

2019 AOL Report

Business and Technology Management Undergraduate Program Assessment

The Business and Technology Management (BTM) undergraduate program foster 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, and Supply Chain Management.

Overall Review

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 were 2.50, 2.51, 2.84, and 2.31, respectively.

While the BTM undergraduate students met expectations for all the learning goals, their performance could be analyzed differently for each learning goal in terms of the performance level. The BTM undergraduate students' highest score was from L3, showing that they were effective leaders. The students received the second highest score in 'Effective Communication (L2)'. The results suggest that the students have a superb ability to become proficient communicator in both writings and presenting their ideas in English. However, they have a moderate score for 'Global Business Understanding'. The performance indicates BTM students have room to improve in their global insight.

- Total number of courses: 32 (Spring: 10, Fall: 10, Spring-Fall: 12)
- Total number of graduates: 1
- Total number of enrollment:
 - Spring - 52
 - Fall - 56
- Sample: more than 9 (Necessary sample: 15% of enrollment = 8.4)
- Assessment courses

Learning Goal 1	L11	MSB 200. Introduction to Business Management
	L12	MSB 200. Introduction to Business Management
Learning Goal 2	L21	MSB 337. Information Technology Management
	L22	MSB 337. Information Technology Management
Learning Goal 3	L31	MSB 238. Organizational Behavior
	L32	MSB 238. Organizational Behavior
Learning Goal 4	L41	MSB 204. Technology Management
	L42	MSB 204. Technology Management

Overview of Assessment

Business and Technology Management Undergraduate Assessment:		
Learning Goal 1		
Learning Goal 1 Analytical, Critical, and Integrative Thinking -Students apply analytical, critical and integrative thinking		
Learning Objective	Sample	Methods
L11) Students can synthesize and apply the information within and across disciplines.	Students enrolled in MSB 200 (N = 47)	Team Project Report Evaluation
L12) Students can formulate, identify and apply an appropriate, qualitative or quantitative methodology for solving problems.		
Findings		
<ul style="list-style-type: none"> ✓ 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 2.52 and 2.48 respectively. ✓ The overall score implies that most graduates were able to conduct quality research through BTM courses. <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p> <p>The overall mean score for L11 is 2.52. The result implies that the students' performances exceeded expectations in this learning objective. Especially, higher average scores were obtained in 'Identification of research/project issues (Trait 1)', 'Inter-disciplinary alternatives (Trait 2)' and 'Verify suggested findings (Trait 5)'. The results indicate that the students exceeded not only in identifying problems that potentially required inter-disciplinary exploration, but also in verifying their own ideas and results. Comparably, the students obtained a comparatively lower scores in 'Effective research capability (Trait 3; 2.34)' and 'Understand and apply inter-disciplinary theory and knowledge (Trait 4; 2.45)'. It suggests that BTM students have room to improve in understanding interdisciplinary theories and building effective research capabilities based on such knowledge.</p> <p>The overall mean score for L12 is 2.48, indicating that the students' performance level generally met the expectations in applying appropriate methodologies for solving problems. Considering that all students received the highest scores of 2.81 in 'Problem finding (Trait 1)' and 'Consistent conclusions (Trait 4)', they were trained especially well in identifying the problem and arriving at consistent, logical conclusions based on the analyses. Nonetheless, the students have some room for improvement in 'Using proper methods and tools for analysis (Trait 3)', whether it is regarding 'Quantitative or qualitative techniques (Trait 2)'.</p>		

Business and Technology Management Undergraduate Assessment:		
Learning Goal 2		
Learning Goal 2 Effective Communication- Students become effective communicators		
Learning Objective	Sample	Methods
L21) Students can produce valid reports written in English.	Students enrolled in MSB 337 (N = 39)	Assignment Evaluation
L22) Students can efficiently present and deliver ideas effectively.		
Findings		
<ul style="list-style-type: none"> ✓ The mean scores of project report evaluation for both L21 and L22 exceeded 2 (meets expectations); the scores for L21 and L22 were 2.54 and 2.48 respectively. ✓ The overall score implies that most graduates were able to communicate effectively and professionally through BTM courses. <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p> <p>The overall mean score for L21 is 2.54. 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)’.</p> <p>The overall mean score for L22 is 2.48. BTM students’ ability in presenting and delivering their ideas generally met the instructor’s expectations. The highest score was 2.62 in ‘Organization (Trait 1)’, showing that the BTM students could systematically arrange their presentation to communicate their thought well within time. The lowest score was 2.33 in ‘Voice Quality and Pace (Trait 3)’. While the evaluation for this trait is still beyond expectation, the results also show that there is room to improve the students’ English conversation skills in terms of attitude or voice.</p>		

Business and Technology Management Undergraduate Assessment:		
Learning Goal 3		
Learning Goal 3 Effective Leadership-Students will have effective leadership skills		
Learning Objective	Sample	Methods
L31) Students will demonstrate characteristics that contribute to effective teams.	Students enrolled in MSB 238 (N = 53)	Presentation Evaluation
L32) Students employ leadership and collaborative skills.		
Findings		
<ul style="list-style-type: none"> ✓ The mean scores of project report evaluation for both L31 and L32 exceeded 2 (meets expectations); the scores for L31 and L32 were 2.84 and 2.83 respectively. ✓ The overall score implies that most graduates were able to communicate effectively and professionally through BTM courses. <p style="margin-left: 40px;">*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p> <p>The overall mean score for L31 is 2.84. According to this result, the BTM students' have sufficient ability in demonstrating characteristics for team effectiveness. The highest scores were 2.91 in 'Commitment (Trait 1)' and 'Contributions (Trait 3)', implying that the students not only offer their own ideas and listen to the others', but also follow up on suggestions through reports in subsequent meetings. The relatively lower score was 2.72, shown in 'Balance between task and interpersonal relations (Trait 2)'. Nonetheless, the evaluation of all leadership-related attributes greatly exceeded expectations, with not a single student failing to meet the expectations.</p> <p>The overall mean score for L32 was 2.83, which shows that the BTM students have adequate leadership and collaborative skills. The highest score is 2.93 in 'Sharing vision (Trait 1)' and the lowest score is 2.77 in 'Facilitate communication (Trait 2)', which also greatly exceeded expectations. These results show that BTM students were effective leaders who could share their vision, communicate, and stay on track in their classes.</p>		

Business and Technology Management Undergraduate Assessment:		
Learning Goal 4		
Learning Goal 4 Global Business Understanding-Students acquire global business understanding		
Learning Objective	Sample	Methods
L41) Students will be able to identify relevant global issues and trend	Students enrolled in MSB204 (N=34)	Project Presentation Evaluation
L42) Students will be able to understand the impact of the global environments on business and technology issues and trend.		
Findings		
<ul style="list-style-type: none"> ✓ The mean scores of project report evaluation for both L41 and L42 exceeded 2 (meets expectations); the scores for L41 and L42 were 2.52 and 2.09 respectively. ✓ The overall score implies that most graduates acquired sufficient understanding of global issues and their impact through BTM courses. <p>*1 = Fails to Meet Expectations, 2 = Meets Expectations, 3 = Exceeds Expectations</p> <p>The overall mean score for L41 was 2.52, showing that BTM students can adequately identify trends in global markets and economy. Students scored 2.27, 2.47, and 2.82 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 already have a good understanding of global issues but can further improve their skills in identifying and understanding global trend with advanced training.</p> <p>The overall mean score for L42 was 2.09. The result shows that students have a moderate ability in understanding the impact of the global environments on business and technology issues and trends. As they scored 2.15 and 2.03 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 partial insights to sense the global business and technology issues.</p>		

Data Analysis and Results

Assessment Learning Goal 1 (L1): MSB200_Introduction to Management					
Learning Goal	L1: Analytical, Critical, and Integrative Thinking - Students apply analytical, critical and integrative thinking				
	L11: Students can synthesize and apply the information within and across disciplines				
Traits	T1. Identification of research/project issues	T2. Inter-disciplinary alternatives	T3. Effective research capability	T4. Understand and apply inter-disciplinary theory and knowledge	T5. Verify suggested findings
Students	47	47	47	47	47
1	2	2	2	2	2
2	2	2	2	2	2
3	2	2	2	2	2
4	2	2	2	2	2
5	2	3	3	2	2
6	2	3	3	2	2
7	2	3	3	2	2
8	2	3	3	2	2
9	2	3	3	2	2
10	2	3	2	2	2
11	2	3	2	2	2
12	2	3	2	2	2
13	2	3	2	2	2
14	2	3	2	2	2
15	2	2	2	3	2
16	2	2	2	3	2
17	2	2	2	3	2

18	2	2	2	3	2
19	2	2	2	3	2
20	2	2	2	3	2
21	3	3	2	2	3
22	3	3	2	2	3
23	3	3	2	2	3
24	3	3	2	2	3
25	3	3	2	2	3
26	3	3	2	2	3
27	3	3	2	3	3
28	3	3	2	3	3
29	3	3	2	3	3
30	3	3	2	3	3
31	3	3	2	3	3
32	3	3	3	3	3
33	3	3	3	3	3
34	3	3	3	3	3
35	3	3	3	3	3
36	3	3	3	3	3
37	3	2	2	3	3
38	3	2	2	3	3
39	3	2	2	3	3
40	3	2	2	3	3
41	3	2	2	3	3
42	3	3	3	2	3
43	3	3	3	2	3

44	3	3	3	2	3
45	3	3	3	2	3
46	3	3	3	2	3
47	3	3	3	2	3
# of 3 point	27	32	16	21	27
# of 2 point	20	15	31	26	20
# of 1 point	0	0	0	0	0
Total Score	121	126	110	115	121
Average	2.574	2.681	2.340	2.447	2.574
Total Average	2.523				

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

Assessment Learning Goal 1 (L1): MSB200_Introduction to Management				
Learning Goal	L1: Analytical, Critical, and Integrative Thinking - Students apply analytical, critical and integrative thinking			
	L12: Students can formulate, identify and apply an appropriate, qualitative or quantitative methodology for solving problems			
Traits	T1. Problem finding	T2. Quantitative or qualitative techniques	T3. Use proper methods and tools for analysis	T4. Consistent conclusions
Students	47	47	47	47
1	2	2	2	2
2	2	2	2	2
3	2	2	2	2
4	2	2	2	2
5	3	2	2	3
6	3	2	2	3
7	3	2	2	3
8	3	2	2	3
9	3	2	2	3
10	2	2	2	2
11	2	2	2	2
12	2	2	2	2
13	2	2	2	2
14	2	2	2	2
15	3	2	2	3
16	3	2	2	3
17	3	2	2	3

18	3	2	2	3
19	3	2	2	3
20	3	2	2	3
21	3	2	2	3
22	3	2	2	3
23	3	2	2	3
24	3	2	2	3
25	3	2	2	3
26	3	2	2	3
27	3	2	2	3
28	3	2	2	3
29	3	2	2	3
30	3	2	2	3
31	3	2	2	3
32	3	2	3	3
33	3	2	3	3
34	3	2	3	3
35	3	2	3	3
36	3	2	3	3
37	3	3	3	3
38	3	3	3	3
39	3	3	3	3
40	3	3	3	3
41	3	3	3	3
42	3	2	2	3
43	3	2	2	3

44	3	2	2	3
45	3	2	2	3
46	3	2	2	3
47	3	2	2	3
# of 3 point	38	5	10	38
# of 2 point	9	42	37	9
# of 1 point	0	0	0	0
Total Score	132	99	104	132
Average	2.809	2.106	2.213	2.809
Total Average	2.484			

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

Assessment Learning Goal 2 (L2): MSB337_ Information Technology Management				
Learning Goal	L2: Effective Communication - Students become effective communicators			
	L21: Students can produce valid reports written in English			
Traits	T1. Logic & Organization	T2. Language	T3. Spelling and grammar	T4. Format
Students	39	39	39	39
1	2	2	2	2
2	3	2	3	2
3	3	2	2	2
4	2	2	2	2
5	3	3	3	3
6	3	3	3	3
7	2	2	2	2
8	3	3	3	3
9	3	3	3	3
10	3	3	3	3
11	3	3	2	3
12	3	2	2	3
13	3	3	3	3
14	3	2	2	3
15	3	2	2	2
16	2	3	3	2
17	3	2	2	2
18	3	3	3	3

19	2	2	2	2
20	2	2	2	2
21	3	3	2	3
22	2	2	2	2
23	3	3	3	3
24	3	3	3	3
25	3	3	2	3
26	3	2	2	2
27	3	2	2	3
28	3	3	3	3
29	3	3	3	3
30	3	3	3	3
31	2	2	2	2
32	3	3	2	3
33	3	3	3	3
34	3	3	2	3
35	3	2	2	2
36	3	3	3	3
37	2	2	2	2
38	2	2	2	2
39	2	1	1	2
# of 3 point	28	20	16	22
# of 2 point	11	18	22	17
# of 1 point	0	1	1	0
Total Score	106	97	93	100
Average	2.718	2.487	2.385	2.564
Total Average	2.538			

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

Assessment Learning Goal 2 (L2): MSB337_Information Technology Management						
Learning Goal	L2: Effective Communication - Students become effective communicators					
	L22: Students can efficiently present and deliver ideas effectively					
Traits	T1. Organization	T2. Quality of slides	T3. Voice quality and pace	T4. Professionalism	T5. Use of media/rapport with audience	T6. Ability to answer questions
Students	39	39	39	39	39	39
1	3	2	2	2	2	1
2	3	3	2	3	3	2
3	2	2	2	2	2	2
4	2	2	2	2	2	2
5	3	3	3	2	3	3
6	2	3	3	3	3	3
7	3	2	2	2	2	2
8	3	3	2	2	3	3
9	3	3	2	3	2	2
10	3	2	2	3	2	3
11	3	3	2	3	2	3
12	3	2	3	2	3	3
13	3	3	3	3	3	3
14	3	3	2	3	3	3
15	2	3	2	2	3	3
16	3	3	2	2	3	3
17	2	2	2	2	2	2

18	3	3	3	3	3	3
19	2	2	2	2	2	2
20	2	2	2	2	2	2
21	3	3	3	3	3	3
22	2	2	2	2	2	2
23	3	2	3	2	3	3
24	3	2	3	3	3	3
25	3	3	2	3	3	3
26	2	3	3	2	2	2
27	2	2	2	2	2	2
28	3	3	2	3	3	2
29	3	3	3	3	3	3
30	3	3	3	3	3	2
31	2	2	2	1	2	2
32	3	3	3	3	3	2
33	3	3	3	3	3	2
34	3	3	3	3	3	3
35	2	3	2	3	2	2
36	3	3	2	2	3	3
37	2	2	2	2	2	2
38	2	2	2	2	2	2
39	2	2	1	1	2	1
# of 3 point	24	22	14	18	21	18
# of 2 point	15	17	24	19	18	19

# of 1 point	0	0	1	2	0	2
Total Score	102	100	91	94	99	94
Average	2.615	2.564	2.333	2.410	2.538	2.410
Total Average	2.479					

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

Assessment Learning Goal 3 (L3): MSB 238_Organizational Behavior			
Learning Goal	L3: Effective Leadership - Students will have effective leadership skills		
	L31: Students will demonstrate characteristics that contribute to effective teams		
Traits	T1. Commitment	T2. Balance between task and interpersonal relations	T3. Contributions
Students	53	53	53
1	3	3	3
2	3	2	3
3	3	3	3
4	3	2	3
5	2	2	3
6	3	3	3
7	3	2	3
8	3	3	3
9	3	3	3
10	3	3	3
11	3	2	2
12	3	3	3
13	3	3	3
14	2	3	3
15	2	3	3
16	3	3	3
17	3	2	3
18	3	3	3
19	3	3	2

20	3	3	3
21	3	2	2
22	2	2	3
23	3	3	3
24	3	2	2
25	3	3	3
26	3	3	3
27	3	2	3
28	2	3	3
29	3	3	3
30	3	3	3
31	3	3	3
32	3	3	3
33	3	2	3
34	3	3	3
35	3	3	3
36	3	3	3
37	3	3	3
38	3	3	3
39	3	3	3
40	3	3	3
41	3	2	2
42	3	3	3
43	3	3	3
44	3	2	3
45	3	3	3

46	3	3	3
47	3	2	3
48	3	3	3
49	3	3	3
50	3	2	3
51	3	3	3
52	3	3	3
53	3	3	3
# of 3 point	48	38	48
# of 2 point	5	15	5
# of 1 point	0	0	0
Total Score	154	144	154
Average	2.906	2.717	2.906
Total Average	2.843		

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

Assessment Learning Goal 3 (L3): MSB 238_Organizational Behavior			
Learning Goal	L3: Effective Leadership - Students will have effective leadership skills		
	L32: Students employ leadership and collaborative skills		
Traits	T1. Sharing vision	T2. Facilitate communication	T3. Stays on track
Students	53	53	53
1	3	2	3
2	3	3	2
3	3	3	3
4	3	3	2
5	3	2	3
6	3	3	3
7	2	2	3
8	3	3	3
9	3	3	3
10	3	2	3
11	3	3	2
12	3	3	3
13	3	2	2
14	3	3	3
15	3	3	3
16	3	3	3
17	3	2	2
18	3	3	3
19	3	2	3

20	3	3	3
21	3	3	2
22	3	3	3
23	3	3	3
24	3	3	3
25	3	3	3
26	3	3	3
27	2	3	2
28	3	3	2
29	2	3	3
30	3	3	3
31	3	3	3
32	3	2	3
33	3	3	3
34	3	3	3
35	3	3	2
36	3	3	3
37	3	2	3
38	3	3	3
39	3	3	3
40	3	3	3
41	3	3	3
42	3	2	2
43	3	3	3
44	2	2	3
45	3	3	3

46	3	2	2
47	3	3	3
48	3	3	3
49	3	3	3
50	3	3	3
51	3	3	3
52	3	3	3
53	3	3	3
# of 3 point	49	41	42
# of 2 point	4	12	11
# of 1 point	0	0	0
Total Score	155	147	148
Average	2.925	2.774	2.792
Total Average	2.830		

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

Assessment Learning Goal 4 (L4): MSB 204_Technology Management			
Learning Goal	L4: Global Business Understanding - Students acquire global business understanding		
	L41: Students will be able to identify relevant global issues and trend		
Traits	T1. Identification of global issues	T2. Understand the global issues	T3. Understand cultural differences
Students	34	34	34
1	3	2	2
2	2	3	3
3	2	3	2
4	2	2	2
5	2	3	3
6	2	2	3
7	3	3	3
8	3	3	3
9	3	3	3
10	2	2	3
11	2	2	3
12	1	2	3
13	2	3	3
14	2	2	3
15	2	2	3
16	3	3	3
17	2	3	3
18	2	3	3
19	2	3	2

20	2	2	3
21	3	3	3
22	1	1	3
23	1	1	3
24	1	1	3
25	3	2	2
26	2	2	2
27	3	3	3
28	2	2	3
29	2	3	3
30	3	3	3
31	3	3	3
32	3	3	3
33	3	3	3
34	3	3	3
# of 3 point	13	19	28
# of 2 point	17	12	6
# of 1 point	4	3	0
Total Score	77	84	96
Average	2.265	2.471	2.824
Total Average	2.520		

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

Assessment Learning Goal 4 (L4): MSB 204_Technology Management		
Learning Goal	L4: Global Business Understanding - Students acquire global business understanding	
	L42: Students will be able to understand the impact of the global environments on business and technology issues and trend	
Traits	T1. Knowledge of global issues in Business/Economic & Technology	T2. Understand the impact of global business and technology issues
Students	34	34
1	2	2
2	3	3
3	2	2
4	2	2
5	2	2
6	2	2
7	3	2
8	2	2
9	3	3
10	2	1
11	1	1
12	1	1
13	2	2
14	2	1
15	2	1
16	3	2
17	2	2
18	2	3
19	2	2

20	2	2
21	3	3
22	1	1
23	1	1
24	1	1
25	3	2
26	2	2
27	2	2
28	2	2
29	2	2
30	2	3
31	3	3
32	3	3
33	3	3
34	3	3
# of 3 point	10	9
# of 2 point	19	17
# of 1 point	5	8
Total Score	73	69
Average	2.147	2.029
Total Average	2.088	

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