California State University

EAST BAY

College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Ethics

Spring 2016

BSBA

PLO4; LO4A

Office of Assurance of Learning

BSBA Learning Goal 4: Students who graduate will be ethical when making business decisions.

CBE Learning Objective 4A:
LO4A: Students who graduate will understand ethical issues and derive solutions for ethical
    problems.

Assessed Term: Spring 2016

Mapped Course: MGMT 4500 (On-ground)

Curriculum Alignment: This course is cross-listed with PHIL 3560: Business and Professional Ethics. Team-taught by a philosopher and a social scientist. Explores current ethical issues in business and other professions: preferential hiring vs. equal opportunity, environmental regulation vs. property rights, truthfulness in business communications, economic efficiency vs. social responsibility.

Participating Faculty: 1 faculty member

Methods & Procedures: Ethics was assessed using a written assignment. The topic for the written assignments surrounded an ethical situation where analysis and reasoning was required to complete the assignment successfully. The ethics objective was assessed using the traits identified in the rubric selected.

Assessment Measurement Tool Used: AACU Ethics Rubric

Status of Assessment: Completed

Artifacts Archived: Score sheets archived

Performance Targets:
  • 70% of students will meet or exceed expectations.
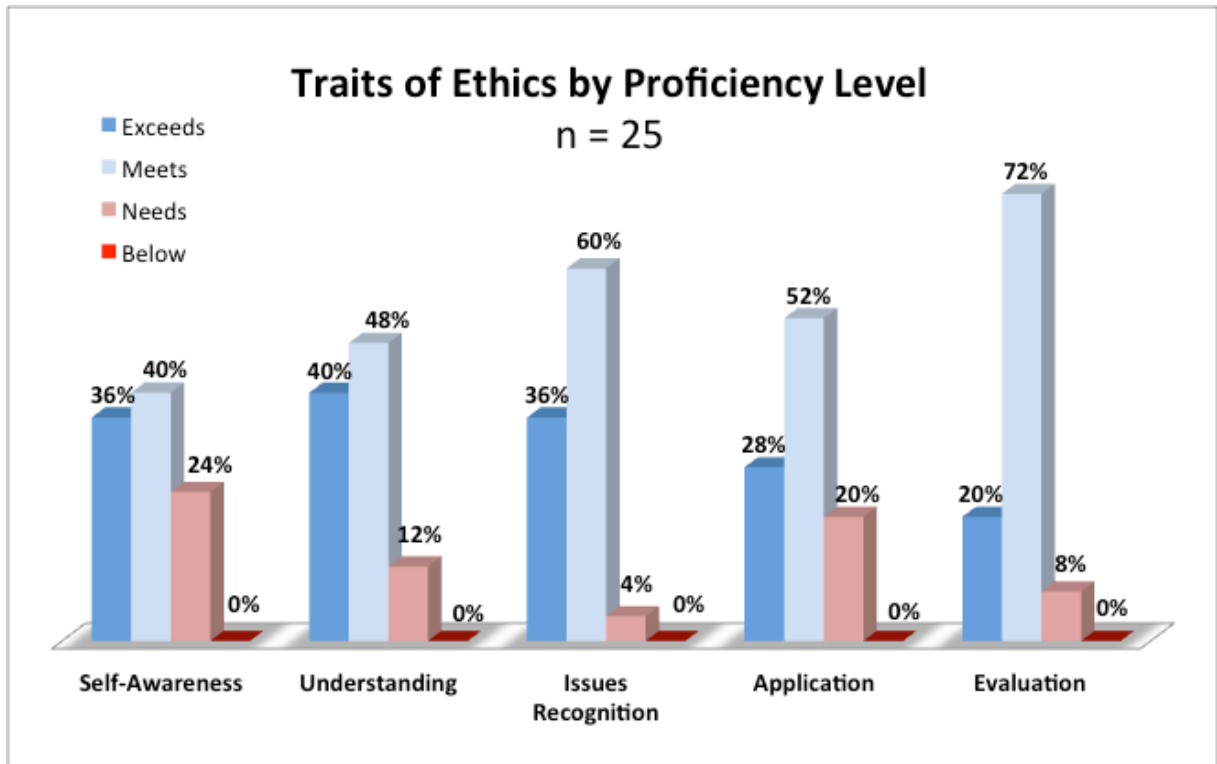 • Less than 10% of students will score "1" (below) on any "trait" in the rubric.

Data Summary & Analysis Tables and Graphics:

There are two targets set for this skill, (1) 70% of students will meet or exceed expectations; and (2) less than 10% of students will score "1" (below expectations) on any "trait" in the rubric. Overall, 80% of students met expectations on the learning objective.

n = 25	Trait 1	Trait 2	Trait 3	Trait 4	Trait 5
Meets Expectations	76%	88%	96%	80%	92%
Does Not Meet Expectations	24%	12%	4%	20%	8%
Total	100%	100%	100%	100%	100%
Overall Score	**80%**				

With regard to the individual components of Ethics that are described on the rubric, our proficiency benchmark was set at less than 10% of our students scoring "below expectations" on any single trait assessed. Findings show no students were assessed as

below expectations on any individual trait. However, findings show students did need improvement in areas such as Traits #1 & 4: Self-Awareness and Application.

Traits of Ethics by Proficiency Level

n = 25

- Exceeds
- Meets
- Needs
- Below

Self-Awareness: 36% / 40% / 24% / 0%
Understanding: 40% / 48% / 12% / 0%
Issues Recognition: 36% / 60% / 4% / 0%
Application: 28% / 52% / 20% / 0%
Evaluation: 20% / 72% / 8% / 0%

BSBA Learning Goal 4: Students who graduate will be ethical when making business decisions.

CBE Learning Objective 4A:
LO4A: Students who graduate will understand ethical issues and derive solutions for ethical problems.

Assessed Term: Spring 2016

Mapped Course: MGMT 4500 (Online)

Curriculum Alignment: This course is cross-listed with PHIL 3560: Business and Professional Ethics. Team-taught by a philosopher and a social scientist. Explores current ethical issues in business and other professions: preferential hiring vs. equal opportunity, environmental regulation vs. property rights, truthfulness in business communications, economic efficiency vs. social responsibility.

Participating Faculty: 1 faculty member

Methods & Procedures: Ethics was assessed using a written assignment. The topic for the written assignments surrounded an ethical situation where analysis and reasoning was required to complete the assignment successfully. The ethics objective was assessed using the traits identified in the rubric selected.

Assessment Measurement Tool Used: AACU Ethics Rubric

Status of Assessment: Completed

Artifacts Archived: Pending

Performance Targets:
- 70% of students will meet or exceed expectations.
- Less than 10% of students will score "1" (below) on any "trait" in the rubric.
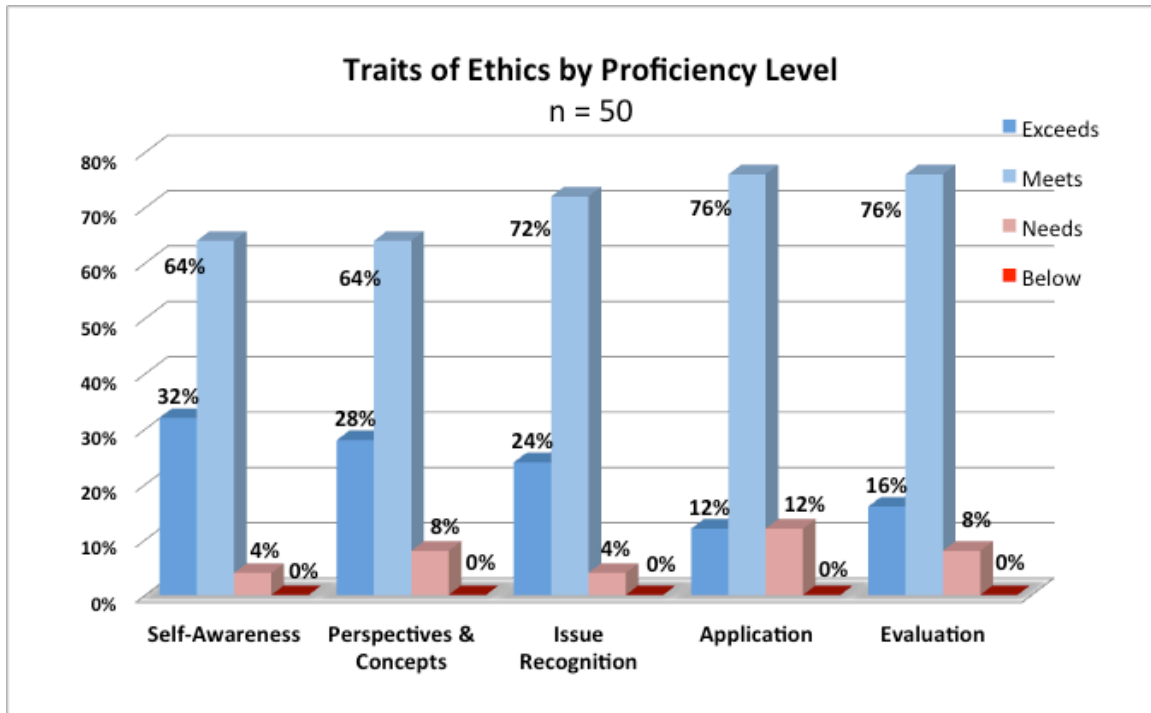
Data Summary & Analysis Tables and Graphics:

There are two targets set for this skill, (1) 70% of students will meet or exceed expectations; and (2) less than 10% of students will score "1" (below expectations) on any "trait" in the rubric. Overall, 92% of students met expectations on the learning objective.

n = 50	Trait 1	Trait 2	Trait 3	Trait 4	Trait 5
Meets Expectations	96%	92%	96%	88%	92%
Does Not Meet Expectations	4%	8%	4%	12%	8%
Total	100%	100%	100%	100%	100%
Overall Score	**92%**				

With regard to the individual components of Ethics that are described on the rubric, our proficiency benchmark was set at less than 10% of our students scoring "below expectations" on any single trait assessed. Findings show no students were assessed as

below expectations on any individual trait. However, findings show students did need improvement in areas such as Application.

Traits of Ethics by Proficiency Level
n = 50

Trait	Exceeds	Meets	Needs	Below
Self-Awareness	32%	64%	4%	0%
Perspectives & Concepts	28%	64%	8%	0%
Issue Recognition	24%	72%	4%	0%
Application	12%	76%	12%	0%
Evaluation	16%	76%	8%	0%

[End of Report]