**UNIVERSITY OF ALASKA FAIRBANKS**  
**Student Learning Outcomes Assessment Plan**  
School of Management  
UAF Core B.A. 323 Business Ethics  
(2014-2015)

**SOM MISSION:** The School of Management provides a high quality education that prepares students for professional success in meeting the challenges facing businesses in Alaska and around the world.

**SOM VISION:** The School of Management will be recognized for high-quality educational programs, hands-on educational opportunities for students, service to the community and accomplished teaching and research faculty. The School of Management strives to be acknowledged as the premier business school in Alaska.

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| **Ethical Knowledge**       | Instrument: Imbedded test questions, both multiple choice and scenario-based.  
**Students should be able to identify an ethical dilemma and distinguish between legal, illegal, ethical and unethical behavior.**  
**Rubric:** Percent of correct answers in two categories: legal/illegal and ethical/unethical.  
**Min. Standard:** For each question, 70% of students meet or exceed expectations. | Questions imbedded in BA 323 exams (Business Ethics).  
Data collected every semester, assessment every other year by AOL committee. |