

Student Learning Outcomes Assessment Summary

BA 323: Business Ethics *UAF Core Course* AY 2013-14

Submitted by: Mark Herrmann
Contact Information: x7461
Date: May 14, 2014

1. Assessment information collected

Ethical Knowledge

Questions are imbedded in the final exam for BA 323 (Business Ethics) each year to assess whether the students can identify and distinguish between legal and illegal activities and between ethical and unethical activities. This is an assessment of Ethical Knowledge.

Note Data is collected every semester and assessment and curriculum changes every other year. Business Ethics is assessed in 2013-2014.

To assess ethical knowledge we embedded questions into the final exam for BA 323 (Business Ethics) to assess ethical knowledge. These questions are designed in such a way as to assess whether a student can distinguish between legal vs. illegal behavior and ethical vs. unethical behavior with a minimum standard being pass rate of 70%. The results from the embedded questions have been found to be at acceptable levels. From AY12-AY14, the in-class students have averaged 83.0% on identifying legal vs. illegal behavior and 79.9% were able to identify ethical vs. unethical behavior. In FY14, we assessed ethics in an online course and 92.0% and 87.5% of the students were able to make the legal/illegal and ethical/unethical behavior distinction; respectively. In FY14, using a scenario-based question, students have averaged 88.3% on identifying legal vs. illegal behavior but just 61.0% were able to identify ethical vs. unethical behavior. More data is needed to understand these findings.

2. Conclusions drawn from the collected information summarized above

Ethical Knowledge

To bolster our ethical preparation for effective teaching, faculty member Dr. Liz Ross attended the AACSB seminar "Teaching Business Ethics" in Tampa, Florida, on March 7-8, 2011. In this seminar, participants were assigned to diverse groups and were presented with ethical dilemmas. This technique has been incorporated into the BA 323 (Business Ethics) course. Further, in the

summer of 2012, the SOM Dean plus three faculty members visited character development/leadership programs at the Air Force Academy (USAFA), the Military Academy (USMA) and Texas A&M and spent considerable time discussing how these concepts could be brought into the existing classes. Currently curricula from USAFA has been incorporated into BA 323. SOM is now currently recruiting for its first tenure-track business law faculty member who will also teach business ethics.

3. Identify the faculty members involved in reaching the conclusions drawn above and agreeing upon the curricular changes resulting

The Ethics Assurance of Learning Committee which consists of:

Thomas Zhou, Chair
Jungho Baek
Amy Cooper
Jim Collins
Jim McDermott
Wendy Tisland
Anita Hughes (AOL Support)
)