# Rubric for the New Product Release Scenario (Ethics)

**Mgt 309 Section# ______ Instructor Name ________________ Term (FA/SP) (Year) 2012**  
**Student Name_____________________________________  Major ______________________________**

**Instructor Use Only: Please complete this once for each section you taught**  
**# Students Sampled in this section: Business Majors: _______ Others ______**

<table>
<thead>
<tr>
<th>Components</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
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</table>
| **Describe**  
Describe an ethical dilemma in a business context (Q1)  
Cannot describe any aspect of the ethical dilemma  
Can correctly describe both aspects of the dilemma and at least one potential consequence  
Can correctly describe both aspects of the ethical dilemma and potential consequences of each. |
| **Identify**  
Identify the relevant stakeholders in this decision (Q2)  
Can identify one or no relevant stakeholders  
Can identify at two relevant stakeholders  
Can identify at least three relevant stakeholders |
| **Identify alternative solutions to the ethical issue (Q3)**  
Can identify one or no alternative decision  
Can identify two alternative decisions  
Can identify three alternative decisions |
| **Explain**  
Explain each alternative using the appropriate ethical perspectives (Q4)*  
Cannot explain any alternative by correctly using an ethical perspective  
Can explain at least one alternative by correctly using one ethical perspective  
Can explain at least two alternatives using at least two ethical perspectives |