BBA – ETHICS
Report on Assessment Results
NMSU College of Business – Spring, 2010

Goal 5: Legal and Ethical Issues: Students can recognize legal and ethical issues

Goal 5a: Students can comprehend ethical implications in business
Performance Criteria: Students can
• describe the ethical dilemma
• list pertinent facts
• identify the stakeholders involved in the decision making process
• propose alternative solutions
• explain why each alternative may or may not be appropriate

Assessment Instrument – For Objective 5a, students in MGT 309 read a case and completed a written assignment answering questions related to the case.

Instrument Development – Instructors in the management department developed the assignment and rubric for assessment of ethical implications

Performance Standards – The AOL Committee uses the standard that at least 80% of students score in the meets or exceeds category on all the performance criteria relating to ethics.

Assessment Results – The instructor scored the student papers using a rubric. Eighty-six of the 93 students enrolled in MGT 309 provided papers for assessment. The figure below presents the distribution of ethical comprehension scores for the meets or exceeds category.

<table>
<thead>
<tr>
<th>BBA Goal 5A ETHICS -- Spring 2010 (n = 86)</th>
<th>Below expectations</th>
<th>Meets expectations</th>
<th>Exceeds expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe alternative perspectives</td>
<td>21%</td>
<td>33%</td>
<td>46%</td>
</tr>
<tr>
<td>Identify relevant stakeholders</td>
<td>29%</td>
<td>40%</td>
<td>31%</td>
</tr>
<tr>
<td>Propose alternatives</td>
<td>52%</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>Explain appropriateness</td>
<td>51%</td>
<td>37%</td>
<td>12%</td>
</tr>
</tbody>
</table>
The assessment of ethics was moved from MKT 503 to MGT 503. Management faculty developed the assignment, study materials, and rubric for assessment. This semester was considered a trial run of new materials.

The Spring 2010 assessment shows that the 80% performance standard was not achieved. 79% of students discussed ethical perspectives, 71% identified relevant stakeholders, 48% proposed alternatives, and 49% explained appropriateness at a meet/exceed expectations level.

AOL Committee Recommendations –

Graduate Committee Recommendations –