

**2020 AOL Report**

**Information & Media MBA Program Assessment**

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: 25 (Winter: 3, Spring: 7, Summer: 6, Fall: 9)
- Total number of graduates: 36
- Total number of enrollment: 30
- Sample: : more than 6 (Necessary sample: 15% of graduates = 5.4)
- 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

<b>Information &amp; Media MBA Program: Assessment Learning Goal 1</b>		
(Learning Goal 1 Our graduates will have a global perspective)		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
L11) Our students will understand global business issues and relate current issues to emerging business opportunities	Students enrolled in IM694 (N=20)	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=20)	Course-embedded assignment evaluation by faculty
<b>Findings</b>		
<p>The average scores for L11 and L12 are 2.78 and 2.77 respectively.            * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)            The ratio of students who received 3 points in all traits for L11 and L12 are 5.4% and 16.2% respectively</p> <ul style="list-style-type: none"> <li>- L11, L12 meet expectations successfully</li> <li>- All of the students meet expectations for all of the traits for L11 and L12 (No points lower than 2 for all traits in L11)</li> <li>- 90% of students (18/20) showed excellence in identifying global issues. (Trait 1 for L11)</li> </ul>		

<b>Information &amp; Media MBA Program: Assessment Learning Goal 2</b>		
(Learning Goal 2 Our graduates will be effective communicators)		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
L21) Our students will deliver effective presentation accompanied with proper media technology.	Students enrolled in IM626 (N=23)	Course-embedded assignment evaluation by faculty
L22) Our student will produce professional business documents.	Students enrolled in IM623 (N=26)	Course-embedded assignment evaluation by faculty
L23) Our students will demonstrate effective interpersonal communication in a team setting.	Students enrolled in IM694 (N=20)	Course-embedded assignment evaluation by faculty
<b>Findings</b>		
<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 are 33.3%, 5.6% and 2.7% respectively</p> <ul style="list-style-type: none"> <li>- L21, L22 and L23 meet expectations successfully</li> <li>- 87.96% of students (20/23) L21 (No points lower than 2 for all traits in L21)</li> <li>- All of the students (26/26) meet expectations for L22 and L23 (No points lower than 2 for all traits in L22)</li> <li>- All of the students (100%) (26/26) show effective literature search skills and finding document sources. (Trait 7 and 8 for L22)</li> <li>- For all the traits for L22 and L23, all of the students meet or exceed expectations.</li> </ul>		

- 8.7% of the students (2/23) showed difficulty in providing well-qualified slides and using media sources forming rapport with audience. (Trait 2 and 6 for L21)

<b>Information &amp; Media MBA Program: Assessment Learning Goal 3</b>		
(Learning Goal 3 Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems.)		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
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=26)	Course-embedded assignment evaluation by faculty
L32) Our students will synthesize different discipline areas.	Students enrolled in IM694 (N=20)	Course-embedded assignment evaluation by faculty
<b>Findings</b>		
<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)            The ratio of students who received 3 points in all traits for L3 and L32 are 27.8% and 0.0% respectively</p> <ul style="list-style-type: none"> <li>- L31, L32 meet expectations successfully</li> <li>- All of the students (26/26) meet expectations for L31 (No points lower than 2 for all traits in L31)</li> <li>- All of students (20/20) meet expectations for L32 (No points lower than 2 for all traits in L32)</li> <li>- All the students (26/26) in this course showed excellence in understanding factual knowledge exceeding expectations (Trait 1 for L31)</li> <li>- All the students (36/36) show high profession in applying proper analytical tools when solving serious problems that firms encounter. (Trait 4 for L31)</li> <li>- 85% of the students (17/20) successfully synthesized discipline knowledge. (Trait 3 for L32)</li> </ul>		

<b>Information &amp; Media MBA Program: Assessment Learning Goal 4</b>		
(Learning Goal 4 Our graduates will develop professional skills and exhibit professional competencies.)		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
L41) Our students will build IT, Media, and Business Analytics specific knowledge and understand the key issues.	Students enrolled in IM623 (N=26)	Course-embedded assignment 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=26)	Course-embedded assignment evaluation by faculty
<b>Findings</b>		
<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>		

The ratio of students who received 3 points in all traits for L41 and L42 are 69.4% and 50.0% respectively

- L41, L42 meet expectations successfully
- All of the students (26/26) meet expectations for L41 and L42 (No points lower than 2 for all traits in L41)
- All the students (26/26) in the suggested course showed high level of profession in building industry specific knowledge. (Trait 1 for L41)
- More than 96% of students (25/26) were able to fully understand the key issues of business environment and recommend solutions using structured approach. (Trait 2 for L41 and L42)

**Data Analysis and Results**

<b>Assessment Learning Goal 1 (L1): IM694 Advanced Business Analytics</b>					
<b>L1: Global Perspective: Our graduates will have a global perspective</b>					
<b>L11. Our students will understand global business issues and relate current issues to emerging business opportunities</b>					
<b>Traits</b>	<b>T1. Identification of global issues</b>	<b>T2. Analysis of global issues</b>	<b>T3. Application of analysis to global business situation</b>	<b>T4. Cultural differences</b>	<b>T5. Business Ethics and Social Responsibility</b>
<b>Students</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>
1	2	2	2	2	3
2	3	3	2	3	3
3	3	3	3	3	3
4	3	3	3	3	2
5	3	3	3	3	3
6	2	3	3	2	2
7	3	2	3	2	3
8	3	3	3	3	3
9	3	3	3	2	2
10	3	3	3	3	3
11	3	3	3	3	3
12	3	3	3	3	3
13	3	3	3	2	2
14	3	3	3	3	3
15	3	2	2	2	2
16	3	2	3	2	3
17	3	3	3	3	3
18	3	3	3	3	3
19	3	3	3	3	3
20	3	3	3	2	3
<b># of 3 point</b>	<b>18</b>	<b>16</b>	<b>17</b>	<b>12</b>	<b>15</b>
<b># of 2 point</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>8</b>	<b>5</b>
<b># of 1 point</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

<b>Total Score</b>	<b>58</b>	<b>56</b>	<b>57</b>	<b>52</b>	<b>55</b>
<b>Average</b>	<b>2.900</b>	<b>2.800</b>	<b>2.850</b>	<b>2.600</b>	<b>2.750</b>
<b>Total Average</b>	<b>2.780</b>				

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

<b>Assessment Learning Goal 1 (L1): IM694_Advanced Business Analytics</b>			
<b>L1: Global Perspective: Our graduates will have a global perspective</b>			
<b>L12: Our students will have command of business English or other language of major global market</b>			
<b>Traits</b>	<b>T1. Knowledge</b>	<b>T2. Comprehension</b>	<b>T3. Communication</b>
<b>Students</b>	<b>26</b>	<b>26</b>	<b>26</b>
1	2	3	3
2	3	2	3
3	3	3	2
4	3	3	2
5	3	3	3
6	2	2	2
7	3	3	3
8	3	3	3
9	2	3	3
10	3	3	3
11	3	3	3
12	2	3	3
13	3	3	2
14	3	3	3
15	2	3	2
16	3	2	2
17	3	3	3
18	3	3	3
19	3	3	3
20	3	3	3
<b># of 3 point</b>	<b>15</b>	<b>17</b>	<b>14</b>
<b># of 2 point</b>	<b>5</b>	<b>3</b>	<b>6</b>
<b># of 1 point</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Score</b>	<b>55</b>	<b>57</b>	<b>54</b>
<b>Average</b>	<b>2.750</b>	<b>2.850</b>	<b>2.700</b>
<b>Total Average</b>	<b>2.767</b>		

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

<b>Assessment Learning Goal 2 (L2) : IM626_e-Business Strategy</b>							
<b>L2. Communication: Our graduates will be effective communicators</b>							
<b>L21. Our students will deliver effective presentation accompanied with proper media technology</b>							
<b>Traits</b>	<b>T1. Organization</b>	<b>T2. Quality of slides</b>	<b>T3. Voice quality and pace</b>	<b>T4. Mannerisms</b>	<b>T5. Professionalism</b>	<b>T6. Use of media / rapport with audience</b>	<b>T7. Ability to answer questions</b>
<b>Students</b>	<b>23</b>	<b>23</b>	<b>23</b>	<b>23</b>	<b>23</b>	<b>23</b>	<b>23</b>
1	3	2	2	3	2	2	3
2	2	2	2	3	2	2	2
3	3	3	2	2	2	2	3
4	3	3	2	3	3	3	3
5	3	2	2	2	3	2	2
6	2	2	3	2	2	3	2
7	3	3	2	2	3	2	3
8	2	3	2	3	2	3	2
9	3	3	2	3	3	2	3
10	2	2	2	3	2	2	2
11	3	3	2	2	2	3	2
12	3	3	2	3	3	3	3
13	3	3	2	3	2	3	3
14	2	1	2	2	2	2	2
15	2	2	2	2	2	2	2
16	3	2	3	3	2	2	3
17	2	2	3	2	2	2	3
18	3	3	2	3	2	3	3
19	3	3	2	3	3	3	3
20	2	2	2	2	2	2	2
21	3	2	3	3	3	2	2
22	2	3	2	2	2	1	2
23	2	1	2	2	3	1	2



<b># of 3 point</b>	<b>13</b>	<b>11</b>	<b>4</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>11</b>
<b># of 2 point</b>	<b>10</b>	<b>10</b>	<b>19</b>	<b>11</b>	<b>15</b>	<b>13</b>	<b>12</b>
<b># of 1 point</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>
<b>Total Score</b>	<b>59</b>	<b>55</b>	<b>50</b>	<b>58</b>	<b>54</b>	<b>52</b>	<b>57</b>
<b>Average</b>	<b>2.565</b>	<b>2.391</b>	<b>2.174</b>	<b>2.522</b>	<b>2.348</b>	<b>2.261</b>	<b>2.478</b>
<b>Total Average</b>	<b>2.391</b>						

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
<b>Students</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>
1	3	3	3	3	3	2	3	3
2	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3
4	2	3	3	2	3	3	3	3
5	3	3	2	3	3	3	3	3
6	3	3	3	3	3	3	3	3
7	3	3	3	3	3	3	3	3
8	2	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3	3
10	3	2	2	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	3	3	3	3	3	3
14	2	2	3	3	3	3	3	3
15	2	3	3	3	3	2	3	3
16	3	3	3	3	3	3	3	3
17	3	3	3	3	3	3	3	3
18	3	3	3	3	3	3	3	3
19	3	3	2	3	2	3	3	3
20	3	3	3	3	3	3	3	3
21	2	3	3	3	3	3	3	3
22	3	2	3	3	3	2	3	3

<b>23</b>	3	3	3	3	3	3	3	3
<b>24</b>	2	3	2	3	3	3	3	3
<b>25</b>	3	3	3	3	3	3	3	3
<b>26</b>	3	3	3	3	3	3	3	3
<b># of 3 point</b>	<b>20</b>	<b>23</b>	<b>22</b>	<b>25</b>	<b>25</b>	<b>23</b>	<b>26</b>	<b>26</b>
<b># of 2 point</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>
<b># of 1 point</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Score</b>	<b>72</b>	<b>75</b>	<b>74</b>	<b>77</b>	<b>77</b>	<b>75</b>	<b>78</b>	<b>78</b>
<b>Average</b>	<b>2.769</b>	<b>2.885</b>	<b>2.846</b>	<b>2.962</b>	<b>2.962</b>	<b>2.885</b>	<b>3.000</b>	<b>3.000</b>
<b>Total Average</b>	<b>2.913</b>							

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

<b>Assessment Learning Goal 2 (L2) : IM694_Advanced Business Analytics</b>					
<b>L2. Communication: Our graduates will be effective communicators</b>					
<b>L23. Our student will demonstrate effective interpersonal communication in a team setting</b>					
<b>Traits</b>		<b>T1. Commitment</b>	<b>T2. Balance between task and interpersonal relations</b>	<b>T3. Contributions</b>	<b>T4. Stays on track</b>
<b>Team</b>	<b>Students</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>
1	1	3	2	3	3
2	2	3	3	3	3
3	3	3	3	3	3
4	4	3	3	3	3
5	5	3	3	3	3
1	6	3	3	3	3
2	7	2	2	2	2
3	8	3	3	3	3
4	9	3	3	3	3
5	10	3	3	3	3
1	11	3	3	3	3
2	12	3	3	3	3
3	13	3	3	3	3
4	14	3	3	3	3
5	15	2	2	2	2
1	16	2	2	3	2
2	17	3	3	3	3
3	18	2	3	3	3
4	19	3	3	3	3
5	20	3	3	3	3
<b># of 3 point</b>		<b>16</b>	<b>16</b>	<b>18</b>	<b>17</b>
<b># of 2 point</b>		<b>4</b>	<b>4</b>	<b>2</b>	<b>3</b>
<b># of 1 point</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Score</b>		<b>56</b>	<b>56</b>	<b>58</b>	<b>57</b>
<b>Average</b>		<b>2.800</b>	<b>2.800</b>	<b>2.900</b>	<b>2.850</b>

<b>Total Average</b>	<b>2.838</b>
----------------------	--------------

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

<b>Assessment Learning Goal 3 (L3): IM623_Data Mining and Intelligent Marketing</b>							
<b>L3. Strategic Thinking &amp; Cross-disciplinary Competency: Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems</b>							
<b>L31. Our student will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment.</b>							
<b>Traits</b>	<b>T1. Factual knowledge</b>	<b>T2. Application of strategic analytical tools</b>	<b>T3. Application of financial analysis</b>	<b>T4. Identification of case problems/issues</b>	<b>T5. Generation of alternatives</b>	<b>T6. Recommendations</b>	<b>T7. Business judgment</b>
<b>Students</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>
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	2	3	3	3	3
8	3	3	3	3	3	3	3
9	3	3	3	3	3	3	3
10	3	2	3	3	3	2	2
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	2	3	2	2	2	2
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	2	3	3
19	3	3	3	3	3	3	2
20	3	3	3	3	3	3	3
21	3	3	3	3	3	3	3
22	3	2	2	3	2	2	2

<b>23</b>	3	3	3	3	3	3	3
<b>24</b>	3	3	3	3	3	3	3
<b>25</b>	3	3	2	3	3	3	3
<b>26</b>	3	3	3	3	3	3	3
<b># of 3 point</b>	<b>26</b>	<b>23</b>	<b>23</b>	<b>25</b>	<b>23</b>	<b>23</b>	<b>22</b>
<b># of 2 point</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>4</b>
<b># of 1 point</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Score</b>	<b>78</b>	<b>75</b>	<b>75</b>	<b>77</b>	<b>75</b>	<b>75</b>	<b>74</b>
<b>Average</b>	<b>3.000</b>	<b>2.885</b>	<b>2.885</b>	<b>2.962</b>	<b>2.885</b>	<b>2.885</b>	<b>2.846</b>
<b>Total Average</b>	<b>2.907</b>						

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

<b>Assessment Learning Goal 3 (L3): IM694_Advanced Business Analytics</b>						
<b>L3. Strategic Thinking &amp; Cross-disciplinary Competency: Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems</b>						
<b>L32. Our students will synthesize different discipline areas</b>						
<b>Traits</b>	<b>Consideration</b>	<b>Management principle</b>	<b>Discipline knowledge</b>	<b>Intellectual sensitivity</b>	<b>Horizontal synthesis</b>	<b>Vertical synthesis</b>
<b>Students</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>
1	2	2	3	3	2	3
2	3	2	3	3	3	3
3	3	3	3	3	3	3
4	3	3	2	3	3	3
5	3	3	3	3	3	3
6	3	3	3	3	3	3
7	3	3	3	3	3	3
8	3	3	3	2	3	2
9	3	3	3	2	3	3
10	3	3	3	3	3	3
11	2	3	3	3	2	3
12	3	3	3	3	3	3
13	3	2	3	3	3	2
14	3	3	3	3	3	3
15	2	2	2	2	2	2
16	2	2	3	3	3	3
17	3	2	3	3	3	3
18	3	3	2	2	2	2
19	3	3	3	3	3	3
20	2	3	3	3	3	3
<b># of 3 point</b>	<b>15</b>	<b>14</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>16</b>
<b># of 2 point</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b># of 1 point</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Score</b>	<b>55</b>	<b>54</b>	<b>57</b>	<b>56</b>	<b>56</b>	<b>56</b>
<b>Average</b>	<b>2.750</b>	<b>2.700</b>	<b>2.850</b>	<b>2.800</b>	<b>2.800</b>	<b>2.800</b>



<b>Total Average</b>	<b>2.783</b>
----------------------	--------------

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

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

<b>26</b>	<b>3</b>	<b>3</b>
<b># of 3 point</b>	<b>26</b>	<b>25</b>
<b># of 2 point</b>	<b>0</b>	<b>1</b>
<b># of 1 point</b>	<b>0</b>	<b>0</b>
<b>Total Score</b>	<b>78</b>	<b>77</b>
<b>Average</b>	<b>3.000</b>	<b>2.962</b>
<b>Total Average</b>	<b>2.981</b>	

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

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

<b>24</b>	3	3
<b>25</b>	2	3
<b>26</b>	3	3
<b># of 3 point</b>	<b>19</b>	<b>25</b>
<b># of 2 point</b>	<b>7</b>	<b>1</b>
<b># of 1 point</b>	<b>0</b>	<b>0</b>
<b>Total Score</b>	<b>71</b>	<b>77</b>
<b>Average</b>	<b>2.731</b>	<b>2.962</b>
<b>Total Average</b>	<b>2.846</b>	

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