

AOL Report

Information Management in MS Program Assesement(2018)

The MS in Information Management (MSIM) Program is a 2-year part-time Master program with the vision 'To Become an IT Management Professional'. The MSIM program aims to foster professionals with deep knowledge of IT technology and insight of IT industry. It educates those who desire self-improvement but have difficulties in enrolling in full-time degree programs.

- Overall summary of findings

The result of the performance of Assurance of Learning (AOL) is showing that 4 learning goals in each class generally meet expectations. Accordingly, all the classes meet the required standards. In sum, the result gives insights that the program successfully prepares the students with the advanced knowledge and skills necessary to meet the challenges in emerging IT business environments.

- Limitation

The number of samples accumulated for this survey was sufficient enough to provide the following results. However, because of the varying response rates across classes, the results cannot be fully justified for the support of the results of the survey. The results might not be completely accurate because not all the students responded to the survey and the response rates of each class vary based on different learning goals.

- **Total Number of IMMS Courses: 24**
- **Number of Graduates: 38**
- **Total Enrollment: 116**
- **Assessment Courses:**

Learning Goal 1	L11 Presentation Skill	MIM 552 IT & Media Industry Analysis
	L12 Writing Skill	MIM 552 IT & Media Industry Analysis
Learning Goal 2	L21 Strategic Thinking	MIM 552 IT & Media Industry Analysis
	L22 Technological Thinking	MIM 512 IT System Design
Learning Goal 3	L31 IT Management Specific Knowledge	MIM 512 IT System Design
	L32 IT Management Business Problem Solving	MIM 512 IT System Design
Learning Goal 4	L41 Analytical Thinking	MIM 552 IT & Media Industry Analysis
	L42 Researching	MIM 512 IT System Design

Overview of assessment

Information Management in MS Program Assessment: Learning Goal 1		
Learning Goal: Our graduates will be professional effective communicators.		
Learning Objective	Sample	Methods
(L11) Our students will deliver effective presentation accompanied with proper IT management (L12) Our student will create well-written professional papers on a research topic.	Student enrolled in MIM552(N=21) MIM552(N=21)	- (L11) Course-embedded presentation evaluation by faculty - (L12) Dissertation evaluation
<p>Finding</p> <ul style="list-style-type: none"> - Using assessment rubric by faculty, average score for L11 and L12 are 2.84 and 2.80 respectively. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation) - Based on the answers about the class, majority of the students have shown improvements in their overall ability to 1) Effectively organize the presentation materials, 2) Logically restructure the ideas and stories, 3) Improve their delivery skills with regard to body language, gestures, eye contacts, and high level of competency 4) Make better relationships with audiences by carefully analyzing the characteristics of audiences, 5) Develop presentation style that fits one's character, 6) Professionally hand in reports with detailed analysis in a well-written manner. 		

Information Management in MS Program Assessment: Learning Goal 2		
Learning Goal: Our graduates will be able to strategically analyze IT management problems and innovatively generate value through studying information technology.		
Learning Objective	Sample	Methods
(L21) Our student will use appropriate analytical techniques to solve IT management problems and will demonstrate the ability of sound business research. (L22) Our students will study emerging information technology.	Student enrolled in MIM552(N=21) MIM512(N=30)	- (L21) Course-embedded test evaluation by faculty - (L22) Course-embedded assignment evaluation by faculty
<p>Finding</p>		

- Based on the assessment rubric by faculty, average scores for L21, L22 are 2.63 and 2.49 respectively (meet the expectation).

* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)

- Depending on the diverse case studies on IT and media industries, it is found that students were able to professionally analyze the firms within IT and media industry and by solving dynamic problems that those firms encounter. Through the practice for enhancing business design skills, they were able to provide innovative answers with advanced use of information technologies.

Information Management in MS Program Assessment: Learning Goal 3		
Learning Goal: Our graduates will develop professional knowledge and exhibit professional competencies in IT management.		
Learning Objective	Sample	Methods
(L31) Our students will build IT management specific knowledge and understand the key issues. (L32) Our students apply domain expertise to the business problems in the IT management.	Student enrolled in MIM512(N=30) MIM512(N=30)	- (L31) Course-embedded assignment evaluation by faculty - (L32) Course-embedded assignment evaluation by faculty
<p>Finding</p> <p>- Based on the assessment rubric by faculty, average scores for L31, L32 are 2.62 and 2.45 respectively.</p> <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <p>- Drawing upon both academic papers and case materials on IT firms system design examples, it is shown that the students got deeper understandings on how newly developed tools can be used appropriately in solving diverse business problems that the firms encounter. They were also able to give proper advice regarding these firms' system design.</p>		

Information Management in MS Program Assessment: Learning Goal 4		
Learning Goal: Our graduates will be capable researchers.		
Learning Objective	Sample	Methods

<p>(L41) Our student will identify and diagnose management/research problems.</p> <p>(L42) Our students will engage in management research and present the findings of such research effectively.</p>	<p>Student enrolled in MIM552(N=21)</p> <p>MIM512(N=30)</p>	<p>- (L41) Course-embedded assignment evaluation by faculty</p> <p>- (L42) Dissertation evaluation</p>
<p>Finding</p> <ul style="list-style-type: none"> - Using assessment rubric by faculty, average scores for L41, L42 are 2.64 and 2.44 respectively. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation) - As students were required to recognize and analyze the business problems of target firms, especially firms within IT and media industry, it was proven that students can use the learned techniques and their skills to find the critical risks and potential opportunities of the target firms in a realistic manner. - Moreover, they are able to confidently apply appropriate research activities and effectively present their findings to the audiences. 		

Data Analysis and Results

Assessment Learning Goal 1(L11): MIM552 (N=21)							
<u>Professional Communication</u>							
Student Number	L11: Skills to deliver effective presentation accompanied with proper IT management						
	Organization	Quality of slides	Voice Quality and pace	Mannerisms	Professionalism	Use of media/rapport with audience	Ability to answer question
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3
4	3	3	3	2	3	3	3
5	3	3	3	3	3	3	3
6	3	3	3	2	3	3	3
7	3	3	3	3	3	3	3
8	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3
11	3	3	2	3	3	3	3
12	3	3	3	3	3	3	3
13	3	3	3	3	3	3	3
14	2	3	3	3	3	3	3
15	2	3	3	3	3	3	3
16	2	2	2	3	3	2	2
17	2	2	3	3	3	3	3
18	2	2	3	3	3	3	3
19	2	2	3	3	3	3	3
20	3	3	3	3	3	3	3
21	2	2	2	2	2	2	2
Total 3	14	16	18	18	20	19	19
Total 2	7	5	3	3	1	2	2
Total 1	0	0	0	0	0	0	0
Average	2.67	2.76	2.86	2.86	2.95	2.90	2.90
Total Average	2.84						

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

Assessment Learning Goal 1(L12): MIM552 (N=21)						
<u>Professional Communication</u>						
Student Number	L12: Our student will create well-written professional papers on a research topic.					
	Logic and organization	Language	Spelling and grammar	Development of ideas	Purpose and audience	Format
1	3	3	3	3	3	3
2	3	3	3	3	3	3
3	3	3	3	3	3	3
4	3	2	3	3	3	2
5	3	3	3	3	3	3
6	3	3	3	3	3	3
7	3	3	3	3	3	3
8	3	3	3	3	3	3
9	3	3	3	3	3	3
10	3	3	3	3	3	3
11	3	3	3	3	3	3
12	3	3	3	3	3	3
13	2	3	3	2	3	3
14	2	3	3	2	3	3
15	2	3	3	2	3	3
16	2	3	3	2	2	3
17	2	3	3	2	2	2
18	2	3	3	3	3	3
19	2	3	3	2	3	2
20	3	3	3	3	3	3
21	2	2	2	2	2	2
Total 3	13	19	20	14	18	17
Total 2	8	2	1	7	3	4
Total 1	0	0	0	0	0	0
Average	2.62	2.90	2.95	2.67	2.86	2.81
Total Average	2.80					

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

Assessment Learning Goal 2(L21): MIM552 (N=21)

Strategic Thinking & Value Innovation

Student Number	L21: Using appropriate analytical techniques to solve IT management problems and will demonstrate the ability of sound business research						
	Factual knowledge	Application of strategic analytical tool	Application of financial analysis	Identification of problem/issues	Generation of alternatives	Recommendations	Business research
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3
4	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3
6	3	3	3	3	2	2	3
7	3	3	3	3	3	3	3
8	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3
11	3	3	3	3	3	3	3
12	3	3	3	3	3	3	3
13	2	2	2	2	2	2	2
14	2	2	2	2	2	2	2
15	2	2	2	2	2	2	2
16	2	2	2	2	2	2	2
17	3	3	2	2	2	2	2
18	3	2	2	2	2	2	2
19	3	2	2	2	2	2	2
20	3	3	3	3	3	3	3
21	2	2	2	2	2	2	2
Total 3	16	14	13	13	12	12	13
Total 2	5	7	8	8	9	9	8
Total 1	0	0	0	0	0	0	0
Average	2.76	2.67	2.62	2.62	2.57	2.57	2.62
Total Average	2.63						

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

Assessment Learning Goal 2(L22): MIM512 (N=30)

Strategic Thinking & Value Innovation

Student	L22: Studying emerging information technology				
Number	Consideration	Management principle	Intellectual sensitivity	Horizontal synthesis	Vertical synthesis
1	3	3	3	3	3
2	3	2	3	2	3
3	2	3	3	2	2
4	3	3	3	2	3
5	2	3	3	3	3
6	2	2	2	2	2
7	2	3	2	3	2
8	3	2	3	2	3
9	3	3	2	3	3
10	2	3	2	2	2
11	3	3	3	2	2
12	2	2	2	3	2
13	2	3	2	3	3
14	3	3	3	3	3
15	2	2	2	2	3
16	3	3	3	2	3
17	3	2	2	2	2
18	2	2	2	2	2
19	2	3	2	2	3
20	3	3	3	2	2
21	2	2	2	3	2
22	3	2	2	3	2
23	3	2	2	2	2
24	3	3	3	3	3
25	3	2	3	2	2
26	2	2	2	3	2
27	3	3	3	2	2
28	2	3	2	3	3
29	2	3	2	3	3
30	3	2	2	2	2
Total 3	16	17	13	13	14

Total 2	14	13	17	17	16
Total 1	0	0	0	0	0
Average	2.53	2.57	2.43	2.43	2.47
Total Average	2.49				

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

Assessment Learning Goal 3(L31): MIM512 (N=30)

Domain expertise in IT Management

Student	L31: Building IT management industry specific knowledge and understand the key issues	
Number	Build industry specific knowledge	Understand the key issues of business environment
1	3	3
2	2	3
3	3	2
4	3	3
5	3	3
6	2	2
7	3	2
8	2	3
9	3	3
10	2	3
11	3	3
12	2	3
13	3	3
14	3	2
15	2	2
16	2	3
17	3	2
18	2	2
19	2	3
20	3	3
21	2	3
22	3	2
23	2	3
24	3	3
25	2	3
26	3	3
27	2	3
28	3	3
29	2	3
30	3	2

Total 3	16	21
Total 2	14	9
Total 1	0	0
Average	2.53	2.70
Total Average	2.62	

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

Assessment Learning Goal 3(L32): MIM512 (N=30)		
<u>Domain expertise in IT Management</u>		
Student	L32: Applying domain expertise to the business problems in the IT management	
Number	Apply industry specific knowledge to a specific problem	Recommend solutions using structured approach
1	3	3
2	2	3
3	3	2
4	3	3
5	2	3
6	2	2
7	3	2
8	3	2
9	3	2
10	2	3
11	3	2
12	2	2
13	2	2
14	3	3
15	2	2
16	2	3
17	2	3
18	2	2
19	2	2
20	3	3
21	3	2
22	2	3
23	2	2
24	3	3

25	2	3
26	3	2
27	2	2
28	3	2
29	2	3
30	3	2
Total 3	14	13
Total 2	16	17
Total 1	0	0
Average	2.47	2.43
Total Average	2.45	

Assessment Learning Goal 4(L41): MIM552 (N=21)

Analytical and Creative Thinking

Student	L41: Capability to identify and diagnose management/research problems						
Number	Identify management/research issue and concepts	Identify alternative options	Quantitative evaluation	Qualitative evaluation	Present and organize work in a logical manner	Use new ideas and analysis methods not included in the problem	Use ethical and professionally responsible documentation and propose ethical responsible solutions
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3
4	3	2	3	2	2	2	3
5	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3
7	3	3	3	3	3	3	3
8	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3
11	2	2	2	3	3	3	3
12	3	3	3	3	3	3	3
13	2	2	2	2	2	2	3
14	2	2	2	2	2	2	3
15	2	2	2	2	2	2	3
16	2	2	2	2	2	2	3
17	2	2	2	3	2	2	3
18	2	2	2	2	2	2	3
19	2	2	2	3	2	2	3
20	3	3	3	3	3	3	3
21	2	2	2	2	2	2	3
Total 3	12	11	12	14	12	12	21
Total 2	9	10	9	7	9	9	0
Total 1	0	0	0	0	0	0	0

Average	2.57	2.52	2.57	2.67	2.57	2.57	3.00
Total Average	2.64						

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

Assessment Learning Goal 4(L42): MIM512 (N= 30)					
<u>Analytical and Creative Thinking</u>					
Student Number	L42: Ability to engage in management research and present findings effectively				
	Fact Finding	Objective Finding	Idea Finding	Solution Finding	Acceptance Finding
1	3	3	3	3	3
2	2	3	2	2	2
3	3	2	3	2	2
4	3	3	3	2	3
5	3	3	3	3	3
6	3	2	2	2	2
7	3	2	2	2	2
8	3	3	2	3	2
9	3	3	3	2	2
10	3	2	3	2	2
11	3	3	3	2	2
12	2	2	3	2	2
13	3	3	2	3	3
14	3	2	3	3	3
15	2	2	2	2	2
16	2	2	3	3	3
17	2	2	2	2	2
18	2	2	2	2	2
19	3	2	2	2	2
20	3	3	3	2	3
21	2	3	3	2	2
22	2	3	2	2	2
23	2	2	2	2	2
24	3	3	3	3	2
25	2	3	2	2	2
26	2	3	3	3	2
27	2	3	2	2	2

28	3	3	3	2	2
29	3	3	2	2	2
30	3	2	2	2	2
Total 3	18	17	15	8	7
Total 2	12	13	15	22	23
Total 1	0	0	0	0	0
Average	2.60	2.57	2.50	2.27	2.23
Total Average	2.44				

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