

2020 AOL Report

SEMBA

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 2.85, 2.84, 2.85, 2.87, and 2.78 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: 21 (Spring: 9, Summer: 3, Fall: 9)
- Total number of graduates: 15
- Total number of enrollments: 32 (1st: 17 2nd: 15)
- Sample: more than 4 (Necessary sample: 25% of graduates = 3.75)
- Assessment courses

Learning Goal 1	L11	SMB549 Customer Problem and Solution Validation for Social Venture
	L12	SMB549 Customer Problem and Solution Validation for Social Venture
Learning Goal 2	L21	SMB536 Social Enterprise and Management
	L22	SMB549 Customer Problem and Solution Validation for Social Venture
Learning Goal 3	L31	SMB549 Customer Problem and Solution Validation for Social Venture
	L32	SMB517 Social Venture Business Model
Learning Goal 4	L41	SMB536 Social Enterprise and Management
	L42	SMB517 Social Venture Business Model
Learning Goal 5	L51	SMB517 Social Venture Business Model
	L52	SMB517 Social Venture Business Model

Overview of Assessment

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 SMB549 (N=16)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L11 and L12 are 2.85 and 2.85 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations) - Most of students in SMB549 meet expectations in having leadership and doing teamwork successfully. - About 62.5% of students (10 among 16) exceed expectation for the all traits of L11, and more than 43.8% of students (7 among 16) for the all traits of L12. - All of the students (100%) in the course meet expectation for all traits of L12 (No points lower than 2 for all traits in L12) - 93.7% (12/16) of students exceed expectation and other 6.3% (1/16) of students meet expectation on having ability to listen and having agenda for high-performance leadership skills (Trait 3 and Trait 5 for L11). - Only 75% (12/16) of students exceed expectation and other 25% (4/16) of students meet expectation in staying on track for building a team and working with external stakeholders successfully (Trait 4 for L12). 		

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=7)*	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 SMB549 (N=16)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L21 and L22 are 2.83 and 2.85 * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectations) - The average score exceeded level 2 performance (Meet Expectations) in both SMB536 and SMB549 courses. On average, 57.1% (4/7) of SEMBA students received 3 (Exceeds Expectations) for all traits of L21, and 50% (8/16) for L22. - Most of the SEMBA students developed high domain expertise in creating and managing social ventures - No student failed (no 1 point in L21 and L22) to develop knowledge and competencies of the functional areas and integrate and apply to practical cases of social enterprise management 		

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 SMB517 (N=16)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L31 and L32 are 2.84 and 2.86 * 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 SMB517 courses. - Especially, more than half of the students in SMB 517 (about 68.8%) achieved 3 (Exceed Expectations) for all of the traits regarding delivering their presentation effectively with appropriate media contents. - 87.5% (14/16) of students exceeded expectation and other 12.5% (2/16) of students meet expectation in producing professional business documents in all traits of L31. - 6.25% (1/16) of students failed to meet expectation in having mannerism (T4 in L32) and professionalism (T5 in L32) when deliver their presentation. 		

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=7)*	Course-embedded assignment evaluation by faculty
L42) Our students will know the professional code of conduct within their discipline	Students enrolled in SMB517 (N=16)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L41 and L42 are 2.94 and 2.79 * 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 SMB517 course. - All students (100%) in SMB536 exceed expectation in identifying ethical and social dilemmas, developing and evaluating alternative courses of action (Trait 1, Trait 3, Trait 4 in L41). - Also, more than half of students (68.8%) in SMB517 achieved 3 (Exceeds Expectations) for all of the traits in L42, which means they well understood the professional code of conduct within their discipline. - Only one student among 16 students (6.25%) failed to meet expectation in complying the professional code of conduct within their discipline (T3 in L42) 		

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 SMB517 (N=16)*	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 SMB517 (N=16)*	Course-embedded assignment evaluation by faculty
Findings		
<ul style="list-style-type: none"> - The average scores for L51 and L52 are 2.80 and 2.77 * 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 SMB517 course. - Most of SEMBA students in SMB517 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, more than half of students taking SMB517 scored 3 points for all of the traits of L51 and nearly half of students scored 3 points for all of the traits of L52 (75% for L51 and 68.8% for L52). - No student fails to meet expectation on having a global perspective in all of the traits of L51 and L52 		

Data Analysis and Results

Assessment Learning Goal 1(L1): SMB549										
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					L12. Our students will know how to build a team and work with external stakeholders successfully				
Traits Students	T1. Confidence	T2. Balance between task and interpersonal relations	T3. Ability to listen	T4. Stays on track	T5. Agenda	T1. Commitment	T2. Balance between task and interpersonal relations	T3. Contributions	T4. Stays on track	T5. Working with stakeholders
1	3	3	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	2	3	3	3
3	3	3	3	2	3	3	3	3	2	3
4	3	3	3	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3	3	3
7	2	2	3	2	3	3	3	3	2	2
8	3	3	3	3	3	3	2	2	3	3
9	3	3	3	3	3	2	3	3	3	3
10	2	3	3	1	3	3	3	3	2	3
11	3	3	3	3	3	3	3	2	3	3
12	3	2	2	2	3	3	3	3	2	3
13	3	3	3	3	2	2	3	3	3	3
14	3	3	3	3	3	3	3	3	3	3
15	3	3	3	2	3	3	3	3	3	2
16	3	3	3	3	3	3	3	3	3	3
# of 3 point	14	14	15	11	15	14	14	14	12	14
# of 2 point	2	2	1	4	1	2	2	2	4	2
# of 1 point	0	0	0	1	0	0	0	0	0	0
Total Score	46	46	47	42	47	46	46	46	44	46
Average	2.875	2.875	2.938	2.625	2.938	2.875	2.875	2.875	2.750	2.875
Total Average	2.850					2.850				

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

Learning Goal	Assessment Learning Goal 2(L2): SMB536						Assessment Learning Goal 2(L2): SMB549						
	L2: Domain Expertise in Creating and Managing Social Ventures: Our graduates will be able to develop professional knowledge and competencies of the functional areas						L22: Our students will apply different management disciplines into practical business cases of social enterprise management						
	T1. Professional knowledge	T2. Management principle	T3. Application of management tools	T4. Application of financial analysis	T5. Case analysis	T6. Qualitative and quantitative analysis	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	7	7	7	7	7	7	16	16	16	16	16	16	16
1	3	3	3	3	3	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3	3	3	3	3	2
3	3	3	3	3	3	3	3	2	2	3	3	3	2
4	3	3	3	3	3	3	3	3	3	3	3	3	3
5	3	3	2	3	3	3	3	3	3	3	3	3	3
6	3	3	2	3	2	3	3	3	3	3	3	3	3
7	2	2	2	2	3	3	2	3	3	3	3	2	2
8	-	-	-	-	-	-	3	3	3	3	3	3	3
9	-	-	-	-	-	-	2	3	3	3	3	3	3
10	-	-	-	-	-	-	2	2	2	3	3	3	2
11	-	-	-	-	-	-	3	3	3	2	3	3	3
12	-	-	-	-	-	-	3	3	2	3	3	3	2
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	-	-	-	-	-	-	2	3	3	3	2	3	3
# of 3 point	6	6	4	6	6	7	12	14	13	15	15	15	11
# of 2 point	1	1	3	1	1	0	4	2	3	1	1	1	5
# of 1 point	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Score	20	20	18	20	20	21	44	46	45	47	47	47	43
Average	2.857	2.857	2.571	2.857	2.857	3.000	2.750	2.875	2.813	2.938	2.938	2.938	2.688
Total Average	2.833						2.848						

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

Assessment Learning Goal 3(L3): SMB549								
Learning Goal	L3. Communication: our graduates will be effective communicators							
	L31:Our student will produce professional business documents							
Traits Students	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
1	3	3	2	3	3	3	3	3
2	3	2	3	2	3	3	3	3
3	3	3	3	3	2	3	3	3
4	2	3	3	2	3	2	2	2
5	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3
7	3	3	2	2	3	3	3	3
8	3	3	3	3	2	3	3	3
9	2	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3	3
11	3	2	3	3	3	3	2	2
12	3	3	3	3	2	3	2	3
13	3	3	3	3	3	2	3	3
14	3	3	3	3	3	3	3	3
15	3	3	3	3	3	3	3	3
16	3	3	2	3	3	3	3	3
# of 3 point	14	14	13	13	13	14	13	14
# of 2 point	2	2	3	3	3	2	3	2
# of 1 point	0	0	0	0	0	0	0	0
Total Score	46	46	45	45	45	46	45	46
Average	2.875	2.875	2.813	2.813	2.813	2.875	2.813	2.875
Total Average	2.844							

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

	Assessment Learning Goal 3(L3): SMB549								Assessment Learning Goal 3(L3): SMB517							
Learning Goal	L3. Communication: our graduates will be effective communicators															
	L31:Our student will produce professional business documents								L32: Our students will deliver effective presentation accompanied with proper media technology							
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	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	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	
1	3	3	2	3	3	3	3	3	3	2	3	3	3	2	3	
2	3	2	3	2	3	3	3	3	3	3	3	3	3	2	3	
3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	
4	2	3	3	2	3	2	2	2	3	3	3	3	3	3	3	
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
6	3	3	3	3	3	3	3	3	3	2	3	3	3	2	2	
7	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	
8	3	3	3	3	2	3	3	3	2	2	2	1	1	2	2	
9	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	
10	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
11	3	2	3	3	3	3	2	2	3	3	3	3	3	3	3	
12	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	
13	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	
14	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
16	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	
# of 3 point	14	14	13	13	13	14	13	14	15	13	15	14	15	12	14	
# of 2 point	2	2	3	3	3	2	3	2	1	3	1	1	0	4	2	
# of 1 point	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	
Total Score	46	46	45	45	45	46	45	46	47	45	47	45	46	44	46	
Average	2.875	2.875	2.813	2.813	2.813	2.875	2.813	2.875	2.938	2.813	2.938	2.813	2.875	2.750	2.875	
Total Average	2.844								2.857							

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

	Assessment Learning Goal 4(L4): SMB536					Assessment Learning Goal 4(L4): SMB517		
Learning Goal	L4. Ethically & Socially Conscious Reasoning: Our graduates will understand the gravity of ethical behavior and corporate social							
	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	7	7	7	7	7	16	16	16
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	2	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	2	3
7	3	2	3	3	2	3	3	3
8	-	-	-	-	-	2	2	1
9	-	-	-	-	-	2	2	2
10	-	-	-	-	-	3	3	3
11	-	-	-	-	-	3	3	3
12	-	-	-	-	-	3	3	3
13	-	-	-	-	-	3	3	2
14	-	-	-	-	-	3	3	3
15	-	-	-	-	-	3	3	3
16	-	-	-	-	-	3	3	3
# of 3 point	7	6	7	7	6	13	13	13
# of 2 point	0	1	0	0	1	3	3	2
# of 1 point	0	0	0	0	0	0	0	1
Total Score	21	20	21	21	20	45	45	44
Average	3.000	2.857	3.000	3.000	2.857	2.813	2.813	2.750
Total Average	2.943					2.792		

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

Assessment Learning Goal 5(L5): SMB517							
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							
1	2	2	2	2	3	3	2
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	2
6	3	3	3	3	3	3	2
7	3	3	3	3	2	2	2
8	2	2	2	2	2	2	2
9	3	3	3	3	3	3	3
10	3	3	3	3	3	3	3
11	3	3	2	3	3	3	2
12	3	3	3	3	3	3	3
13	3	3	3	3	3	3	3
14	2	2	2	2	3	3	2
15	3	3	3	3	3	3	3
16	3	3	3	3	3	3	3
# of 3 point	13	13	12	13	14	14	9
# of 2 point	3	3	4	3	2	2	7
# of 1 point	0	0	0	0	0	0	0
Total Score	45	45	44	45	46	46	41
Average	2.813	2.813	2.750	2.813	2.875	2.875	2.563
Total Average	2.797				2.771		

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