REPORT ON ASSESSMENT OF LEARNING GOAL PERTAINING TO BUSINESS ETHICS

FALL 2008
GEB 3453
(BUSINESS ETHICS AND STAKEHOLDER MANAGEMENT)

SUBMITTED TO:
Dr. Ed Ranelli
Dean, College of Business

By:
Arup Mukherjee
Chairman, Management/ MIS

February 9, 2009
MEMO
February 9, 2009

TO: Ed Ranelli, Dean
College of Business

FROM: Arup Mukherjee, Chairman
Management and MIS

SUBJECT: Assessment of Student Ability in Business Ethics

Assessment of student learning goal pertaining to Business Ethics was conducted in Fall 2008. The attachments to this memo include a summary report on student performance, major problems (if any) identified in this area and recommendations about actions that may be taken to improve/sustain student performance or improve assessment procedures.
Name of Program: Bachelor of Science in Business Administration

A] Learning Goal
Demonstrate ability as an ethical decision maker.

B] Objective (Operational definition of learning goal)
Recognize ethical issues that occur in business, evaluate alternative courses of action, and evaluate the implications of those actions.

C] Measurement & Reporting
The Instructors of all three sections of GEB 3453 (Business Ethics and Stakeholder Management) used the same 25 multiple choice questions to assess student achievement relative to the above mentioned objective. An average percentage score over the 25 questions was computed. The instructors provided to the Chair of the Management/ MIS department a report summarizing results on a standard form for each section. Copies of the individual section reports along with an aggregation spreadsheet are shown in Appendix 1. The summary report on student performance is shown below.

D] Summary Report on Student Performance:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Unacceptable</th>
<th>Acceptable</th>
<th>Exemplary</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>8</td>
<td>61</td>
<td>38</td>
<td>107</td>
</tr>
<tr>
<td>%</td>
<td>7.5%</td>
<td>57.0%</td>
<td>35.5%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: An average score of greater than or equal to 90% was treated as Exemplary performance; an average score of 74% to 89.9% was considered Acceptable performance; an average score of less than 74% was considered to be Unacceptable performance.

E] Observations and Action Recommended:

1. This is the second year for this new COB core course required of all majors in the College of Business. Instructors believe that the course has become reasonably stable. The assessment process has also become standardized. Both instructors used the same 25 questions on the final exam to assess this learning goal.

2. Overall, over 92% of students were exemplary or acceptable. This compares favorably with the results in Fall 2007 when 87% of students were exemplary or acceptable. Instructors believe that the current approach is working and needs to be continued.
APPENDIX 1

AGGREGATION SHEET AND INDIVIDUAL INSTRUCTOR REPORTS
FALL 2008
Goal: Demonstrate ability as an ethical decision maker

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Section</th>
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<th>Total</th>
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<tbody>
<tr>
<td>Carper</td>
<td>TR 11:00 - 12:15</td>
<td>3</td>
<td>20</td>
<td>20</td>
<td>43</td>
</tr>
<tr>
<td>Carper</td>
<td>W 5:30 - 8:25</td>
<td>1</td>
<td>14</td>
<td>12</td>
<td>27</td>
</tr>
<tr>
<td>Guyette</td>
<td>MW 2:30 - 3:45</td>
<td>4</td>
<td>27</td>
<td>6</td>
<td>37</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>8</td>
<td>61</td>
<td>38</td>
<td>107</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td>7.5%</td>
<td>57.0%</td>
<td>35.5%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Name of Program: Bachelor of Science in Business Administration

Summary report on Student Performance

A) Learning Goal
Demonstrate ability as an ethical decision maker.

Objective (Operational definition of learning goal):
Recognize ethical issues that occur in business, evaluate alternative courses of action, and evaluate the implications of those actions.

B) Report on Student Performance:

Course number: GEB 3453
Semester and year: Fall 2008
Section (meeting times): CRN 2274
instructor: Carpenter

Summary of Performance

<table>
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<tbody>
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</tr>
<tr>
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<td>7.14%</td>
<td>47.62%</td>
<td>47.62%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Note: An average score of greater than or equal to 90% is considered Exemplary performance; an average score of 74% to 89.9% is considered Acceptable performance; an average score of less than 74% is considered Unacceptable performance.

D) Documentation:
1. Performance data about each individual student will be maintained by the faculty member for a period of three years

E) Submitted by:

Signature: [Signature] Date: 1/20/09
Name of Program: Bachelor of Science in Business Administration
Summary report on Student Performance

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Demonstrate ability as an ethical decision maker.

Objective (Operational definition of learning goal):
Recognize ethical issues that occur in business, evaluate alternative courses of action, and evaluate the implications of those actions.

B] Report on Student Performance:

Course number: GEB 3453
Semester and year: Fall 2008
Section (meeting times): C875 Wed 5:30-8:25 pm
Instructor: [Name]

Summary of Performance

<table>
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<th>Exemplary</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Number</td>
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</tr>
<tr>
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<td>51.85</td>
<td>49.44</td>
<td>100.00</td>
</tr>
</tbody>
</table>

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B] Report on Student Performance:

Course number: GEB 3453
Semester and year: Fall 2008
Section (meeting times): 3:30 - 4:45 MW
Instructor: [Signature]

Summary of Performance

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<tbody>
<tr>
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<td>37</td>
<td>6</td>
<td>37</td>
</tr>
<tr>
<td>%</td>
<td>10.8%</td>
<td>73.7%</td>
<td>16.5%</td>
<td>100%</td>
</tr>
</tbody>
</table>

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D] Documentation:
1. Performance data about each individual student will be maintained by the faculty member for a period of three years.

E] Submitted by:

Signature: [Signature] Date: 12/1/09