

2020 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 2.968, 2.200, 2.634, 2.372, 2.956, and 2.330 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 ‘comprehensive knowledge (L2)’. The result proposes that this program should be more encouraged to provide students the opportunity to have a knowledge of the functional areas and the ability to apply this knowledge to actual problems.

- Total number of courses: 46
- Total number of graduates: 60
- Total number of enrollment: 212 (1st: 81, 2nd: 70, 3rd: 61)
- Sample: 12 (Necessary sample: 15% of graduates = 9)
- Assessment courses

Learning Goal 1	L11	PMB520 Marketing
	L12	PMB520 Marketing
Learning Goal 2	L21	PMB521 Marketing Research
	L22	PMB521 Marketing Research
Learning Goal 3	L31	PMB520 Marketing
	L32	PMB510 Leadership and Organization Management
Learning Goal 4	L41	PMB521 Marketing Research
	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

Program Name: 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 2.981 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. - 84.6% (11/13) 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.) 		

Program Name: 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 PMB521 (N=13)	Evaluation of the course-embedded test by faculty
L22) Our students will identify and diagnose management problems.	Students enrolled in PMB521 (N=13)	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); the scores for L21 and L22 are 2.221 and 2.179 respectively. - This overall score implies that most students, through the program, become to use appropriate analytical technique to analyze data and diagnose business problems. - 7.69% (1/13) of students exceed expectations for L21. - 7.69% (1/13) of students exceed expectations for L22. 		

Program Name: 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=35)	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 2.864. - 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 2.404. - Thus, the students are satisfied with the team building and high-performance management behavior to lead a team successfully. - 68.6% (24/35) of students exceed expectations for L31. - 2.86% (1/35) of students have difficulty in agenda (Trait 4 for L31) - 30.8% (4/13) of students exceed expectations for L32. 		

Program Name: 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 PMB521 (N=13)	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=7)	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 PMB521), average scores exceed 2 (meets expectations); the score for L41 is 2.173. - 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 2.571. - Students reply that this program has provided the environment to become more confident to use foreign languages for the business. - 69.2% (9/13) of students exceed expectations for L41. - 30.8% (4/13) of students have difficulty in application of analysis to global business situation and cultural differences (Trait 3 and 4 for L41). - 85.7% (6/7) of students exceed expectations for L42. - 14.3% (1/7) of students have difficulty in knowledge and communication (Trait 1 and 3 for L42). 		

Program Name: 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=35)	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 2.943. - 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. - 97.1% (34/35) of students exceed expectations for L52. - 2.86% (1/35) of students have difficulty in understanding (Trait 2 for L52). 		

Program Name: 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); the scores for L61 and L62 are 2.429 and 2.231 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 - 84.6% (11/13) of students meet expectations for L61. - 15.4% (2/13) of students have difficulty in business judgement (Trait 2, 3, and 7 for L61). - 15.4% (2/13) of students exceed expectations for L62. - 30.8% (4/13) of students have difficulty in business judgement (Trait 1, 2, 3, 4 and 5 for L61). 		

Data Analysis and Result

Learning Goal	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	3	3	3	3	3
# of 3 point	13	13	13	11	13	13	13	13
# of 2 point	0	0	0	2	0	0	0	0
# of 1 point	0	0	0	0	0	0	0	0
Total Score	39	39	39	37	39	39	39	39
Average	3.000	3.000	3.000	2.846	3.000	3.000	3.000	3.000
Total Average	2.981							

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

L12: Our students will deliver effect presentation accompanied with proper supplements.

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
13	13	13	13	13	13	13
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	3	3	3	3	3
3	3	2	2	3	3	3
3	3	2	2	3	3	3
13	13	11	11	13	13	13
0	0	2	2	0	0	0
0	0	0	0	0	0	0
39	39	37	37	39	39	39
3.000	3.000	2.846	2.846	3.000	3.000	3.000
2.956						

Learning Goal	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	13	13	13	13	13	13	13	13
1	2	2	1	2	2	2	2	2
2	3	2	3	3	2	3	3	3
3	3	2	3	3	2	2	3	2
4	2	2	2	2	2	1	2	2
5	3	2	3	3	3	3	3	3
6	2	2	2	2	1	1	2	2
7	2	2	2	2	3	2	2	2
8	1	1	1	1	2	1	1	1
9	3	3	3	3	3	3	3	3
10	2	2	1	2	2	1	2	2
11	2	2	3	3	3	2	2	1
12	2	3	3	3	2	3	3	2
13	3	2	3	3	2	2	2	2
# of 3 point	5	2	7	7	4	4	5	3
# of 2 point	7	10	3	5	8	5	7	8
# of 1 point	1	1	3	1	1	4	1	2
Total Score	30	27	30	32	29	26	30	27
Average	2.308	2.077	2.308	2.462	2.231	2.000	2.308	2.077
Total Average	2.221							

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

L22: Our students will identify and diagnose management problems.

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
13	13	13	13	13	13
2	3	1	2	2	2
3	3	2	3	2	2
3	2	3	3	2	2
2	2	1	2	1	1
3	3	3	3	3	3
2	2	1	2	1	1
2	2	2	2	3	2
2	2	2	2	2	1
3	2	3	2	3	3
2	2	2	2	1	1
2	2	3	2	3	2
3	3	2	3	2	2
2	2	2	3	2	2
5	4	4	5	4	2
8	9	6	8	6	7
0	0	3	0	3	4
31	30	27	31	27	24
2.385	2.308	2.077	2.385	2.077	1.846
2.179					

Learning Goal	L31: 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	35	35	35	35
1	3	3	3	3
2	3	3	3	3
3	3	3	2	3
4	3	3	3	3
5	3	3	3	3
6	3	3	3	3
7	3	3	2	3
8	3	3	3	3
9	3	3	3	3
10	3	3	3	2
11	3	3	3	3
12	3	2	3	2
13	2	2	3	1
14	3	3	3	3
15	3	3	3	2
16	3	2	2	2
17	3	3	3	3
18	3	3	3	3
19	3	3	3	3
20	3	3	3	3
21	3	3	3	3
22	3	3	3	3
23	3	3	3	3
24	3	3	3	3
25	3	3	3	3
26	3	3	3	2
27	3	3	3	3
28	3	3	2	2
29	3	3	3	3
30	3	3	3	3
31	3	3	2	3
32	3	3	2	2
33	3	3	3	3
34	3	3	3	3
35	3	3	3	3
# of 3 point	34	32	29	27
# of 2 point	1	3	6	7
# of 1 point	0	0	0	1
Total Score	104	102	99	96
Average	2.971	2.914	2.829	2.743
Total Average	2.864			

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

Assessment Learning Goal 4 (L4): PMB521 Marketing Research / PMB590 Cross Cultural Management							
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	13	13	13	13	7	7	7
1	2	2	2	2	2	3	3
2	2	3	2	2	2	2	2
3	3	3	2	2	3	3	3
4	2	2	1	1	3	3	3
5	3	2	2	3	3	3	3
6	2	2	1	1	3	3	3
7	2	2	3	2	1	2	1
8	2	2	1	2			
9	3	2	2	3			
10	2	2	1	1			
11	3	3	3	2			
12	2	3	2	3			
13	2	3	3	3			
# of 3 point	4	5	3	4	4	5	5
# of 2 point	9	8	6	6	2	2	1
# of 1 point	0	0	4	3	1	0	1
Total Score	30	31	25	27	17	19	18
Average	2.308	2.385	1.923	2.077	2.429	2.714	2.571
Total Average	2.173				2.571		

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

Assessment Learning Goal 5 (L5): PMB520 Marketing							
Learning Goal	L5: Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social responsibility.					L52: Our students will know the professional code of conduct within their discipline.	
	L51: Our student will identify ethical and social dilemma and be able to recognize and evaluate alternative courses of action.						
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	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	3	3	3	3
13	3	3	2	3	3	2	1
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	3
23						3	3
24						3	3
25						3	3
26						3	3
27						3	3
28						3	2
29						3	3
30						3	3
31						3	3
32						3	3
33						3	3
34						3	3
35						3	3
# of 3 point	13	13	11	13	13	34	33
# of 2 point	0	0	2	0	0	1	1
# of 1 point	0	0	0	0	0	0	1
Total Score	39	39	37	39	39	104	102
Average	3.000	3.000	2.846	3.000	3.000	2.971	2.914
Total Average	2.969					2.943	

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

Learning Goal	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	2	2	2	2	3	3	3
2	3	3	2	3	3	3	3
3	3	3	2	3	3	3	3
4	3	2	3	3	3	2	3
5	3	2	2	3	2	2	2
6	2	2	3	2	2	2	2
7	3	3	2	3	3	3	3
8	3	3	2	3	3	3	3
9	2	2	3	2	2	2	3
10	2	2	2	2	2	2	2
11	2	1	1	2	2	1	2
12	2	2	2	2	2	1	2
13	2	3	3	3	3	3	3
# of 3 point	6	5	4	7	7	6	8
# of 2 point	7	7	8	6	6	5	5
# of 1 point	0	1	1	0	0	2	0
Total Score	32	30	29	33	33	30	34
Average	2.462	2.308	2.231	2.538	2.538	2.308	2.615
Total Average	2.429						

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

L62: Our students will synthesize different discipline areas.

T1. Consideration	T2. Management principle	T3. Discipline knowledge	T4. Intellectual sensitivity	T5. Horizontal synthesis	T6. Vertical synthesis
13	13	13	13	13	13
2	3	2	2	2	3
2	3	2	2	2	3
2	3	2	2	2	2
3	3	2	3	2	2
3	2	2	2	2	3
3	3	3	2	3	2
3	3	3	3	3	3
3	3	3	3	3	3
3	2	2	2	2	3
2	2	2	1	2	2
2	1	1	1	1	2
1	2	1	1	1	2
2	2	2	1	2	2
6	7	3	3	3	6
6	5	8	6	8	7
1	1	2	4	2	0
31	32	27	25	27	32
2.385	2.462	2.077	1.923	2.077	2.462
2.231					