

2019 AOL Report

Social Entrepreneurship MBA Program

The Social Entrepreneurship MBA Program (SEMBA) 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.

Overall Review

The SEMBA program has a vision to foster prominent social entrepreneurs to identify and develop sustainable SE business model that leads to the successful establishment and management of social enterprises. Based on this vision, we established five learning goals for this program; leadership and teamwork, domain expertise in creating and managing social ventures, communication, ethically and socially conscious reasoning, and global perspective. To assess the accomplishment of each learning goal, we utilize course-embedded assignment evaluation by faculty.

All assessment methods suggest that SEMBA program significantly meets the expectation in terms of Assurance of Learning (AOL). Overall, the students of the SEMBA program fairly meet expectations. L1, L2, L3, L4, and L5 have the average scores of 2.83, 2.79, 2.85, 2.79, and 2.84 respectively. The assessment of SEMBA 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 SEMBA students were evaluated. Nonetheless, since the sampled three courses cover all required traits of AOL, the results might be quite complete.

- Total number of courses: 22 (Spring: 9, Summer: 4, Fall: 9)
- Total number of graduates: 22
- Total number of enrollments: 34 (1st: 16 2nd: 18)
- Sample: more than 6 (Necessary sample: 25% of graduates = 5.5)
- Assessment courses

Learning Goal 1	L11	SMB549 Customer Problem and Solution Validation for Social Venture
	L12	SMB594 Field Study in SE
Learning Goal 2	L21	SMB536 Social Enterprise and Management
	L22	SMB594 Field Study in SE
Learning Goal 3	L31	SMB549 Customer Problem and Solution Validation for Social Venture
	L32	SMB594 Field Study in SE
Learning Goal 4	L41	SMB536 Social Enterprise and Management
	L42	SMB594 Field Study in SE
Learning Goal 5	L51	SMB594 Field Study in SE
	L52	SMB594 Field Study in SE

Overview of Assessment

Social Entrepreneurship MBA Program (SEMBA): Assessment Learning Goal 1		
Learning Goal 1) Leadership and Teamwork: 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 (N=16)*	Course-embedded assignment evaluation by faculty
L12) Our students will know how to build a team and work with external stakeholders successfully	Students enrolled in SMB594 (N=18)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L11 and L12 are 2.86 and 2.80 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations) - L11 and L12 meet expectations successfully - About 43.8% of students (7 among 16) exceed expectation for the all traits of L11, and more than 61.1% of students (11 among 18) for the all traits of L12. - All of the students (100%) in the course meet expectation for all traits of L11 and L12 (No points lower than 2 for all traits in L11 and L12) - 25% (4/16) of students meet expectation and other 75% (12/16) of students exceed expectation in staying on track for having high-performance leadership skills (Trait 4 for L11). - 18% (5/18) of students meet expectation and other 72% (13/18) of students exceed expectation in staying on track for building a team and working with external stakeholders successfully (Trait 4 for L12). 		

Social Entrepreneurship MBA Program (SEMBA): Assessment Learning Goal 2		
Learning Goal 2) Domain Expertise in Creating and Managing Social Ventures: 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
L21) Our student will be able to enhance professional knowledge and competencies of the functional areas	Students enrolled in SMB536 (N=10)*	Course-embedded assignment evaluation by faculty
L12) Our students will apply different management disciplines into practical business cases of social enterprise management	Students enrolled in SMB594 (N=18)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L21 and L22 are 2.80 and 2.79 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations) - The average score exceeded level 2 performance (Meet Expectations) in both SMB536 and SMB594 courses. On average, 30% of SEMBA students received 3 (Exceeds Expectations) for all traits of L21, and 27.8% for L22. - Most of the SEMBA students developed high domain expertise in creating and managing social ventures 		

Social Entrepreneurship MBA Program (SEMBA): Assessment Learning Goal 3		
Learning Goal 3) Communication: our graduates will be effective communicators		
Learning Objective	Sample	Methods
L31) Our student will produce professional business documents	Students enrolled in SMB549 (N=16)*	Course-embedded assignment evaluation by faculty
L32) Our students will deliver effective presentation accompanied with proper media technology	Students enrolled in SMB594 (N=18)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L31 and L32 are 2.86 and 2.85 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations) - The average score exceeded level 2 performance (Meet Expectations) using the course embedded assignment evaluation and presentation evaluation by faculty, for L31 in the SMB549 and L32 SMB594 courses. - Especially, nearly half of the students in SMB549 (about 43.8%) and in SMB 594 (about 55.6%) achieved 3 (Exceed Expectations) for all of the traits regarding developing effective communication skills, and were able to produce professional business relevant documents and deliver presentation with proper media contents successfully. 		

Social Entrepreneurship MBA Program (SEMBA): Assessment Learning Goal 4		
Learning Goal 4) Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social responsibility		
Learning Objective	Sample	Methods
L41) Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action	Students enrolled in SMB536 (N=10)*	Course-embedded assignment evaluation by faculty
L42) Our students will know the professional code of conduct within their discipline	Students enrolled in SMB594 (N=18)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L41 and L42 are 2.80 and 2.78 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations) - 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. - Many students (40%) in SMB536 well identified ethical and social dilemmas and were able to recognize and evaluate alternative courses of action. Also, more than half of students (55.6%) in SMB594 achieved 3 (Exceeds Expectations) for all of the traits, which means they well understood the professional code of conduct within their discipline. 		

Social Entrepreneurship MBA Program (SEMBA): Assessment Learning Goal 5		
Learning Goal 5) Global Perspective: Our graduates will have a global perspective		
Learning Objective	Sample	Methods
L51) Our student will define global business issues and relate these to emerging business opportunities	Students enrolled in SMB594 (N=18)*	Course-embedded assignment evaluation by faculty
L52) Our students will have command of business English or other language of major global market	Students enrolled in SMB594 (N=18)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L51 and L52 are 2.81 and 2.87 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations) - The average score exceeded level 2 performance (Meet Expectations) using the course embedded assignment evaluation by faculty, for L51 and L52 in SMB594 course. - Most SEMBA 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, nearly about half of students taking SMB594 scored “3” for all of the traits of L51 and L52 (Exceeds Expectation; 44.4% for L51 and 66.7% for L52). 		

Data Analysis and Results

Assessment Learning Goal 1(L1): SMB549 Customer Problem and Solution Validation for Social Venture					
Learning Goal	L1. Leadership and Teamwork: Our graduates will develop leadership skills and be able to work with internal and external stakeholders effectively.				
	L11. Our students will have high-performance leadership skill				
Traits	T1. Confidence	T2. Balance between task and interpersonal relations	T3. Ability to listen	T4. Stays on track	T5. Agenda
Students	16	16	16	16	16
1	3	3	3	3	3
2	3	3	3	3	2
3	3	2	3	3	3
4	3	3	3	2	3
5	3	3	3	2	3
6	3	3	2	3	2
7	3	3	3	3	3
8	3	3	3	2	3
9	3	3	3	3	3
10	3	3	3	2	3
11	3	3	3	3	3
12	3	3	3	3	3
13	2	2	3	3	3
14	3	2	3	3	3
15	3	3	3	3	3
16	3	3	3	3	3
17	-	-	-	-	-
18	-	-	-	-	-
# of 3 point	15	13	15	12	14
# of 2 point	1	3	1	4	2
# of 1 point	0	0	0	0	0
Total Score	47	45	47	44	46
Average	2.938	2.813	2.938	2.750	2.875
Total Average	2.863				

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

Assessment Learning Goal 1(L1): SMB594 Field Study in SE					
Learning Goal	L1. Leadership and Teamwork: Our graduates will develop leadership skills and be able to work with internal and external stakeholders effectively.				
	L12. Our students will know how to build a team and work with external stakeholders successfully				
Traits	T1. Commitment	T2. Balance between task and interpersonal relations	T3. Contributions	T4. Stays on track	T5. Working with stakeholders
Students	18	18	18	18	18
1	3	3	3	3	3
2	3	2	3	3	3
3	3	3	3	3	3
4	3	3	2	2	2
5	3	3	3	3	3
6	3	2	3	3	3
7	3	3	3	3	3
8	3	3	3	3	3
9	3	2	2	2	2
10	3	3	3	3	3
11	3	3	3	3	3
12	3	3	3	3	3
13	2	3	3	2	3
14	3	3	3	2	2
15	3	3	3	3	3
16	3	3	3	3	3
17	3	3	3	3	3
18	2	2	2	2	2
# of 3 point	16	14	15	13	14
# of 2 point	2	4	3	5	4
# of 1 point	0	0	0	0	0
Total Score	52	50	51	49	50
Average	2.889	2.778	2.833	2.722	2.778
Total Average	2.800				

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

Assessment Learning Goal 2(L2): SMB536 Social Enterprise and Management						
Learning Goal	L2: Domain Expertise in Creating and Managing Social Ventures: 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.					
	L21: Our student will be able to enhance professional knowledge and competencies of the functional areas					
Traits	T1. Professional knowledge	T2. Management principle	T3. Application of management tools	T4. Application of financial analysis	T5. Case analysis	T6. Qualitative and quantitative analysis
Students	10	10	10	10	10	10
1	3	3	3	3	3	3
2	2	3	3	3	3	3
3	3	3	3	3	2	3
4	3	3	3	2	3	3
5	3	2	3	3	2	2
6	2	3	3	3	3	3
7	3	3	2	3	3	3
8	2	2	3	2	3	2
9	3	3	3	3	3	3
10	3	3	3	3	3	3
11	-	-	-	-	-	-
12	-	-	-	-	-	-
13	-	-	-	-	-	-
14	-	-	-	-	-	-
15	-	-	-	-	-	-
16	-	-	-	-	-	-
17	-	-	-	-	-	-
18	-	-	-	-	-	-
# of 3 point	7	8	9	8	8	8
# of 2 point	3	2	1	2	2	2
# of 1 point	0	0	0	0	0	0
Total Score	27	28	29	28	28	28
Average	2.700	2.800	2.900	2.800	2.800	2.800
Total Average	2.800					

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

Assessment Learning Goal 2(L2): SMB594 Field Study in SE							
Learning Goal	L2: Domain Expertise in Creating and Managing Social Ventures: 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.						
	L2.2. Our students will apply different management disciplines into practical business cases of social enterprise management						
Traits	T1. Integration and synthesis of knowledge	T2. Finding of real problems	T3. Appropriate supporting data/evidence	T4. Application of knowledge and tools to cases	T5. Development of new business cases	T6. Understanding of management systems	T7. Application of tools and systems into new business development
Students	18	18	18	18	18	18	18
1	3	2	3	2	2	3	2
2	3	3	3	3	3	3	3
3	2	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	3	3	3	3	3
7	2	2	3	3	2	3	2
8	3	3	3	2	3	3	3
9	3	3	3	2	3	3	3
10	3	3	3	2	3	3	3
11	2	3	3	3	3	3	3
12	3	3	2	3	3	3	3
13	3	2	2	3	2	3	2
14	2	3	3	2	3	2	3
15	3	3	2	3	3	3	3
16	3	3	3	3	3	3	3
17	3	3	3	3	3	3	3
18	3	2	2	3	2	2	3
# of 3 point	14	14	13	13	14	16	15
# of 2 point	4	4	5	5	4	2	3
# of 1 point	0	0	0	0	0	0	0
Total Score	50	50	49	49	50	52	51
Average	2.778	2.778	2.722	2.722	2.778	2.889	2.833
Total Average	2.786						

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

Assessment Learning Goal 3(L3): SMB549 Customer Problem and Solution Validation for Social Venture								
Learning Goal	L3. Communication: our graduates will be effective communicators							
	L31: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	16	16	16	16	16	16	16	16
1	3	3	3	3	3	3	3	3
2	3	2	3	3	3	2	3	3
3	3	3	3	2	3	3	2	3
4	2	3	3	2	3	3	3	2
5	3	3	3	3	3	3	3	3
6	2	3	3	2	3	2	3	3
7	3	3	3	3	3	3	3	3
8	2	3	3	3	2	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	3	3	3	3	3
12	3	3	3	3	3	3	3	3
13	3	3	2	3	3	2	3	2
14	2	3	3	3	3	3	3	3
15	3	3	2	3	3	3	3	3
16	3	3	3	3	2	3	3	3
17	-	-	-	-	-	-	-	-
18	-	-	-	-	-	-	-	-
# of 3 point	12	15	14	13	14	13	15	14
# of 2 point	4	1	2	3	2	3	1	2
# of 1 point	0	0	0	0	0	0	0	0
Total Score	44	47	46	45	46	45	47	46
Average	2.750	2.938	2.875	2.813	2.875	2.813	2.938	2.875
Total Average	2.859							

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

Assessment Learning Goal 3(L3): SMB594 Field Study in SE							
Learning Goal	L3. Communication: our graduates will be effective communicators						
	L32: Our students will deliver effective presentation accompanied with proper media technology						
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	18	18	18	18	18	18	18
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	3	2	2	3	2	3	2
4	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3
6	3	2	3	3	2	3	3
7	3	3	2	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	2	3	3	3	3
12	2	3	2	3	3	3	3
13	3	3	2	2	3	2	2
14	3	3	3	2	3	3	3
15	3	3	3	3	3	3	3
16	3	3	3	3	3	3	3
17	3	3	3	3	3	3	3
18	3	2	2	3	2	3	2
# of 3 point	17	15	12	16	15	17	15
# of 2 point	1	3	6	2	3	1	3
# of 1 point	0	0	0	0	0	0	0
Total Score	53	51	48	52	51	53	51
Average	2.944	2.833	2.667	2.889	2.833	2.944	2.833
Total Average	2.849						

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

Assessment Learning Goal 4(L4): SMB536 Social Enterprise and Management / SMB594 Field Study in SE								
Learning Goal	L4. Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social responsibility							
	L41: Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.					L42. 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	T3. Compliance
Students	10	10	10	10	10	18	18	18
1	3	3	3	3	3	3	3	3
2	2	3	2	3	2	3	3	3
3	2	2	3	3	2	3	3	2
4	3	3	3	3	3	2	2	3
5	3	3	3	3	3	3	3	3
6	3	3	3	2	3	2	2	3
7	3	3	2	3	3	3	3	2
8	3	2	3	3	3	3	3	3
9	2	3	3	3	3	2	2	3
10	3	3	3	3	3	3	3	3
11	-	-	-	-	-	3	3	3
12	-	-	-	-	-	3	2	3
13	-	-	-	-	-	3	3	3
14	-	-	-	-	-	3	3	2
15	-	-	-	-	-	3	3	3
16	-	-	-	-	-	3	3	3
17	-	-	-	-	-	3	3	3
18	-	-	-	-	-	2	2	3
# of 3 point	7	8	8	9	8	14	13	15
# of 2 point	3	2	2	1	2	4	5	3
# of 1 point	0	0	0	0	0	0	0	0
Total Score	27	28	28	29	28	50	49	51
Average	2.700	2.800	2.800	2.900	2.800	2.778	2.722	2.833
Total Average	2.800					2.778		

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

Assessment Learning Goal 5(L5): SMB594 Field Study in SE							
Learning Goal	L5. Global Perspective: Our graduates will have a global perspective.						
	L51. Our student will define global business issues and relate these to emerging business opportunities				L52: 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	18	18	18	18	18	18	18
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	2	2	3	3	3	3	3
4	3	3	3	3	3	2	2
5	3	3	3	3	3	3	3
6	3	3	2	2	2	3	3
7	3	3	3	3	3	3	3
8	3	2	3	3	3	3	3
9	2	3	3	3	3	3	3
10	3	3	3	2	3	3	3
11	3	3	3	3	3	3	3
12	3	3	2	3	3	3	3
13	3	2	3	3	3	2	3
14	3	3	3	3	3	3	2
15	2	3	2	3	2	3	3
16	3	3	3	2	3	3	3
17	3	3	3	3	3	3	3
18	2	3	3	2	3	2	3
# of 3 point	14	15	15	14	16	15	16
# of 2 point	4	3	3	4	2	3	2
# of 1 point	0	0	0	0	0	0	0
Total Score	50	51	51	50	52	51	52
Average	2.778	2.833	2.833	2.778	2.889	2.833	2.889
Total Average	2.806				2.870		

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