

2019 AOL Report

Professional MBA Program

The Professional MBA Program (PMBA) is designed for students who want to develop and strengthen their careers to become professionals while incumbency. The program provides evening classes during week days and it requires three years to complete. There is also an acceleration path for students who wish to complete the program in two and a half years.

Overall Review

Six learning goals have been established for PMBA program to achieve the learning objectives and from the result of the performance of Assurance of Learning (AOL), all of the 6 learning goals of PMBA program meet expectations; communication competency, comprehensive knowledge, leadership and teamwork, global perspective, ethically & socially conscious reasoning, and strategic & analytical thinking.

The average score for each learning goal is 2.964, 2.781, 2.769, 2.774, 2.831, and 2.560 from L1 to L6 respectively. The most successfully achieved learning goal is 'communication competency (L1)', 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 'strategic & analytical thinking (L6)'. The result proposes that this program should be more encouraged to provide students the opportunity to strategically apply their knowledge and skills to solve business problems.

- Total number of courses: 33 (Spring: 10, Summer: 8, Fall: 12, Winter: 3)
- Total number of graduates: 49
- Total number of enrollment: 194 (1st: 68, 2nd: 63, 3rd: 63)
- Sample: more than 8 (Necessary sample: 15% of graduates = 7.35)
- Assessment courses

Learning Goal 1	L11	PMB520 Marketing
	L12	PMB520 Marketing
Learning Goal 2	L21	PMB678 Management Accounting
	L22	PMB678 Management Accounting
Learning Goal 3	L31	PMB520 Marketing
	L32	PMB510 Leadership and Organization Management
Learning Goal 4	L41	PMB678 Management Accounting
	L42	PMB590 Cross Cultural Management
Learning Goal 5	L51	PMB520 Marketing
	L52	PMB520 Marketing
Learning Goal 6	L61	PMB510 Leadership and Organization Management
	L62	PMB510 Leadership and Organization Management

Overview of Assessment

Professional MBA(PMBA): Assessment Learning Goal 1		
Communication competency: Our graduates will demonstrate professional deportment and be effective communicators.		
Learning Objective	Sample	Methods
L11) Our students will produce professional business documents.	Students enrolled in PMB520 (N=13)	Assessment task force scored the term paper
L12) Our students will deliver effect presentation accompanied with proper supplements.	Students enrolled in PMB520 (N=13)	Assessment task force evaluated the class presentation
Findings		
<ul style="list-style-type: none"> - Using the assessment rubric for checking L11 and L12, the average scores exceed 2 (meets expectations), and even very close to 3(exceeds expectations); the scores for L11 and L12 are 2.971 and 2.956 respectively. - This overall score implies that most students, through the program, become to produce professional business documents and deliver effective presentations accompanied with proper supplements. - 76.9% (10/13) of students exceed expectations for L11. (No points lower than 2 for all traits in L11.) - 84.6% (11/13) of students exceed expectations for L12. (No points lower than 2 for all traits in L12.) 		

Professional MBA(PMBA): Assessment Learning Goal 2		
Comprehensive knowledge: Our graduates will have a knowledge of the functional areas and the ability to apply this knowledge to actual problems.		
Learning Objective	Sample	Methods
L21) Our students will acquire the understanding of the functional areas and required business analysis tools.	Students enrolled in PMB678 (N=12)	Evaluation of the course-embedded test by faculty
L22) Our students will identify and diagnose management problems.	Students enrolled in PMB678 (N=12)	Assessment task force evaluated the case study exercise
Findings		
<ul style="list-style-type: none"> - Using the assessment rubric for checking L21 and L22, the average scores exceed 2 (meets expectations), and even very close to 3(exceeds expectations); the scores for L21 and L22 are 2.813 and 2.750 respectively. - This overall score implies that most students, through the program, become to use appropriate analytical technique to analyze data and diagnose business problems. - 33.3% (4/12) of students exceed expectations for L21. - All students meet expectation for L21. - 33.3% (4/12) of students exceed expectations for L22. - All students meet expectation for L22. 		

Professional MBA(PMBA): Assessment Learning Goal 3		
Leadership and teamwork: Our graduates will use team building and high-performance management behaviors to lead a team task successfully in competitive environment.		
Learning Objective	Sample	Methods
L31) Our students will have high-performance leadership skill.	Students enrolled in PMB520 (N=13)	Assessment task force evaluated the term project performance: both outcome and process
L32) Our students will know how to build a team successfully in competitive environment.	Students enrolled in PMB510 (N=13)	Leadership/Team building experiential evaluation by faculty
Findings		
<ul style="list-style-type: none"> - Using course-embedded survey for checking L31 which is evaluating assessment task force (in PMB520), average scores exceed 2 (meets expectations); the score for L31 is 2.827. - Using the assessment rubric for checking L32 which is assessed by leadership and teamwork (in PMB510), average scores exceed 2 (meets expectations); the score for L32 is 2.712. - Thus, the students are satisfied with the team building and high-performance management behavior to lead a team successfully. - All students meet expectation for L31. - 61.5% (8/13) of students exceed expectations for L31. - 53.8% (7/13) of students exceed expectations for L32. - 7.7% (1/13) of students have difficulty in balance between task and interpersonal relations (Trait 2 for L32). 		

Professional MBA(PMBA): Assessment Learning Goal 4		
Global Perspective: Our graduates will have a global perspective.		
Learning Objective	Sample	Methods
L41) Our student will understand global business issues and relate current issues to emerging business opportunities.	Students enrolled in PMB678 (N=12)	Course-embedded assignment evaluation
L42) Our students will have command of business English or other language of major global market.	Students enrolled in PMB590 (N=12)	Assessment task force evaluated the English presentation
Findings		
<ul style="list-style-type: none"> - Using the assessment rubric for checking L41 which is assessed by course-embedded assignment evaluation (in PMB678), average scores exceed 2 (meets expectations); the score for L41 is 2.854. - Using course-embedded survey for checking L42 which is evaluating business English of global market (in PMB590), average scores exceed 2 (meets expectations) and even close to 3(exceeds expectations); the score for L42 is 2.694. - Students reply that this program has provided the environment to become more confident to use foreign languages for the business. - All students meet expectation for L41. - 41.7% (5/12) of students exceed expectations for L41. - 58.3% (7/12) of students exceed expectations for L42. - 8.3% (1/12) of students have difficulty in having command of business English or other language of major global market (Trait 1, 2 and 3 for L42). 		

Professional MBA(PMBA): Assessment Learning Goal 5		
Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.		
Learning Objective	Sample	Methods
L51) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.	Students enrolled in PMB520 (N=13)	Assessment task force scored the term paper
L52) Our students will know the professional code of conduct within their discipline.	Students enrolled in PMB520 (N=13)	Course-embedded survey
Findings		
<ul style="list-style-type: none"> - Using the assessment rubric for checking L51 which is assessed by assessment task force (in PMB520), average scores exceed 2(meets expectations)-even closer to 3(exceeds expectations); the score for L51 is 2.969. - Using course-embedded survey for checking L52 which is evaluating conducting discipline (in PMB520), average scores exceed 2 (meets expectations); the score for L52 is 2.692. - Thus, the students satisfy the ethical behavior and corporate social responsibility learning goal (L51, L52). - All students meet expectation for L51. - 84.6% (11/13) of students exceed expectations for L51. - 69.2% (9/13) of students exceed expectations for L52. - 7.7% (1/13) of students have difficulty in appreciating the importance of keeping professional code of conduct (Trait 1 for L52). 		

Professional MBA: Assessment Learning Goal 6		
Strategic & Analytical Thinking: Our graduates will be able to strategically apply their knowledge & skills to solve business problems.		
Learning Objective	Sample	Methods
L61) Our students will be able to strategically analyze business cases and will demonstrate the ability of sound business judgment.	Students enrolled in PMB510 (N=13)	Assessment task force evaluated the project report
L62) Our students will synthesize different discipline areas.	Students enrolled in PMB510 (N=13)	Assessment task force evaluated case assignments, projects, and other analytical assignments
Findings		
<ul style="list-style-type: none"> - Using the assessment rubric for checking L61 and L62 which are assessed by assessment task forces (in PMB510), average scores exceed 2 (meets expectations); the scores for L61 and L62 are 2.516 and 2.603 respectively. - Students meet and nearly exceed expectations of the faculty, which explains that students are superior to the strategic and analytical thinking in business environment - 30.8% (4/13) of students exceed expectations for L61. - 92.3% (12/13) of students meet expectations for L61. - 7.7% (1/13) of students have difficulty in business judgement (Trait 7 for L61). - 38.5% (5/13) of students exceed expectations for L62. - All students meet expectation for L62. 		

Data Analysis and Result

Assessment Learning Goal 1 (L1): PMB520 마케팅								
Learning Goal	L1: Communication competency: Our graduates will demonstrate professional deportment and be effective communicators.							
	L11: Our students 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	13	13	13	13	13	13	13	13
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3
4	3	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3
7	3	3	3	3	3	3	3	3
8	3	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	3
11	3	3	3	2	3	3	3	3
12	3	3	3	2	3	3	3	3
13	3	3	3	2	3	3	3	3
# of 3 point	13	13	13	10	13	13	13	13
# of 2 point	0	0	0	3	0	0	0	0
# of 1 point	0	0	0	0	0	0	0	0
Total Score	39	39	39	36	39	39	39	39
Average	3.000	3.000	3.000	2.769	3.000	3.000	3.000	3.000
Total Average	2.971							

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

Assessment Learning Goal 1 (L1): PMB520 마케팅							
Learning Goal	L1: Communication competency: Our graduates will demonstrate professional deportment and be effective communicators.						
	L12: Our students will deliver effect presentation accompanied with proper supplements.						
Traits	T1. Organization	T2. Quality of slides	T3. Voice quality and pace	T4. Mannerisms	T5. Professionalism	T6. Use of media/rapport with audience	T7. Ability to answer questions
Students	13	13	13	13	13	13	13
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	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	3	3	3	3	3
12	3	3	2	2	3	3	3
13	3	3	2	2	3	3	3
# of 3 point	13	13	11	11	13	13	13
# of 2 point	0	0	2	2	0	0	0
# of 1 point	0	0	0	0	0	0	0
Total Score	39	39	37	37	39	39	39
Average	3.000	3.000	2.846	2.846	3.000	3.000	3.000
Total Average	2.956						

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

Assessment Learning Goal 2 (L2): PMB678 관리회계								
Learning Goal	L2: Comprehensive knowledge: Our graduates will have a knowledge of the functional areas and the ability to apply this knowledge to actual problems.							
	L21: Our students will acquire the understanding of the functional areas and required business analysis tools.							
Traits	T1. Problem/objective finding	T2. Identification of alternative options	T3. Appropriate supporting data/evidence	T4. Quantitative evaluation	T5. Qualitative evaluation	T6. Advanced analytical techniques	T7. Logical Analysis	T8. New ideas and analysis methods
Students	12	12	12	12	12	12	12	12
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	2	2	2
3	3	3	3	3	3	3	3	2
4	3	3	3	2	3	2	2	3
5	3	3	3	2	3	3	2	2
6	3	3	3	3	3	2	2	2
7	3	3	3	3	3	3	3	2
8	3	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3	3
10	3	3	3	3	3	3	2	3
11	3	3	3	3	3	3	3	3
12	3	3	3	2	3	3	2	2
# of 3 point	12	12	12	9	12	9	6	6
# of 2 point	0	0	0	3	0	3	6	6
# of 1 point	0	0	0	0	0	0	0	0
Total Score	36	36	36	33	36	33	30	30
Average	3.000	3.000	3.000	2.750	3.000	2.750	2.500	2.500
Total Average	2.813							

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

Assessment Learning Goal 2 (L2): PMB678 관리회계						
Learning Goal	L2: Comprehensive knowledge: Our graduates will have a knowledge of the functional areas and the ability to apply this knowledge to actual					
	L22: Our students will identify and diagnose management problems.					
Traits	T1. Identify management/research issues and concepts	T2. Identify alternative options	T3. Quantitative evaluation	T4. Qualitative evaluation	T5. Present and organize work in a logical manner	T6. Use new ideas and analysis methods not includes in the problem
Students	12	12	12	12	12	12
1	3	3	3	2	3	2
2	2	3	2	2	2	2
3	3	3	3	3	3	2
4	2	3	2	2	3	3
5	2	3	3	3	3	2
6	2	3	2	3	3	2
7	3	3	3	3	3	3
8	3	3	3	3	3	3
9	3	3	3	3	3	3
10	2	3	3	3	3	3
11	3	3	3	3	3	3
12	3	3	2	3	3	3
# of 3 point	7	12	8	9	11	7
# of 2 point	5	0	4	3	1	5
# of 1 point	0	0	0	0	0	0
Total Score	31	36	32	33	35	31
Average	2.583	3.000	2.667	2.750	2.917	2.583
Total Average	2.750					

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

Assessment Learning Goal 3 (L3): PMB520 마케팅 / PMB510 리더십과 조직관리								
Learning Goal	L3: Leadership and teamwork: Our graduates will use team building and high-performance management behaviors to lead a team task successfully in competitive environment.							
	L31: Our students will have high-performance leadership skill.				L32: Our students will know how to build a team successfully in competitive environment.			
Traits	T1. Confidence	T2. Balance between task and interpersonal relations	T3. Ability to listen	T4. Agenda	T1. Commitment	T2. Balance between task and interpersonal relations	T3. Contributions	T4. Stays on track
Students	13	13	13	13	13	13	13	13
1	3	3	3	3	3	3	3	3
2	2	2	2	2	2	1	2	2
3	3	3	3	3	2	2	3	2
4	3	3	3	3	3	3	3	2
5	3	3	3	3	3	3	3	3
6	3	2	3	3	3	3	3	3
7	3	2	3	3	3	3	3	3
8	3	3	3	3	3	2	3	3
9	3	3	3	3	2	2	2	3
10	3	3	3	3	3	3	3	3
11	3	3	3	3	3	3	3	3
12	3	3	2	3	3	2	2	3
13	2	2	3	3	3	3	3	3
# of 3 point	11	9	11	12	10	8	10	10
# of 2 point	2	4	2	1	3	4	3	3
# of 1 point	0	0	0	0	0	1	0	0
Total Score	37	35	37	38	36	33	36	36
Average	2.846	2.692	2.846	2.923	2.769	2.538	2.769	2.769
Total Average	2.827				2.712			

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

Assessment Learning Goal 4 (L4): PMB678 관리회계 / PMB590 이문화관리							
Learning Goal	L4: Global Perspective: Our graduates will have a global perspective.						
	L41: Our student will understand global business issues and relate current issues to emerging business opportunities.				L42: Our students will have command of business English or other language of major global market.		
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	12	12	12	12	12	12	12
1	3	3	2	3	3	3	3
2	2	3	3	3	3	3	3
3	3	3	3	3	3	3	3
4	3	3	2	3	3	3	3
5	3	3	3	3	2	3	2
6	2	3	3	3	3	2	3
7	3	3	3	3	3	3	3
8	3	3	2	3	3	3	3
9	2	3	3	3	2	3	3
10	3	3	3	3	2	3	3
11	3	3	3	2	1	1	1
12	3	3	3	3	3	3	3
# of 3 point	9	12	9	11	8	10	10
# of 2 point	3	0	3	1	3	1	1
# of 1 point	0	0	0	0	1	1	1
Total Score	33	36	33	35	31	33	33
Average	2.750	3.000	2.750	2.917	2.583	2.750	2.750
Total Average	2.854				2.694		

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

Assessment Learning Goal 5 (L5): PMB520 마케팅							
Learning Goal	L5: Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.						
	L51: Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.					L52: Our students will know the professional code of conduct within their discipline.	
Traits	T1. Identifies Dilemma	T2. Stakeholders Consideration	T3. Options development	T4. Options Evaluation	T5. Decision and Action	T1. Importance	T2. Understanding
Students	13	13	13	13	13	13	13
1	3	3	3	3	3	3	3
2	3	3	3	3	3	2	2
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	3	3	2
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	2	2
12	3	3	2	3	3	3	3
13	3	3	2	3	3	1	2
# of 3 point	13	13	11	13	13	10	9
# of 2 point	0	0	2	0	0	2	4
# of 1 point	0	0	0	0	0	1	0
Total Score	39	39	37	39	39	35	35
Average	3.000	3.000	2.846	3.000	3.000	2.692	2.692
Total Average	2.969					2.692	

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

Assessment Learning Goal 6 (L6): PMB510 리더십과 조직관리							
Learning Goal	L6: Strategic & Analytical Thinking: Our graduates will be able to strategically apply their knowledge & skills to solve business problems.						
	L61: Our students will be able to strategically analyze business cases 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	13	13	13	13	13	13	13
1	3	3	3	3	3	3	3
2	2	2	2	2	2	2	1
3	2	2	3	2	3	3	3
4	2	3	3	2	3	2	2
5	3	3	3	3	3	3	3
6	3	3	3	3	3	3	2
7	2	2	3	2	3	3	2
8	2	2	3	2	3	2	2
9	2	2	2	2	2	2	2
10	3	3	3	3	3	3	3
11	2	2	2	2	2	2	2
12	3	2	2	2	3	2	2
13	3	3	3	3	3	3	3
# of 3 point	6	6	9	5	10	7	5
# of 2 point	7	7	4	8	3	6	7
# of 1 point	0	0	0	0	0	0	1
Total Score	32	32	35	31	36	33	30
Average	2.462	2.462	2.692	2.385	2.769	2.538	2.308
Total Average	2.516						

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

Assessment Learning Goal 6 (L6): PMB510 리더십과 조직관리						
Learning Goal	L6: Strategic & Analytical Thinking: Our graduates will be able to strategically apply their knowledge & skills to solve business problems.					
	L62: 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	13	13	13	13	13	13
1	3	3	3	3	3	3
2	2	2	2	2	2	2
3	2	2	2	3	3	3
4	2	2	2	2	2	3
5	3	3	3	3	3	3
6	3	3	3	3	3	3
7	2	2	3	3	3	3
8	2	2	3	3	3	3
9	2	2	2	2	2	3
10	3	3	3	3	3	3
11	2	2	3	2	2	3
12	2	2	2	3	2	3
13	3	3	3	3	3	3
# of 3 point	5	5	8	9	8	12
# of 2 point	8	8	5	4	5	1
# of 1 point	0	0	0	0	0	0
Total Score	31	31	34	35	34	38
Average	2.385	2.385	2.615	2.692	2.615	2.923
Total Average	2.603					

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