

2020 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 2.918, 2.630, 2.660 and 2.682 from L1 to L4 respectively. The most successfully achieved learning goal is 'Leadership and Change management (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 'global perspective (L2)'. The result proposes that this program should be more encouraged to provide students the opportunity to understand global business issues and relate current issues to emerging business opportunities.

- Total number of courses: 15 (Spring: 5, Summer: 4, Fall: 4, Winter: 2)
- Total number of graduates: 25
- Total number of enrollment: 67 (1st: 33, 2nd: 34)
- Sample: more than 4 (Necessary sample: 15% of graduates = 3.75)
- 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	EMB671 Global Business Communication
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

Program Name: 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=15)	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=24)	Team members assessment by their team leader
L13) Our students will effectively manage team members for solving organizational challenges.	Students enrolled in EMB542 (N=24)	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 2.900. - 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 2.938 and 2.917 respectively. - The average scores for L1 is slightly higher than last year. (2.653 → 2.90) - 73.3% (11/15) of students exceed expectations for L11. - All students meet expectations for L11, L12 and L13. - 91.7% (22/24) of students exceed expectations for L12 and L13 		

Program Name: 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 EMB671(N=15)	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 2.594, slightly higher than last year's (2.563), and still exceeds 2 (meets expectations). Using the assessment rubric, the assessment task force for EMB 671 evaluated L22. Average scores for each of the evaluation criteria for L22 are 2.667 (meets expectations). - All students meet expectation for L21. - 25% (2/8) of students exceed expectations for L21. - 73.3% (11/15) of students exceed expectations for L22. 		

Program Name: 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=19)	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 (meet expectations); the score for L31 is 2.925. - 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 2.395. - All students meet expectation for L31. - 62.5% (5/8) of students exceed expectations for L31. - 52.6% (10/19) of students exceed expectations for L32. - 21.1% (4/9) of students have difficulty in understanding the detailed contents of professional code of conduct (Trait 2 for L32). 		

Program Name: 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=7)	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 2.696, higher than last year's (2.643), and still 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 2.667, slightly lower than last year's (2.688). - All students meet expectation for L42. - 12.5% (1/8) of students exceed expectations for L41. - 14.3% (1/7) of students exceed expectations for L42. 		

Data Analysis and Results

Assessment Learning Goal 1 (L1): EMB510 Leadership & Organizational Change / EMB542 IT Management				
Learning Goal	L1: Leadership and Change management: Our graduates will use team building and high-performance management			
	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	15	15	15	15
1	3	3	3	3
2	2	3	2	3
3	2	3	3	2
4	3	3	3	3
5	3	3	3	3
6	3	3	3	3
7	3	3	3	3
8	3	3	3	3
9	3	3	3	2
10	3	3	3	3
11	3	3	3	3
12	3	3	3	3
13	3	3	3	3
14	3	2	3	3
15	3	3	3	3
# of 3 point	13	14	14	13
# of 2 point	2	1	1	2
# of 1 point	0	0	0	0
Total Score	43	44	44	43
Average	2.867	2.933	2.933	2.867
Total Average	2.900			

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

Assessment Learning Goal 1 (L1): EMB510 Leadership & Organizational Change / EMB542 IT Management							
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	24	24	24	24	24	24	24
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	2	2	2	2	2	2	2
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	3	3	3	3	3
13	3	3	3	3	3	3	3
14	3	3	3	3	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	3	3	3	3	3	3
19	3	3	3	3	3	3	3
20	3	3	3	3	3	3	3
21	3	3	3	3	3	3	3
22	3	3	3	3	3	3	3
23	2	2	3	3	2	2	2
24	3	3	3	3	3	3	3
# of 3 point	22	22	23	23	22	22	22
# of 2 point	2	2	1	1	2	2	2
# of 1 point	0	0	0	0	0	0	0
Total Score	70	70	71	71	70	70	70
Average	2.917	2.917	2.958	2.958	2.917	2.917	2.917
Total Average	2.938				2.917		

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

Assessment Learning Goal 2 (L2): EMB542 IT Management / EMB671 Global Business Communication / 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	15	15	15
1	3	3	3	3	3	3	3
2	3	3	3	3	2	2	2
3	3	2	3	2	3	3	3
4	2	2	2	2	3	3	3
5	2	3	3	2	3	3	3
6	2	3	3	3	3	3	3
7	3	2	2	2	1	1	1
8	2	3	3	3	3	3	3
9					2	2	2
10					3	3	3
11					2	2	2
12					3	3	3
13					3	3	3
14					3	3	3
15					3	3	3
# of 3 point	4	5	6	4	11	11	11
# of 2 point	4	3	2	4	3	3	3
# of 1 point	0	0	0	0	1	1	1
Total Score	20	21	22	20	40	40	40
Average	2.500	2.625	2.750	2.500	2.667	2.667	2.667
Total Average	2.594				2.667		

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

Assessment Learning Goal 3 (L3): EMB520 Marketing Management / EMB562 Accounting & Financial Statement Analysis							
Learning Goal	L3: Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.						
	L31: Our students will be able to identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.					L32: 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	8	8	8	8	8	19	19
1	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3
3	3	3	3	3	3	2	2
4	3	3	3	3	3	2	1
5	3	3	3	3	3	2	2
6	3	3	3	2	3	3	2
7	3	3	3	3	2	3	3
8	3	3	3	3	2	3	3
9						3	3
10						3	3
11						2	2
12						3	3
13						3	3
14						3	3
15						2	2
16						2	1
17						3	3
18						1	1
19						1	1
# of 3 point	8	8	8	7	6	11	10
# of 2 point	0	0	0	1	2	6	5
# of 1 point	0	0	0	0	0	2	4
Total Score	24	24	24	23	22	47	44
Average	3.000	3.000	3.000	2.875	2.750	2.474	2.316
Total Average	2.925					2.395	

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

Assessment Learning Goal 4 (L4): EMB530 Operations Management & SCM / EMB511 Strategic Management							
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	3	2	2
2	2	3	3	3	3	3	3
3	3	3	3	3	2	2	1
4	2	3	3	3	3	3	3
5	3	2	3	2	2	3	3
6	3	3	3	3	3	3	3
7	3	2	2	2	3	3	3
8	2	3	2	3	3	3	3
# of 3 point	5	6	5	6	6	6	6
# of 2 point	3	2	3	2	2	2	1
# of 1 point	0	0	0	0	0	0	1
Total Score	21	22	21	22	22	22	21
Average	2.625	2.750	2.625	2.750	2.750	2.750	2.625
Total Average	2.696						

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

Assessment Learning Goal 4 (L4): EMB530 Operations Management & SCM / EMB511 Strategic Management						
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	7	7	7	7	7	7
1	3	3	3	2	2	3
2	3	2	3	3	3	3
3	3	3	3	3	3	3
4	3	2	3	3	3	2
5	2	3	2	3	2	3
6	3	2	3	2	2	3
7	3	3	3	2	2	2
8						
# of 3 point	6	4	6	4	3	5
# of 2 point	1	3	1	3	4	2
# of 1 point	0	0	0	0	0	0
Total Score	20	18	20	18	17	19
Average	2.857	2.571	2.857	2.571	2.429	2.714
Total Average	2.667					

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