

2019 AOL Report

Executive MBA Program

The Executive MBA (EMBA) program prepares middle and upper level professionals for successful careers in general management. The program is an intensive, Friday and Saturday format to meet the needs of working professionals. Participants progress through the program as a team with emphases on the immediate practical applications of current business concepts, technologies, and skills for the global economy.

Overall Review

The Executive MBA (EMBA) program prepares middle and upper level professionals for successful careers in general management. The EMBA program aims to strengthen essential qualities of general managers and develop and nurture middle and upper professionals to become leaders who are creative and innovative. In general, general managers should have personal qualities and skills including the leadership for leading organizations and human resources and effective communication and collaboration skills.

Based on these personal qualities and attributes, we establish four learning goals for the program; team building and task management, global perspective, understanding of ethical problems, and business problem-solving. In order to assess the accomplishments of each learning goal, we utilize various assessment methods including evaluation of team project presentations, course-embedded surveys on students, OPI level tests, and many more.

Assessment results based on all assessment methods suggest that the EMBA program fulfills the expectations of Assurance of Learning (AoL). More specifically, the average scores for four learning goals exceeded 2 (i.e. 'Meets Expectation'). Therefore, we can conclude that the EMBA program is fully qualified to be a member of AACSB.

The average score for each learning goal is 2.653, 2.781, 2.792 and 2.665 from L1 to L4 respectively. The most successfully achieved learning goal is 'ethically & socially conscious reasoning (L3)', of which score is very close to 3 on average, which shows the superior achievement of this program respect to the standards of AOL. The most poorly evaluated learning goal is 'leadership and change management (L1)'. The result proposes that this program should be more encouraged to provide students the opportunity to use team building and high-performance management behaviors to lead team tasks successfully in the competitive environment.

- Total number of courses: 20 (Spring: 6, Summer: 6, Fall: 6, Winter: 2)
- Total number of graduates: 29
- Total number of enrollment: 54 (1st: 33, 2nd: 21)
- Sample: more than 5 (Necessary sample: 15% of graduates = 4.35)
- Assessment courses

Learning Goal 1	L11	EMB510 Leadership & Organizational Change
	L12	EMB542 IT Management
	L13	EMB542 IT Management
Learning Goal 2	L21	EMB542 IT Management
	L22	EMB571/572 International Field Trip I / II OPI Level Test
Learning Goal 3	L31	EMB520 Marketing Management

	L32	EMB562 Accounting & Financial Statement Analysis
Learning Goal 4	L41	EMB530 Operations Management & SCM
	L42	EMB511 Strategic Management

Overview of Assessment

Executive MBA (EMBA): Assessment Learning Goal 1		
Leadership and Change management: Our graduates will use team building and high-performance management behaviors to lead team tasks successfully in the competitive environment.		
Learning Objective	Sample	Methods
L11) Our students will have high-performance leadership skill.	Students enrolled in EMB510 (N=23)	Reflective assessment of leadership styles/skills completed by team members
L12) Our students will know how to build a team successfully in the competitive environment.	Students enrolled in EMB542 (N=23)	Team members assessment by their team leader
L13) Our students will effectively manage team members for solving organizational challenges.	Students enrolled in EMB542 (N=23)	Team members assessment by their team leader
Findings		
<ul style="list-style-type: none"> - Using a course-embedded survey, the team members in EMB510 assessed L11 which evaluated the leadership style and skills of their team leader. Average scores for each of the evaluation criteria for L11 exceed 2 (meets expectations); the score for L11 is 2.620. - Using a course-embedded survey, the team leaders in EMB 542 assessed L12 and L13 which evaluated the team building skills of their team members. Average scores for each of the evaluation criteria for L12 and L13 exceed 2 (meets expectations); the scores for L12 and L13 are 2.630 and 2.710 respectively. - The average scores for L1 is slightly lower than last year (2.74 for L11, 2.80 for L12, 2.77 for L13). - 47.8% (11/23) of students exceed expectations for L11. - 4.3% (1/23) of students have difficulty in all traits for L11. - 8.7% (2/23) of students have difficulty in balance between task and interpersonal relations (Trait 2 for L11). - All students meet expectations for L12 and L13. - 30.4% (7/23) of students exceed expectations for L12. - 56.5% (13/23) of students exceed expectations for L13. 		

Executive MBA (EMBA): Assessment Learning Goal 2		
Global Perspective: Our graduates will have a global perspective.		
Learning Objective	Sample	Methods
L21) Our student will understand global business issues and relate current issues to emerging business opportunities.	Students enrolled in EMB542 (N=8)	Assessment task force scored case solutions written in English
L22) Our students will have a good command of business English or other languages of major global markets.	Students enrolled in EMB571/572 (N=25)	Assessment task force scored business presentation and communication in English
Findings		
<ul style="list-style-type: none"> - Using the assessment rubric, the assessment task force for EMB542 evaluated L21. Average score for each of the evaluation criteria for L21 is 2.563, slightly lower than last year's (2.69), but still exceeds 2 (meets expectations). - Using the assessment rubric, the assessment task force for EMB 571/572 evaluated L22. Average scores for each of the evaluation criteria for L22 are exactly 3 (Exceeds Expectations). - In addition, all EMBA students participated and passed two international field trip courses (EMB 571&572) conducted at London Business School in the U.K. During this field trip, all EMBA students were required to take courses in English and also expected to deliver a final presentation in English at the end of the course. In order to pass these courses, they were required to communicate with highly proficient business English skills. Thus, our graduates satisfy the global perspective learning goals (L21, L22). - All students meet expectation for L21. - 25.0% (2/8) of students exceed expectations for L21. - All students exceed expectation for L22. 		

Executive MBA (EMBA): Assessment Learning Goal 3		
Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.		
Learning Objective	Sample	Methods
L31) Our students will be able to identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.	Students enrolled in EMB520 (N=8)	Assessment task force scored the term project presentation and its output
L32) Our students will know the professional code of conduct within their discipline.	Students enrolled in EMB562 (N=30)	Course-embedded survey
Findings		
<ul style="list-style-type: none"> - Using the assessment rubric, the assessment task force for EMB520 evaluated L31. Average scores for each of the evaluation criteria for L31 exceed 2 (meets expectations); the score for L31 is 2.850. - Using a course-embedded survey, students in EMB 562 assessed L32. Average scores for each of the evaluation criteria for L32 exceed 2 (meets expectations); the score for L32 is 2.733. - The average scores are slightly lower than last year (2.9 for L31, 2.75 for L32), but the scores are close to 3 (exceed expectations). - All students meet expectation for L31. - 50.0% (4/8) of students exceed expectations for L31. - 70.0% (21/30) of students exceed expectations for L32. - 3.3% (1/30) of students have difficulty in understanding the detailed contents of professional code of conduct (Trait 2 for L32). 		

Executive MBA (EMBA): Assessment Learning Goal 4		
Strategic Thinking & Cross-disciplinary Competency: Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems.		
Learning Objective	Sample	Methods
L41) Our students will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment.	Students enrolled in EMB530 (N=8)	Assessment task force scored the term project presentation and its output
L42) Our students will synthesize different discipline areas.	Students enrolled in EMB511 (N=8)	Assessment task force scored case solutions
Findings		
<ul style="list-style-type: none"> - Using the assessment rubric, the assessment task force for EMB530 evaluated L41. Average score for each of the evaluation criteria for L41 is 2.643, lower than last year's (2.71), but exceeds 2 (meets expectations). - Using the assessment rubric, the assessment task force for EMB511 evaluated L42. Average scores for each of the evaluation criteria for L42 exceed 2 (meets expectations); the score for L42 is 2.688, slightly higher than last year's (2.67). - Thus, our graduates satisfy the strategic analysis learning goals (L41, L42). - All students meet expectation for L41 and L42. - 12.5% (1/8) of students exceed expectations for L42. 		

Data Analysis and Results

Assessment Learning Goal 1 (L1): EMB510 리더십과 조직변화 / EMB542 IT 기술과 경영				
Learning Goal	L1: Leadership and Change management: Our graduates will use team building and high-performance management behaviors to lead team tasks successfully in the competitive environment.			
	L11: Our students will have high-performance leadership skill.			
Traits	T1. Confidence	T2. Balance between Task and Interpersonal Relations	T3.Ability to Listen	T4. Agenda
Students	23	23	23	23
1	3	3	3	3
2	3	3	3	3
3	3	3	3	3
4	3	3	3	3
5	3	3	3	3
6	2	2	2	3
7	3	3	2	3
8	2	3	3	3
9	1	1	1	1
10	3	3	3	3
11	2	2	3	3
12	3	3	3	3
13	3	3	3	3
14	2	2	2	2
15	2	3	2	2
16	2	3	3	3
17	3	3	3	3
18	2	2	2	2
19	3	1	2	2
20	3	3	2	3
21	3	3	3	3
22	3	3	3	3
23	2	2	3	2
# of 3 point	14	16	15	17
# of 2 point	8	5	7	5
# of 1 point	1	2	1	1
Total Score	59	60	60	62
Average	2.565	2.609	2.609	2.696
Total Average	2.620			

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

Assessment Learning Goal 1 (L1): EMB510 리더십과 조직변화 / EMB542 IT 기술과 경영							
Learning Goal	L1: Leadership and Change management: Our graduates will use team building and high-performance management behaviors to lead team tasks successfully in the competitive environment.						
	L12: Our students will know how to build a team successfully in the competitive environment.				L13: Our students will effectively manage team members for solving organizational challenges.		
Traits	T1. Commitment	T2. Balance between Task and Interpersonal Relations	T3. Contributions	T4. Stays on Track	T1. Ability to Clearly Specify Team Focus in Responding to Organizational Challenge	T2. Creative Solution Finding in Responding to Organizational Challenge	T3. Feasibility
Students	23	23	23	23	23	23	23
1	2	3	2	3	3	2	3
2	2	2	2	3	2	2	3
3	2	2	2	3	3	2	2
4	2	2	2	3	2	2	2
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	2	3	3	3	3	3	3
10	2	3	3	3	3	3	3
11	2	3	3	3	3	3	3
12	2	2	3	2	2	3	3
13	3	2	2	2	2	3	2
14	2	3	2	2	3	3	3
15	3	3	3	2	3	3	3
16	3	3	3	3	2	3	3
17	2	3	2	3	2	2	2
18	2	2	2	2	2	2	2
19	3	2	2	3	2	2	3
20	2	3	3	3	3	3	3
21	3	3	3	2	3	3	3
22	3	3	3	3	3	3	3
23	3	3	3	3	3	3	3
# of 3 point	11	16	14	17	15	16	18
# of 2 point	12	7	9	6	8	7	5
# of 1 point	0	0	0	0	0	0	0
Total Score	57	62	60	63	61	62	64
Average	2.478	2.696	2.609	2.739	2.652	2.696	2.783
Total Average	2.630				2.710		

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

Assessment Learning Goal 2 (L2): EMB542 IT 기술과 경영 / EMB571/572 해외현장연구 / OPI Level Test							
Learning Goal	L2: Global Perspective: Our graduates will have a global perspective.						
	L21: Our student will understand global business issues and relate current issues to emerging business opportunities.				L22: Our students will have a good command of business English or other languages of major global markets.		
Traits	T1. Identification of Global Issues	T2. Analysis of Global Issues	T3. Application of Analysis to Global Business Situation	T4. Cultural Differences	T1. Knowledge	T2. Comprehension	T3. Communication
Students	8	8	8	8	25	25	25
1	3	3	3	3	3	3	3
2	3	3	3	2	3	3	3
3	3	3	3	3	3	3	3
4	3	3	2	2	3	3	3
5	2	2	2	2	3	3	3
6	3	3	2	2	3	3	3
7	3	3	3	2	3	3	3
8	2	2	2	2	3	3	3
9					3	3	3
10					3	3	3
11					3	3	3
12					3	3	3
13					3	3	3
14					3	3	3
15					3	3	3
16					3	3	3
17					3	3	3
18					3	3	3
19					3	3	3
20					3	3	3
21					3	3	3
22					3	3	3
23					3	3	3
24					3	3	3
25					3	3	3
# of 3 point	6	6	4	2	25	25	25
# of 2 point	2	2	4	6	0	0	0
# of 1 point	0	0	0	0	0	0	0
Total Score	22	22	20	18	75	75	75
Average	2.750	2.750	2.500	2.250	3.000	3.000	3.000
Total Average	2.563				3.000		

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

Assessment Learning Goal 3 (L3): EMB520 마케팅관리 / EMB562 회계 및 재무제표 분석							
Learning Goal	L3: Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.					L32: Our students will know the professional code of conduct within their discipline.	
	L31: Our students will be able to identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.						
Traits	T1. Identifies Dilemma	T2. Stakeholders Consideration	T3. Options Development	T4. Options Evaluation	T5. Decision and Action	T1. Importance	T2. Understanding
Students	8	8	8	8	8	30	30
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	2	3	3	3	3
6	3	3	2	3	3	3	3
7	3	3	2	2	3	3	2
8	3	3	2	2	3	3	3
9						3	3
10						2	2
11						3	3
12						2	2
13						2	2
14						3	3
15						3	3
16						2	2
17						2	3
18						3	3
19						3	3
20						2	2
21						3	3
22						3	3
23						2	1
24						3	3
25						3	2
26						3	3
27						3	3
28						3	3
29						3	3
30						3	3
# of 3 point	8	8	4	6	8	23	22
# of 2 point	0	0	4	2	0	7	7
# of 1 point	0	0	0	0	0	0	1
Total Score	24	24	20	22	24	83	81
Average	3.000	3.000	2.500	2.750	3.000	2.767	2.700
Total Average	2.850					2.733	

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

Assessment Learning Goal 4 (L4): EMB530 생산 경영 및 공급 사슬 관리 / EMB511 경영전략 및 정책							
Learning Goal	L4: Strategic Thinking & Cross-disciplinary Competency: Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving						
	L41: Our students will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment.						
Traits	T1. Factual Knowledge	T2. Application of Strategic Analytical Tools	T3. Application of Financial Analysis	T4. Identification of Case Problems/Issues	T5. Generation of Alternatives	T6. Recommendations	T7. Business Judgment
Students	8	8	8	8	8	8	8
1	3	3	2	3	2	3	3
2	2	3	3	3	3	3	2
3	2	3	2	3	2	2	3
4	3	3	3	3	3	2	3
5	2	3	3	2	3	3	3
6	3	2	3	3	3	2	2
7	2	2	2	3	2	2	3
8	3	3	3	3	2	3	3
# of 3 point	4	6	5	7	4	4	6
# of 2 point	4	2	3	1	4	4	2
# of 1 point	0	0	0	0	0	0	0
Total Score	20	22	21	23	20	20	22
Average	2.500	2.750	2.625	2.875	2.500	2.500	2.750
Total Average	2.643						

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

Assessment Learning Goal 4 (L4): EMB530 생산 경영 및 공급 사슬 관리 / EMB511 경영전략 및 정책						
Learning Goal	L4: Strategic Thinking & Cross-disciplinary Competency: Our graduates will be able to strategically analyze business cases and integrate different					
	L42: Our students will synthesize different discipline areas.					
Traits	T1. Consideration	T2. Management Principle	T3. Discipline Knowledge	T4. Intellectual Sensitivity	T5. Horizontal Synthesis	T6. Vertical Synthesis
Students	8	8	8	8	8	8
1	3	2	3	2	2	3
2	3	2	3	3	3	3
3	3	3	3	3	3	3
4	3	2	2	3	3	2
5	2	3	2	3	3	3
6	3	2	3	3	3	3
7	3	3	3	2	3	2
8	3	2	3	3	2	2
# of 3 point	7	3	6	6	6	5
# of 2 point	1	5	2	2	2	3
# of 1 point	0	0	0	0	0	0
Total Score	23	19	22	22	22	21
Average	2.875	2.375	2.750	2.750	2.750	2.625
Total Average	2.688					

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