

2019 AOL Report

Information & Media MBA Program

The Information & Media MBA (IMMBA) Program prepares middle and upper level professionals for successful careers in general management. The program takes a very intensive format to finish the whole curriculum within a year. The IMMBA Program aims to delve into the concepts of IT management strategy, communication skills, information and communication technology, digital media & contents industry, business analytics with a firm background in the basic principles of business management. With this setting, we will develop global professionals who can create new growth momentum through the convergence of IT, digital contents, business analytics and the industrialization of IT, media, and business analytics.

Overall Review

Summary of Learning Goals
 Learning Goal 1: Global Perspective: Our graduates will have a global perspective
 Learning Goal 2: Communication: Our graduates will be effective communicators
 Learning Goal 3: Strategic Thinking & Cross-disciplinary Competency: Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems.
 Learning Goal 4: Domain expertise in IT and Media Industry: Our graduates will develop professional skills and exhibit professional competencies.

Overall summary of findings and Limitations
 From the result of the performance of Assurance of Learning (AOL), 4 learning goals in each course generally meet the expectations by having average score bigger than 2 (meet expectation). According to the results of AOL (Assurance of Learning), all the courses selected satisfied the required standards. For example, the learning goal related to the effective communication (Learning Goal 4: Our graduates will develop professional skills and exhibit professional competencies.) show adequately high level of performance. In summary, the result implies that our students will graduate with required competence in business, especially in IT management and media and business analytics.

- Total number of courses: 23 (Winter: 3, Spring: 7, Summer: 6, Fall: 7)
- Total number of graduates: 29
- Total number of enrollment: 36
- Sample: more than 5 (Necessary sample: 15% of graduates = 4.35)
- Assessment courses

Learning Goal 1	L11	IM694: Advanced Business Analytics
	L12	IM694: Advanced Business Analytics
Learning Goal 2	L21	IM626: e-Business Strategy
	L22	IM623: Data Mining and Intelligent Marketing
	L23	IM694: Advanced Business Analytics

Learning Goal 3	L31	IM623: Data Mining and Intelligent Marketing
	L32	IM694: Advanced Business Analytics
Learning Goal 4	L41	IM623: Data Mining and Intelligent Marketing
	L42	IM623: Data Mining and Intelligent Marketing

Overview of Assessment

Information & Media MBA Program: Assessment Learning Goal 1		
Learning Goal 1 Global Perspective: Our graduates will have a global perspective		
Learning Objective	Sample	Methods
L11) Our students will understand global business issues and relate current issues to emerging business opportunities	Students enrolled in IM694 (N=37)	Course-embedded assignment evaluation by faculty
L12) Our students will have command of business English or other language of major global market.	Students enrolled in IM694 (N=37)	Course-embedded assignment evaluation by faculty
Findings		
<p>The average scores for L11 and L12 are 2.20 and 2.24 respectively. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <p>The ratio of students who received 3 points in all traits for L11 and L12 is 5.4% and 16.2% respectively.</p> <p>L11, L12 meet expectations successfully.</p> <p>91.9% (34/37) of students meet expectations for L11. (No points lower than 2 for all traits in L11)</p> <p>97.3% (36/37) of students meet expectations for L12. (No points lower than 2 for all traits in L12)</p> <p>94.6% of the students (35/37) had enough ability in terms of global perspectives. They show great interest in this area and well informed about business analytics. (Trait 3 for L11).</p> <p>5.4% of the students (2/37) have difficulty in adjusting for cultural differences. (Trait 4 for L11).</p> <p>97.3% of the students (36/37) showed high level of confidence in analyzing diverse issues global firms face. (Trait 2 for L11)</p>		

Information & Media MBA Program: Assessment Learning Goal 2		
Learning Goal 2 Communication: Our graduates will be effective communicators.		
Learning Objective	Sample	Methods
L21) Our students will deliver effective presentation accompanied with proper media technology.	Students enrolled in IM626 (N=21)	Course-embedded presentation evaluation by faculty
L22) Our student will produce professional business documents.	Students enrolled in IM623 (N=36)	Course-embedded assignment evaluation by faculty
L23) Our students will demonstrate effective interpersonal communication in a team setting.	Students enrolled in IM694 (N=37)	Course-embedded team presentation evaluation by faculty
Findings		
<p>The average scores for L21, L22 and L23 are 2.33, 2.64 and 2.09 respectively. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation) The ratio of students who received 3 points in all traits for L21, L22, and L23 is 33.3%, 5.6% and 2.7% respectively.</p> <p>L21, L22 and L23 meet expectations successfully.</p> <p>All of students (21/21) meet expectations for L21. (No points lower than 2 for all traits in L21)</p> <p>All of students (36/36) meet expectations for L22. (No points lower than 2 for all traits in L22)</p> <p>91.9% (34/37) meet expectations for L23. (No points lower than 2 for all traits in L23)</p> <p>All of students (100%) (21/21) showed effective communication ability providing well-prepared presentation in professional manner. (Trait 5 for L21)</p> <p>All of the students (100%) (36/36) showed effective communication ability in producing professional documents by producing well-organized, logical arguments in the documents. (Trait 4 for L22)</p> <p>More than 91.9% of the students (34/37) successfully completed team presentations and became professional communicators by taking English lectures and interactive communication with faculty and other teammates. (Trait 1 for L23)</p> <p>8.1% of the students (3/37) were reluctant to engage fully in discussions and task assignments. (Trait 1 for L23)</p> <p>5.4% of the students (2/37) had difficulty in offering ideas or suggestions that contribute to problem solving (Trait 3 for L23)</p>		

Information & Media MBA Program: Assessment Learning Goal 3		
Learning Goal 3 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
L31) Our students will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment	Students enrolled in IM623 (N=36)	Course-embedded test evaluation by faculty
L32) Our students will synthesize different discipline areas.	Students enrolled in IM694 (N=37)	Course-embedded assignment evaluation by faculty
Findings		
<p>The average scores for L31 and L32 are 2.75 and 2.14 respectively. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <p>The ratio of students who received 3 points in all traits for L3 and L32 is 27.8% and 0.0% respectively.</p> <p>L31, L32 meet expectations successfully.</p> <p>All of the students (36/36) meet expectations for L31. (No points lower than 2 for all traits in L31)</p> <p>97.3% of students (36/37) meet expectations for L32. (No points lower than 2 for all traits in L32)</p> <p>All the students (36/36) showed high profession in applying proper analytical tools when solving serious problems that firms encounter. (Trait 2 for L31)</p> <p>All the students (36/36) who enrolled the suggested courses are able to analyze from fundamental to advanced business cases. (Trait 1 and Trait 4 for L31)</p> <p>More than 97.3% of the students (36/37) also successfully synthesized the strategies from diverse areas for solving the business issues. (Trait 5 and Trait 6 for L32)</p>		

Information & Media MBA Program: Assessment Learning Goal 4		
Learning Goal 4 Domain expertise in IT and Media Industry: Our graduates will develop professional skills and exhibit professional competencies.		
Learning Objective	Sample	Methods
L41) Our students will build IT, Media, and Business Analytics specific knowledge and understand the key issues.	Students enrolled in IM623 (N=36)	Course-embedded presentation evaluation by faculty
L42) Our students will apply domain expertise to the business problems in the IT, Media, and Business Analytics.	Students enrolled in IM623 (N=36)	Course-embedded presentation evaluation by faculty
Findings		
<p>The average scores for L41 and L42 are 2.83 and 2.71 respectively. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</p> <p>The ratio of students who received 3 points in all traits for L41 and L42 are 69.4% and 50.0% respectively.</p> <p>L41, L42 meet expectations successfully.</p> <p>All of the students (36/36) meet expectations for L41. (No points lower than 2 for all traits in L41)</p> <p>All of the students (36/36) meet expectations for L42. (No points lower than 2 for all traits in L42)</p> <p>All the students (36/36) who enrolled the suggested courses understand the key issues in diverse firms. (Trait 2 for L41)</p> <p>All the students also had professional confidence analyzing business problems and providing better insights to the firms through applying domain expertise in the IT, media and business analytics. (Trait 1 and Trait 2 for L42)</p>		

Data Analysis and Results

Assessment Learning Goal 1 (L1): IM694 Advanced Business Analytics					
L1: Global Perspective: Our graduates will have a global perspective					
L11. Our students will understand global business issues and relate current issues to emerging business opportunities					
Traits	T1. Identification of global issues	T2. Analysis of global issues	T3. Application of analysis to global business situation	T4. Cultural differences	T5. Business Ethics and Social Responsibility
Students	37	37	37	37	37
1	2	2	2	2	2
2	3	3	3	3	3
3	2	2	2	2	3
4	2	2	2	2	2
5	2	3	3	2	2
6	2	3	3	3	2
7	2	3	2	3	3
8	2	2	2	2	2
9	3	2	2	2	2
10	3	2	2	2	2
11	2	2	2	2	2
12	2	2	2	2	2
13	2	2	3	2	2
14	3	2	3	3	2
15	3	3	3	3	3
16	2	2	2	2	2
17	2	2	2	3	2
18	2	2	3	2	2
19	2	2	2	2	2
20	2	2	2	2	2
21	2	2	2	2	3
22	2	2	2	1	2
23	2	3	2	2	3
24	2	2	2	3	2

25	2	2	2	2	2
26	3	3	2	3	3
27	2	2	2	2	2
28	2	2	2	2	2
29	1	2	1	1	2
30	2	2	2	2	2
31	2	3	3	2	3
32	2	2	2	2	2
33	2	2	3	3	3
34	2	2	2	2	2
35	2	2	2	2	2
36	2	1	1	2	2
37	3	2	2	3	2
# of 3 point	7	8	9	10	9
# of 2 point	29	28	26	25	28
# of 1 point	1	1	2	2	0
Total Score	80	81	81	82	83
Average	2.162	2.189	2.189	2.216	2.243
Total Average	2.200				

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

Assessment Learning Goal 1 (L1): IM694_Advanced Business Analytics			
L1: Global Perspective: Our graduates will have a global perspective			
L12: Our students will have command of business English or other language of major global market			
Traits	T1. Knowledge	T2. Comprehension	T3. Communication
Students	37	37	37
1	2	2	2
2	3	3	3
3	2	3	2
4	2	2	2
5	2	3	3
6	2	2	2
7	2	2	2
8	2	2	2
9	3	3	3
10	2	2	2
11	2	2	2
12	2	2	2
13	3	2	3
14	2	3	3
15	3	3	3
16	3	3	3
17	2	2	2
18	2	2	2
19	2	2	2
20	2	2	2
21	2	2	2
22	2	2	2
23	2	2	2
24	2	2	2
25	2	2	2
26	3	3	3
27	2	2	2
28	2	2	2
29	1	2	1

30	3	2	2
31	3	2	2
32	2	2	2
33	3	2	3
34	2	2	2
35	2	2	2
36	2	2	2
37	3	3	3
# of 3 point	10	9	10
# of 2 point	26	28	26
# of 1 point	1	0	1
Total Score	83	83	83
Average	2.243	2.243	2.243
Total Average	2.243		

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

Average	2.333	2.333	2.333	2.333	2.333	2.333	2.333
Total Average	2.333						

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

Assessment Learning Goal 2 (L2) : IM623 Data Mining and Intelligent Marketing								
L2. Communication: Our graduates will be effective communicators								
L22. Our student will produce professional business documents								
Traits	T1. Clear introduction and background	T2. Discipline-related concepts and issues	T3. Internally consistent arguments	T4. Logic and organization	T5. Consistent conclusions	T6. Style and grammar	T7. Effective literature search skills	T8. Documents sources
Students	36	36	36	36	36	36	36	36
1	3	2	3	3	2	3	3	2
2	2	3	3	3	3	3	3	2
3	2	3	3	3	3	3	2	3
4	3	2	2	2	2	3	3	3
5	3	2	3	3	2	2	2	3
6	3	3	3	3	3	3	3	2
7	2	2	2	3	3	3	3	2
8	3	2	2	3	2	2	3	3
9	3	2	3	3	3	3	2	2
10	2	2	3	3	3	3	2	2
11	3	2	3	3	3	3	3	2
12	3	3	3	3	3	3	3	3
13	2	3	3	3	3	2	2	2
14	3	2	3	2	3	2	3	2
15	3	3	3	3	3	3	2	2
16	3	3	2	2	2	2	2	2
17	3	3	3	3	3	3	2	2
18	3	3	3	3	3	3	3	2
19	3	3	3	3	3	3	3	2
20	3	3	3	3	2	2	2	2
21	2	3	3	3	2	2	2	3
22	3	2	3	3	3	2	2	2

23	3	2	3	3	3	3	3	2
24	3	3	3	3	3	3	3	3
25	2	3	3	3	3	2	2	2
26	3	2	3	2	3	2	3	2
27	3	3	3	3	3	3	2	2
28	3	3	2	2	2	2	2	2
29	3	3	3	3	3	3	2	2
30	3	3	3	3	3	3	2	2
31	3	3	2	2	2	2	2	2
32	3	2	3	3	2	3	3	2
33	2	3	3	3	3	3	3	2
34	3	2	3	3	2	3	3	2
35	2	3	3	3	3	3	3	2
36	2	3	3	3	3	3	2	3
# of 3 point	26	22	30	30	25	24	18	8
# of 2 point	10	14	6	6	11	12	18	28
# of 1 point	0	0	0	0	0	0	0	0
Total Score	98	94	102	102	97	96	90	80
Average	2.722	2.611	2.833	2.833	2.694	2.667	2.500	2.222
Total Average	2.635							

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

Assessment Learning Goal 2 (L2) : IM694_Advanced Business Analytics					
L2. Communication: Our graduates will be effective communicators					
L23. Our student will demonstrate effective interpersonal communication in a team setting					
Traits		T1. Commitment	T2. Balance between task and interpersonal relations	T3. Contributions	T4. Stays on track
Team	Students	37	37	37	37
2	1	2	2	2	2
5	2	3	3	3	3
1	3	2	2	2	2
6	4	2	2	2	2
6	5	2	2	2	2
4	6	2	2	3	2
5	7	1	2	2	2
6	8	3	3	3	2
4	9	2	2	2	2
2	10	2	2	2	2
2	11	2	2	2	2
5	12	2	2	2	2
6	13	2	2	2	2
5	14	2	2	2	2
6	15	2	2	2	2
3	16	2	2	2	2
2	17	2	2	2	2
1	18	3	3	3	2
4	19	2	3	2	2
4	20	2	2	2	2
4	21	2	2	2	2
1	22	2	2	2	2
5	23	3	2	3	2
6	24	2	3	3	2
2	25	2	2	2	2
3	26	2	2	2	2
3	27	2	2	2	2

3	28	2	2	2	2
3	29	1	2	1	2
3	30	2	2	3	2
1	31	3	2	2	3
1	32	2	2	2	2
4	33	2	2	2	2
3	34	2	2	2	2
2	35	2	2	2	2
1	36	1	1	1	2
5	37	2	2	2	2
# of 3 point		5	5	7	2
# of 2 point		29	31	28	35
# of 1 point		3	1	2	0
Total Score		76	78	79	76
Average		2.054	2.108	2.135	2.054
Total Average			2.088		

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

Assessment Learning Goal 3 (L3): IM623_Data Mining and Intelligent Marketing							
L3. Strategic Thinking & Cross-disciplinary Competency: Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems							
L31. Our student 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	36	36	36	36	36	36	36
1	3	3	2	2	2	2	2
2	3	3	3	3	3	3	2
3	3	3	3	3	3	3	3
4	3	3	2	2	2	2	2
5	3	2	3	3	2	2	2
6	2	3	3	3	3	2	2
7	3	2	3	2	3	2	3
8	3	3	3	3	3	3	2
9	3	3	3	3	3	3	3
10	2	2	3	3	3	3	2
11	3	2	3	3	3	3	3
12	3	3	3	3	3	3	3
13	2	3	3	3	3	2	2
14	3	2	3	2	3	2	3
15	3	3	3	3	3	3	2
16	3	3	2	2	2	2	2
17	3	3	3	3	3	3	2
18	3	3	3	3	3	3	3
19	3	3	3	3	3	3	3
20	3	3	3	3	3	3	2
21	3	3	3	3	3	3	3
22	2	2	3	3	3	3	2
23	3	2	3	3	3	3	3
24	3	3	3	3	3	3	3

25	2	3	3	3	3	2	2
26	3	3	3	3	3	3	3
27	3	3	3	3	3	3	2
28	3	3	3	3	3	3	2
29	3	3	2	2	2	2	2
30	3	3	3	3	3	3	2
31	3	3	3	3	3	3	2
32	3	3	2	2	2	2	2
33	3	3	3	3	3	3	3
34	3	3	3	3	3	3	3
35	2	3	3	3	3	3	3
36	2	3	3	3	3	3	2
37	-	-	-	-	-	-	-
# of 3 point	29	29	31	29	30	25	15
# of 2 point	7	7	5	7	6	11	21
# of 1 point	0	0	0	0	0	0	0
Total Score	101	101	103	101	102	97	87
Average	2.806	2.806	2.861	2.806	2.833	2.694	2.417
Total Average	2.746						

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

Assessment Learning Goal 3 (L3): IM694_Advanced Business Analytics						
L3. Strategic Thinking & Cross-disciplinary Competency: Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems						
L32. Our students will synthesize different discipline areas						
Traits	Consideration	Management principle	Discipline knowledge	Intellectual sensitivity	Horizontal synthesis	Vertical synthesis
Students	37	37	37	37	37	37
1	2	2	2	2	2	2
2	3	2	2	3	3	3
3	2	2	2	2	2	2
4	2	2	2	2	2	2
5	3	2	3	3	2	3
6	2	2	2	2	2	2
7	2	2	2	2	2	2
8	3	2	3	3	3	2
9	2	2	2	2	2	2
10	2	2	2	2	2	2
11	2	3	2	2	2	2
12	2	3	2	2	2	2
13	2	2	2	2	2	2
14	2	2	2	2	2	2
15	2	3	3	2	2	3
16	3	2	2	2	3	2
17	2	2	2	2	2	2
18	2	3	2	3	2	2
19	2	2	2	2	2	2
20	2	2	2	2	2	2
21	2	2	2	2	2	2
22	2	2	2	2	2	2
23	2	2	2	2	2	2
24	2	2	2	2	2	2
25	2	2	2	2	2	2
26	3	2	3	2	3	3
27	2	2	2	2	2	2

28	2	2	2	2	2	2
29	2	2	2	2	2	2
30	3	3	2	2	3	3
31	2	2	2	2	2	2
32	2	3	2	2	2	2
33	3	2	2	3	2	2
34	2	2	2	2	2	2
35	2	2	2	2	2	2
36	1	2	2	2	1	2
37	2	2	2	2	2	3
# of 3 point	7	6	4	5	5	6
# of 2 point	29	31	33	32	31	31
# of 1 point	1	0	0	0	1	0
Total Score	80	80	78	79	78	80
Average	2.162	2.162	2.108	2.135	2.108	2.162
Total Average	2.140					

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

Assessment Learning Goal 4 (L4): IM623_Data Mining and Intelligent Marketing		
L4. Domain Expertise in IT, Media, and Business Analytics: Our graduates will develop professional skills and exhibit professional competencies		
L41. Our students will build IT, Media, and Business Analytics specific knowledge and understand the key issues.		
Traits	T1. Build industry specific knowledge	T2. Understand the key issues of business environment
Students	36	36
1	3	3
2	3	3
3	3	3
4	3	3
5	3	2
6	2	2
7	3	3
8	3	3
9	3	3
10	2	3
11	3	3
12	2	3
13	3	3
14	3	3
15	3	3
16	3	3
17	3	3
18	3	3
19	3	3
20	3	3
21	2	3
22	3	2
23	3	2
24	3	3
25	2	3
26	3	3
27	3	3

28	3	3
29	3	3
30	3	3
31	3	3
32	3	3
33	3	2
34	2	3
35	3	3
36	2	3
# of 3 point	29	31
# of 2 point	7	5
# of 1 point	0	0
Total Score	101	103
Average	2.806	2.861
Total Average	2.833	

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

Assessment Learning Goal 4 (L4): IM623_Data Mining and Intelligent Marketing		
L4. Domain Expertise in IT, Media, and Business Analytics: Our graduates will develop professional skills and exhibit professional competencies		
L42. Our students will apply domain expertise to the business problems in the IT, Media, and Business Analytics		
Traits	T1. Apply industry specific knowledge to a specific problem	T2. Recommend solutions using structured approach
Students	36	36
1	3	2
2	2	3
3	3	3
4	3	3
5	3	2
6	3	2
7	3	2
8	3	3
9	3	2
10	3	3
11	3	2
12	3	3
13	3	3
14	2	3
15	3	3
16	2	2
17	2	3
18	3	3
19	3	3
20	3	3
21	3	3
22	3	3
23	2	3
24	2	3
25	3	3
26	2	2
27	3	2

28	3	2
29	2	3
30	3	2
31	3	3
32	2	2
33	3	3
34	3	3
35	3	3
36	3	3
# of 3 point	27	24
# of 2 point	9	12
# of 1 point	0	0
Total Score	99	96
Average	2.750	2.667
Total Average	2.708	

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