



College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Ethics
Winter & Spring 2017

MBA
PLO5; LO5A

MBA Learning Goal 5: Students who graduate will be able to make ethical decisions.

[Statement includes changes made during quarter to semester revisions.]

CBE Learning Objective 5A:

LO5A: Students who graduate will recognize ethical issues in decision-making.

[Statement includes changes made during quarter to semester revisions.]

Assessed Term:

Winter & Spring 2017

Assessed Courses:

MGMT 6800 in Oakland in Winter 2017

MGMT 6215 in Hayward in Spring 2017

Curriculum Alignment:

- MGMT 6800 is an integrative capstone experience in which students learn to conduct a strategic situational analysis, identify strategic alternatives and write an implementation plan for a strategic initiative. Real world organizational opportunities relating to globalization, innovation and sustainability are emphasized.
- MGMT 6215 is a course strengthens students' ability to anticipate, critically analyze and appropriately respond to the legal and ethical dilemmas that confront managers in a global economy. This course focuses on the challenges of responsible decision-making in complex, socially diverse business environments.

Participating Faculty: 2 faculty members.

Methods & Procedures: Individually written essay (6215) and individually written paper (6800).

Assessment Measurement Tool Used:

Rubric developed using external sources from multiple universities.

Status of Assessment: Completed

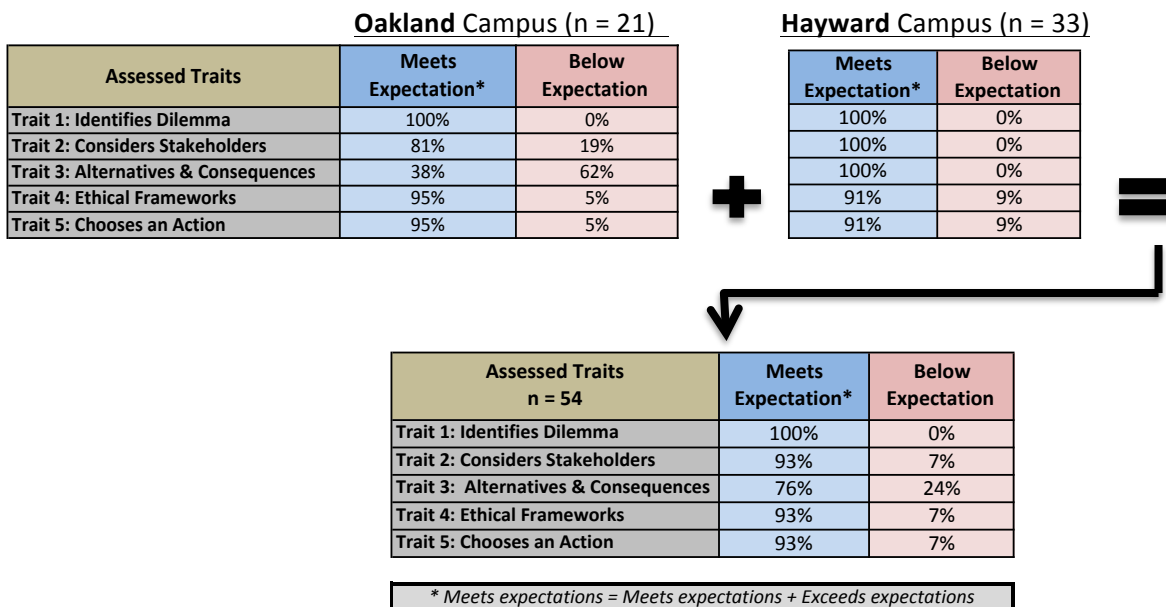
Artifacts Archived: TBD

Performance Targets:

There are two targets set for this skill, (1) 75% 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, 96% and 82% of students met expectations on the learning objective in Hayward and Oakland, respectively.

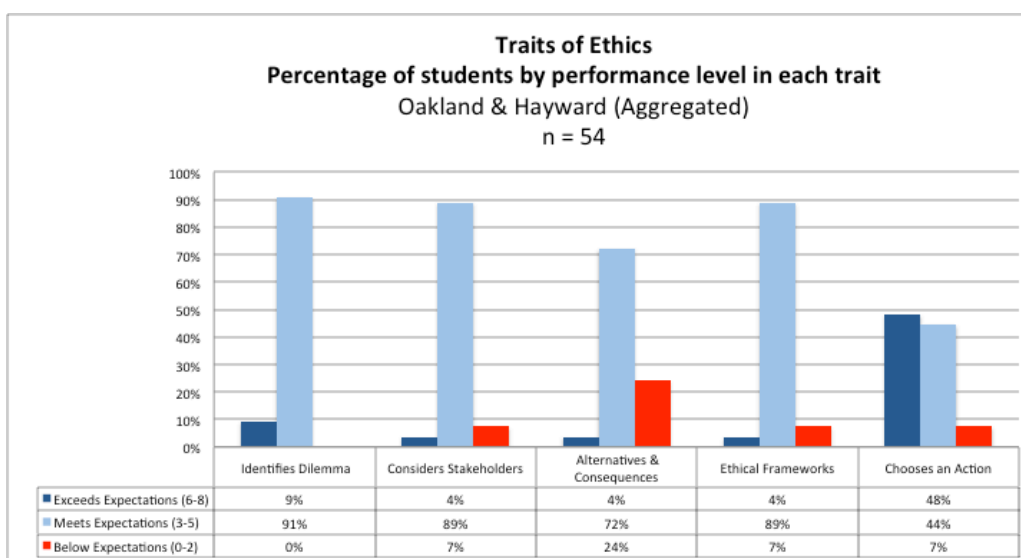
Data Summary & Analysis

Overall Assessment Scores by Individual Trait:



Detailed Assessment Scores by Individual Trait*:

| Oakland & Hayward (Aggregated) n = 54 | Trait 1: Identifies Dilemma | Trait 2: Considers Stakeholders | Trait 3: Alternatives & Consequences | Trait 4: Ethical Frameworks | Trait 5: Chooses an Action |
|--|-----------------------------------|---------------------------------------|--|--------------------------------|----------------------------------|
| Exceeds Expectations (6-8 pts) | 9% | 4% | 4% | 4% | 48% |
| Meets Expectations (3-5 pts) | 91% | 89% | 72% | 89% | 44% |
| Below Expectations (0-2 pts) | 0% | 7% | 24% | 7% | 7% |



*Percentages may not add to 100% due to rounding.

Ethics Rubric

| LO5A: Ethics | | | |
|---|--|--|---|
| LO5A: Students who graduate will recognize ethical issues in decision-making. | | | |
| Traits | Exceeds Expectations (6-8 pts) | Meets Expectations (3-5 pts) | Below Expectations (0-2 pts) |
| Trait 1: Identifies Dilemma | Describes the ethical dilemma in detail having gathered all available pertinent facts. Identifies and prioritizes key decisions to be made. | Identifies the ethical dilemma, including pertinent facts, and states what course of action must be decided | States a specific ethical dilemma exists, but fails to discuss potential decisions |
| Trait 2: Considers Stakeholders | Identifies and prioritizes the perspectives of all relevant stakeholders. | Determines who should be involved in the decision making process and accurately identifies these key stakeholders' perspectives. | Fails to identify who should be involved in the decision- making process |
| Trait 3: Analyzes Alternatives & Consequences | Identifies multiple alternatives and evaluates their consequences effectively and insightfully. | Identifies at least two alternatives and evaluates their consequences effectively. | Basic appraisal of the relevant facts and assumptions |
| Trait 4: Identifies Appropriate Ethical Frameworks for Evaluating Alternatives | Identifies and applies multiple, appropriate theoretical ethical frameworks for evaluating alternatives and explains how these inform decision making. | Identifies and applies at least one appropriate theoretical ethical framework for evaluating alternatives. | Does not apply any theoretical ethical framework in evaluating alternatives or applies one or more approaches inappropriately |
| Trait 5: Chooses an Action | Formulates a decision and articulates a plan for implementing it that evidences understanding of the motives and consequences of action. | Formulates a decision and articulates a plan for implementing it. | Does not identify and/or explain appropriate decision for a course of action from among alternatives actions. |

Raw Assessment Scores

| | Participant | Trait 1: Identifies Dilemma | Trait 2: Considers Stakeholders | Trait 3: Alternatives & Consequences | Trait 4: Ethical Frameworks | Trait 5: Chooses an Action |
|--------------|-------------|-----------------------------------|---------------------------------------|--|-----------------------------------|----------------------------------|
| Instructor 1 | Student 001 | 5 | 5 | 5 | 5 | 8 |
| Instructor 1 | Student 002 | 4 | 3 | 3 | 2 | 1 |
| Instructor 1 | Student 003 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 004 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 005 | 5 | 5 | 5 | 5 | 5 |
| Instructor 1 | Student 006 | 4 | 4 | 4 | 4 | 3 |
| Instructor 1 | Student 007 | 4 | 4 | 4 | 4 | 3 |
| Instructor 1 | Student 008 | 5 | 5 | 5 | 5 | 8 |
| Instructor 1 | Student 009 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 010 | 4 | 3 | 3 | 2 | 1 |
| Instructor 1 | Student 011 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 012 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 013 | 5 | 5 | 5 | 5 | 8 |
| Instructor 1 | Student 014 | 5 | 5 | 5 | 5 | 7 |
| Instructor 1 | Student 015 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 016 | 5 | 5 | 5 | 5 | 8 |
| Instructor 1 | Student 017 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 018 | 4 | 5 | 5 | 4 | 4 |
| Instructor 1 | Student 019 | 5 | 5 | 5 | 5 | 7 |
| Instructor 1 | Student 020 | 5 | 5 | 5 | 5 | 7 |
| Instructor 1 | Student 021 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 022 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 023 | 5 | 5 | 5 | 5 | 7 |
| Instructor 1 | Student 024 | 6 | 6 | 6 | 6 | 8 |
| Instructor 1 | Student 025 | 3 | 3 | 3 | 2 | 1 |
| Instructor 1 | Student 026 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 027 | 6 | 6 | 6 | 6 | 8 |
| Instructor 1 | Student 028 | 5 | 5 | 5 | 5 | 6 |
| Instructor 1 | Student 029 | 5 | 5 | 5 | 5 | 8 |
| Instructor 1 | Student 030 | 5 | 5 | 5 | 5 | 7 |
| Instructor 1 | Student 031 | 5 | 5 | 5 | 5 | 7 |
| Instructor 1 | Student 032 | 5 | 5 | 5 | 5 | 7 |
| Instructor 1 | Student 033 | 5 | 5 | 5 | 5 | 6 |
| Instructor 2 | Student 034 | 6 | 4 | 4 | 4 | 5 |
| Instructor 2 | Student 035 | 5 | 3 | 2 | 3 | 4 |
| Instructor 2 | Student 036 | 4 | 2 | 2 | 3 | 4 |
| Instructor 2 | Student 037 | 5 | 3 | 2 | 3 | 4 |
| Instructor 2 | Student 038 | 5 | 3 | 3 | 3 | 5 |
| Instructor 2 | Student 039 | 4 | 2 | 2 | 3 | 4 |
| Instructor 2 | Student 040 | 6 | 4 | 4 | 3 | 5 |
| Instructor 2 | Student 041 | 5 | 4 | 2 | 3 | 4 |
| Instructor 2 | Student 042 | 3 | 3 | 2 | 3 | 3 |
| Instructor 2 | Student 043 | 4 | 4 | 2 | 3 | 4 |
| Instructor 2 | Student 044 | 6 | 3 | 2 | 3 | 5 |
| Instructor 2 | Student 045 | 3 | 2 | 2 | 3 | 3 |
| Instructor 2 | Student 046 | 4 | 4 | 3 | 3 | 5 |
| Instructor 2 | Student 047 | 3 | 2 | 2 | 3 | 2 |
| Instructor 2 | Student 048 | 5 | 4 | 3 | 3 | 5 |
| Instructor 2 | Student 049 | 4 | 3 | 2 | 3 | 4 |
| Instructor 2 | Student 050 | 3 | 3 | 3 | 2 | 3 |
| Instructor 2 | Student 051 | 4 | 3 | 3 | 4 | 4 |
| Instructor 2 | Student 052 | 4 | 3 | 3 | 3 | 3 |
| Instructor 2 | Student 053 | 3 | 3 | 2 | 3 | 3 |
| Instructor 2 | Student 054 | 3 | 3 | 2 | 3 | 3 |

End of Report