Mean  | 2.90      | 3.00      | 2.90      | 2.60      |
| Overall Mean                                    | 2.85      |           |           |           |

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

| <b>Assessment Learning Goal 3(L32) : ITM633</b><br>- Using course-embedded assignment evaluation - |                     |           |           |
|--|---------------------|-----------|-----------|
|  | <b>L32 (Traits)</b> |           |           |
| <b>Student No.</b>   | <b>T1</b>           | <b>T2</b> | <b>T3</b> |
| 1  | 3                   | 2         | 3         |
| 2  | 2                   | 3         | 3         |
| 3  | 3                   | 2         | 2         |
| 4  | 2                   | 3         | 2         |
| 5  | 3                   | 3         | 2         |
| 6  | 2                   | 3         | 3         |
| 7  | 3                   | 2         | 3         |
| 8  | 2                   | 3         | 3         |
| 3 point total  | 4                   | 5         | 5         |
| 2 point total  | 4                   | 3         | 3         |
| 1 point total  | 0                   | 0         | 0         |
| Mean   | 2.50                | 2.63      | 2.63      |
| Overall Mean   | 2.58                |           |           |

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

| <b>Assessment Learning Goal 4(L41): ITM501</b> |           |           |           |           |           |
|--|-----------|-----------|-----------|-----------|-----------|
| <b>- Using project report evaluation -</b>     |           |           |           |           |           |
| <b>L41 (Traits)</b>                            |           |           |           |           |           |
| <b>Student No.</b>                             | <b>T1</b> | <b>T2</b> | <b>T3</b> | <b>T4</b> | <b>T5</b> |
| 1  | 3         | 3         | 3         | 3         | 3         |
| 2  | 3         | 3         | 3         | 2         | 3         |
| 3  | 3         | 3         | 2         | 2         | 3         |
| 4  | 2         | 2         | 2         | 3         | 3         |
| 5  | 3         | 3         | 2         | 2         | 3         |
| 6  | 2         | 2         | 2         | 3         | 3         |
| 7  | 2         | 2         | 2         | 3         | 2         |
| 8  | 2         | 2         | 3         | 3         | 2         |
| 9  | 3         | 3         | 2         | 2         | 3         |
| 10   | 2         | 2         | 2         | 2         | 2         |
| 11   | 2         | 2         | 2         | 2         | 2         |
| 12   | 3         | 3         | 2         | 2         | 3         |
| 13   | 3         | 3         | 2         | 2         | 3         |
| 14   | 3         | 3         | 2         | 2         | 3         |
| 15   | 2         | 2         | 2         | 3         | 3         |
| 16   | 2         | 2         | 2         | 3         | 3         |
| 17   | 2         | 2         | 3         | 3         | 2         |
| 18   | 2         | 2         | 2         | 3         | 2         |
| 3 point total                                  | 8         | 8         | 4         | 9         | 12        |
| 2 point total                                  | 10        | 10        | 14        | 9         | 6         |
| 1 point total                                  | 0         | 0         | 0         | 0         | 0         |
| Mean   | 2.44      | 2.44      | 2.22      | 2.50      | 2.67      |
| Overall Mean                                   | 2.46      |           |           |           |           |

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

| <b>Assessment Learning Goal 4(L42): ITM501</b>         |           |           |           |           |
|--|-----------|-----------|-----------|-----------|
| <b>- Using course-embedded assignment evaluation -</b> |           |           |           |           |
| <b>L42 (Traits)</b>                                    |           |           |           |           |
| <b>Student No.</b>                                     | <b>T1</b> | <b>T2</b> | <b>T3</b> | <b>T4</b> |
| 1  | 3         | 3         | 3         | 3         |
| 2  | 3         | 3         | 3         | 3         |
| 3  | 3         | 3         | 3         | 3         |
| 4  | 3         | 3         | 2         | 2         |
| 5  | 3         | 3         | 3         | 3         |
| 6  | 3         | 3         | 2         | 2         |
| 7  | 2         | 2         | 2         | 2         |
| 8  | 3         | 3         | 2         | 2         |
| 9  | 3         | 3         | 3         | 3         |
| 10   | 2         | 2         | 2         | 2         |
| 11   | 2         | 2         | 2         | 2         |
| 12   | 3         | 3         | 3         | 3         |
| 13   | 3         | 3         | 3         | 3         |
| 14   | 3         | 3         | 3         | 3         |
| 15   | 3         | 3         | 2         | 2         |
| 16   | 3         | 3         | 2         | 2         |
| 17   | 3         | 3         | 2         | 2         |
| 18   | 2         | 2         | 2         | 2         |
| 3 point total  | 14        | 14        | 8         | 8         |
| 2 point total  | 4         | 4         | 10        | 10        |
| 1 point total  | 0         | 0         | 0         | 0         |
| Mean   | 2.78      | 2.78      | 2.44      | 2.44      |
| Overall Mean   | 2.61      |           |           |           |

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

## **Result Interpretation and Comments**

### **Learning Goal 1 – Objective 1 (L11)**

Evaluation of L11 is based on a case study evaluation. An overall mean score for L11 is 2.52. The highest average score is 2.68 for ‘Identification of current business strategy (Trait 1),’ while the lowest one is 2.26 for ‘Development of a business strategy (Trait 3).’ Although training on developing business strategy needs to be reinforced, the results show that the course has improved students’ abilities to identify and analyze complex business problems.

### **Learning Goal 1 – Objective 2 (L12)**

Evaluation on L12 is based on a case study evaluation. An overall mean score for L12 is 2.18, which is relatively lower than the scores of other Learning Goals. The highest average score is 2.53 for ‘Formulation of the problem statement (Trait 1),’ while the lowest one is 1.76 for ‘Recommendation and implementation (Trait 5).’ The results suggest that more training on recommendation and implementation of innovative and strategic solutions to organizational problems is needed.

### **Learning Goal 2 – Objective 1 (L21)**

An overall average score for L21 is 2.38. The results imply that students are able to communicate effectively in written documents and oral presentations. In general, the average score for each trait is closely distributed around the mean, ranging from 2.25 at the low end (Trait 4: Voice and body language) to 2.58 at its highest. The results show that there is room to improve the training on the use of voice and body language to deliver ideas more effectively.

### **Learning Goal 2 – Objective 2 (L22)**

An overall average score for L22 is 2.69. The results imply that students can diagnose and communicate management problems. The average scores in all traits are higher or near the overall average score.

### **Learning Goal 3 – Objective 1 (L31)**

An overall average score for L31 is 2.85. The results imply that students are able to work effectively in a team environment. All average scores for the traits except for ‘Team planning and task coordination (Trait 4)’ is higher than the overall mean score. The average score for ‘Team planning and task coordination (Trait 4)’ is 2.60, which is the lowest among other traits in L31. Nonetheless, even the Trait 4 score is sufficiently high.



### **Learning Goal 3 – Objective 2 (L32)**

An overall average score for L32 is 2.58. The results imply that students are able to understand the ethical and social issues in organizations. The average scores in all traits are higher or near the overall average score.

### **Learning Goal 4 – Objective 1 (L41)**

An overall average score for L41 is 2.46. The results imply that students are able to develop technology strategy to aid a wide range of corporate management decisions. However, the average score for 'Development of viable technology strategies (Trait 3)' is 2.22, which is the lowest among other traits. This results show that students need to practice developing multiple technology strategies that are feasible and appropriate.

### **Learning Goal 4 – Objective 2 (L42)**

An overall average score for L42 is 2.61. The results imply that students are able to recognize the importance of technology in business innovation. The average scores in all traits are higher or near the overall average score. However, the scores of Trait 3 and Trait 4 are relatively lower than average score. The results imply that there is room to improve students' creative and innovative thinking and understanding of technology-business relationship.

### **Overall Comments**

In general, most students achieved more than the expected level of learning goals. Students' abilities to identify business strategies, formulate problem statement, and work effectively in a team environment are distinctive. However, some aspects need to be improved; such as developing business strategy, using voice and body language to communicate effectively, and planning team and task coordination. In this regard, more efforts are necessary to improve students' abilities, by creating additional course-embedded chances to practice business strategy presentations and teamwork.