

AOL Report

Social Entrepreneurship MBA Program Assessment (2018)

The Social Entrepreneurship MBA Program (SE MBA) prepares students to build distinctive capabilities and leadership skills to be social entrepreneurs and competitive professionals in a global environment. Students undergo a carefully structured program to improve their knowledge on organizations, management, strategic thinking, business model generation, business ethics and marketing skills. The program is ideal for those pursuing a career as a social entrepreneur.

- Overview

The students of the SE MBA program successfully meet expectations. L1, L2, L3, L4, and L5 reported the average scores of 2.79, 2.80, 2.77, 2.84 and 2.68, respectively. All traits have the score above 2, which means students successfully achieved learning goals and objectives. The highest average score among learning goals is for L4 (Ethically & Socially Conscious Reasoning), which 84% of students scored 3 (Exceeds Expectation). The highest scored trait is L11 (High-performance Leadership Skill). The lowest scored learning goal is L5 (Global Perspective), and the lowest scored trait is L52 (Business English or Other Language) However, even for the lowest satisfactory goal, L5, all students scored more than 2, which indicates that students met the required expectation.

- Limitation

The assessment of Social Entrepreneurship MBA for assurance of learning (AOL) was enough to state the following outcomes. However, the results might not be fully accurate because not all of courses taken by SE MBA students were evaluated. Nonetheless, since the sampled three courses cover all required traits of AOL, the results might be quite complete.

- Total Number of SE MBA Courses: 24
- Number of SE MBA Graduates: 17
- Total Number of SE MBA Graduates (graduating year from 1997~2018): 66
- Total Enrollment: 40 (1st Year: 18, 2nd Year: 22)
- Assessment Courses:

Learning Goal 1	L11	SMB549 Customer Problem and Solution Validation for Social Venture
	L12	SMB594 Global Immersion Practice in SE
Learning Goal 2	L21	SMB536 Social Enterprise and Management
	L22	SMB594 Global Immersion Practice in SE

Learning Goal 3	L31 L32	SMB549 Customer Problem and Solution Validation for Social Venture SMB594 Global Immersion Practice in SE
Learning Goal 4	L41 L42	SMB536 Social Enterprise and Management SMB594 Global Immersion Practice in SE
Learning Goal 5	L51 L52	SMB594 Global Immersion Practice in SE

Overview of Assessment

SE MBA Program Assessment: Learning Goal 1		
Learning Goal: Our graduates will develop leadership skills and be able to work with internal and external stakeholders effectively.		
Learning Objective	Sample	Methods
(L11) Our students will have high-performance leadership skill	Students enrolled in SMB549 L11 (N=18) SMB594 L12 (N=19)	- (L11) Course-embedded assignment evaluation by faculty
(L12) Our students will know how to build a team and work with external stakeholders successfully.		- (L12) Course-embedded assignment evaluation by faculty
<p>Findings</p> <ul style="list-style-type: none"> - The average scores for L11 and L12 are 2.87 and 2.72, respectively. - The average score exceeded level 2 performance (Meet Expectations) using the course embedded assignment evaluation by faculty in both SMB549 and SMB594 courses. On average, 87% of SE MBA students received 3 (Exceeds Expectations) for SMB549, and 74% for SMB594. - Most of the SE MBA students developed high leadership skills. <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

SE MBA Program Assessment: Learning Goal 2

Learning Goal: 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

Learning Objective	Sample	Methods
<p>(L21) Our student will be able to enhance professional knowledge and competencies of the functional areas.</p> <p>(L22) Our students will apply different management disciplines into practical business cases of social enterprise management</p>	<p>Students enrolled in</p> <p>SMB536 L21 (N=17)</p> <p>SMB594 L22 (N=19)</p>	<p>- (L21) Course-embedded presentation evaluation by faculty</p> <p>- (L22) Course-embedded assignment evaluation by faculty</p>

Findings

- The average scores for L21 and L22 are 2.83 and 2.77, respectively.
- The average score exceeded level 2 performance (Meet Expectations) using the course embedded assignment evaluation and presentation evaluation by faculty, for L21 in the SMB536 and L22 SMB594 courses.
- Especially, most of the students in SMB536 (about 83%) and in SMB 594 (about 78%) achieved 3 (Exceed Expectations) regarding developed professional knowledge, and were able to apply that practical knowledge in managing their social ventures successfully.

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

SE MBA Program Assessment: Learning Goal 3

Learning Goal: our graduates will be effective communicators

Learning Objective	Sample	Methods
<p>(L31) Our student will produce professional business documents.</p> <p>(L32) Our students will deliver effective presentation accompanied with proper media technology</p>	<p align="center">Students enrolled in</p> <p align="center">SMB549 L31 (N=18)</p> <p align="center">SMB594 L32 (N=19)</p>	<ul style="list-style-type: none"> - (L31) Course-embedded presentation evaluation by faculty - (L32) Course-embedded presentation evaluation by faculty
<p>Findings</p> <ul style="list-style-type: none"> - The average scores for L31 and L32 are 2.86 and 2.68, respectively. - The average score exceeded level 2 performance (Meet Expectations) using the course embedded presentation evaluation by faculty, for L31 in SMB549 and L32 in SMB594 course. - Most SE MBA students in SMB549 and SMB594 produced professional business documents and delivered effective presentations accompanied with proper media technology. Therefore, SE MBA students are effective communicators. Notably, on average, about 86% of students received 3 (Exceeds Expectations) for SMB549 L31, and about 69% of students achieved 3 for SMB594 L32. <p>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p>		

SE MBA Program Assessment: Learning Goal 4

Learning Goal: Our graduates will understand the gravity of ethical behavior and corporate social responsibility

Learning Objective	Sample	Methods
<p>(L41) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.</p> <p>(L42) Our students will know the professional code of conduct within their discipline.</p>	<p>Students enrolled in</p> <p>SMB536 L41 (N=17)</p> <p>SMB594 L42 (N=19)</p>	<p>- (L41) Course-embedded assignment evaluation by faculty</p> <p>- (L42) Course-embedded assignment evaluation by faculty</p>

Findings

- The average scores for L41 and L42 are 2.85 and 2.84, respectively.
- The average score exceeded level 2 performance (Meet Expectations) using the course embedded assignment evaluation by faculty, for L41 in SMB536 and L42 in SMB594 course.
- Most students (85%) in SMB536 and SMB594 identified ethical and social dilemmas and were able to recognize and evaluate alternative courses of action. Especially, about 84% of the students in SMB594 achieved 3 (Exceeds Expectations), which means they know the professional code of conduct within their discipline. Accordingly, most of the SE MBA students understood the ethical behavior and corporate social responsibility well.

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

SE MBA Program Assessment: Learning Goal 5

Learning Goal: Our graduates will have a global perspective.

Learning Objective	Sample	Methods
<p>(L51) Our student will define global business issues and relate these to emerging business opportunities</p> <p>(L52) Our students will have command of business English or other language of major global market</p>	<p>Students enrolled in</p> <p>SMB594 (N=19)</p>	<p>- (L51) Course-embedded presentation evaluation by faculty</p> <p>- (L52) Course-embedded presentation evaluation by faculty</p>

Findings

- The average scores for L51 and L52 are 2.79 and 2.58, respectively.
- The average score exceeded level 2 performance (Meet Expectations) using the course embedded presentation evaluation by faculty, for L51 and L52 in the SMB594 course.
- Most SE MBA students in SMB594 were able to define global business issues and relate these to emerging business opportunities by showing a good command of business English or other language of major global market. Notably, more than half of students taking SMB594 scored “3” (Exceeds Expectation; 79% for L51 and 58% for L52).

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

Data Analysis and Results

Assessment Learning Goal 1(L11): SMB549 (N=18) Leadership and Teamwork - Using course-embedded assignment evaluation by faculty					
Student number	L11 (Trait)				
	Confidence	Balance between task and interpersonal relations	Ability to listen	Stays on track	Agenda
1	3	2	3	3	3
2	3	3	2	2	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	3	2	3	3	3
9	3	3	3	3	3
10	3	3	3	3	3
11	3	3	3	2	2
12	3	3	3	3	3
13	3	3	3	2	3
14	3	3	3	3	2
15	3	3	3	3	3
16	3	3	3	2	3
17	3	3	2	3	2
18	2	3	3	3	3
3 point total	17	16	16	14	15
2 point total	1	2	2	4	3
1 point total	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 1(L12): SMB594 (N=19)					
Leadership and Teamwork					
- Using course-embedded assignment evaluation by faculty					
Student number	L12 (Trait)				
	Commitment	Balance between task and interpersonal relations	Contributions	Stays on track	Working with stakeholders
1	3	3	3	3	2
2	2	2	3	3	3
3	3	2	3	2	3
4	3	2	3	1	3
5	3	3	3	3	3
6	2	3	2	3	3
7	3	3	3	3	2
8	3	2	3	2	3
9	3	3	3	3	3
10	3	3	2	3	3
11	2	3	3	3	3
12	3	2	2	2	2
13	3	3	3	3	3
14	2	3	3	3	3
15	3	3	3	3	3
16	1	2	2	2	3
17	3	3	3	3	3
18	3	3	3	3	3
19	3	3	2	2	3
3 point total	14	13	14	13	16
2 point total	4	6	5	5	3
1 point total	1	0	0	1	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 2(L21): SMB536 (N=17) Domain Expertise in Creating and Managing Social Ventures - Using course-embedded presentation evaluation by faculty						
Student number	L21 (Trait)					
	Professional knowledge	Management principle	Application of management tools	Application of financial analysis	Case analysis	Qualitative and quantitative analysis
1	3	3	3	3	2	3
2	3	3	3	3	3	3
3	3	3	3	3	3	3
4	3	3	3	3	3	3
5	2	3	3	3	2	3
6	2	2	3	2	3	2
7	3	3	3	3	3	3
8	3	3	3	3	3	3
9	2	3	3	3	3	3
10	3	3	2	3	3	3
11	3	3	3	3	3	3
12	3	3	3	3	2	3
13	3	3	2	2	3	3
14	3	3	3	3	3	3
15	3	3	3	3	3	3
16	3	3	3	3	2	3
17	2	3	2	2	3	2
3 point total	13	16	14	14	13	15
2 point total	4	1	3	3	3	2
1 point total	0	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 2(L22): SMB594 (N=19) Domain Expertise in Creating and Managing Social Ventures - Using course-embedded assignment evaluation by faculty							
Student number	L22 (Trait)						
	Integration and synthesis of knowledge	Finding of real problems	Appropriate supporting data/evidence	Application of knowledge and tools to cases	Development of new business cases	Understanding of management systems	Application of tools and systems into new business development
1	2	3	3	3	2	2	3
2	3	3	2	2	2	3	3
3	3	3	3	3	3	3	3
4	2	3	3	3	3	3	2
5	3	3	3	3	3	3	3
6	3	3	3	3	2	3	3
7	3	2	2	3	3	2	2
8	3	3	3	3	3	3	3
9	2	3	3	3	3	3	3
10	3	3	3	2	3	3	3
11	3	2	3	3	3	3	3
12	3	3	3	3	3	2	3
13	3	3	3	3	3	3	2
14	3	3	2	3	3	3	3
15	3	2	3	2	2	3	3
16	2	3	3	3	3	3	1
17	3	3	3	3	3	3	3
18	2	2	2	3	3	2	2
19	3	3	3	3	3	3	3
3 point total	14	15	15	16	15	15	14
2 point total	5	4	4	3	4	4	4
1 point total	0	0	0	0	0	0	1

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 3(L31): SMB549 (N=18)								
Communication								
- Using course-embedded presentation evaluation by faculty								
Student number	L31 (Trait)							
	Clear introduction and background	Discipline-related concepts and issues	Internally consistent arguments	Logic and organization	Consistent conclusions	Style and grammar	Effective literature search skills	Documents sources
1	2	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	3	3	3	3	2	3	3
4	3	3	3	2	3	3	3	3
5	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	2	3
7	3	3	3	3	3	3	3	3
8	3	3	3	3	3	3	3	3
9	2	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	3
11	2	3	3	3	2	3	3	2
12	3	3	3	3	3	3	3	3
13	3	3	3	3	2	3	3	2
14	3	3	3	2	2	3	3	3
15	3	3	3	3	3	3	3	3
16	2	2	2	3	3	3	3	2
17	3	3	3	3	2	3	2	3
18	3	2	3	3	3	2	3	3
3 point total	14	16	17	16	14	16	16	15
2 point total	4	2	1	2	4	2	2	3
1 point total	0	0	0	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 3(L32): SMB594 (N=19)							
Communication							
- Using course-embedded presentation evaluation by faculty							
Student number	L32 (Trait)						
	Organization	Quality of slides	Voice quality and pace	Mannerisms	Professionalism	Use of media/report with audience	Ability to answer questions
1	3	3	3	2	3	3	2
2	3	3	3	3	3	2	3
3	2	3	3	3	2	3	3
4	3	2	2	3	3	3	3
5	3	3	2	3	3	2	1
6	3	3	3	3	2	3	3
7	3	2	3	2	3	3	3
8	3	3	2	3	3	3	2
9	2	3	3	3	3	2	3
10	3	3	3	2	2	3	3
11	3	3	3	3	3	2	3
12	3	3	3	3	3	2	2
13	3	3	3	2	2	2	3
14	3	3	3	3	2	3	3
15	2	3	3	3	3	3	3
16	2	3	2	2	1	3	2
17	2	2	3	3	2	2	3
18	3	3	2	2	3	2	2
19	3	3	3	2	3	3	3
3 point total	14	16	14	12	12	11	13
2 point total	5	3	5	7	6	8	5
1 point total	0	0	0	0	1	0	1

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 4(L41): SMB536 (N=17)					
Ethically & Socially Conscious Reasoning					
- Using course-embedded assignment evaluation by faculty					
Student number	L41 (Trait)				
	Identifies dilemma	Stakeholders consideration	Options development	Options evaluation	Decision and action
1	3	3	3	3	3
2	3	3	2	3	3
3	3	3	3	3	3
4	3	3	3	3	3
5	3	3	3	3	3
6	3	3	2	2	2
7	2	3	3	3	3
8	3	3	3	3	3
9	3	2	3	3	3
10	2	3	2	3	3
11	3	3	3	3	3
12	3	3	3	3	3
13	3	3	3	2	2
14	3	3	3	3	3
15	3	3	3	3	3
16	3	3	3	3	3
17	3	2	2	3	2
3 point total	15	15	13	15	14
2 point total	2	2	4	2	3
1 point total	0	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 4(L42): SMB594 (N=19)			
Ethically & Socially Conscious Reasoning			
- Using course-embedded assignment evaluation by faculty			
Student number	L42 (Trait)		
	Importance	Understanding	Compliance
1	3	3	3
2	3	2	3
3	3	3	3
4	3	3	3
5	3	3	3
6	3	2	2
7	3	3	3
8	3	3	3
9	2	3	3
10	3	3	2
11	3	3	3
12	3	3	3
13	3	3	3
14	3	3	3
15	3	3	3
16	2	2	3
17	3	3	2
18	3	3	3
19	3	2	3
3 point total	17	15	16
2 point total	2	4	3
1 point total	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 5(L51): SMB594 (N=19)				
Global Perspective				
- Using course-embedded presentation evaluation by faculty				
Student number	L51 (Trait)			
	Identification of global issues	Analysis of global issues	Application of analysis to global business situation	Cultural differences
1	3	3	3	3
2	3	2	2	3
3	2	3	3	2
4	3	3	3	3
5	3	3	3	3
6	3	3	3	2
7	3	3	3	3
8	2	2	2	3
9	3	3	3	3
10	3	3	3	3
11	3	3	3	2
12	3	3	3	3
13	3	2	2	3
14	2	3	3	3
15	3	3	3	3
16	3	3	2	2
17	3	2	3	3
18	2	3	3	3
19	3	3	3	3
3 point total	15	15	15	15
2 point total	4	4	4	4
1 point total	0	0	0	0

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

* Unit: score (Trait) person (point)

Assessment Learning Goal 5(L52): SMB594 (N=19)

Global Perspective

- Using course-embedded presentation evaluation by faculty

Student number	L52 (Trait)		
	Knowledge	Comprehension	Communication
1	3	2	3
2	3	2	2
3	2	3	3
4	2	3	3
5	3	2	3
6	3	3	2
7	3	3	2
8	2	3	3
9	3	3	2
10	3	2	3
11	3	3	3
12	2	2	2
13	3	2	2
14	3	3	3
15	2	3	3
16	2	2	2
17	3	2	2
18	2	3	3
19	3	2	3
3 point total	12	10	11
2 point total	7	9	8
1 point total	0	0	0

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

* Unit: score (Trait) person (point)