

Overview:

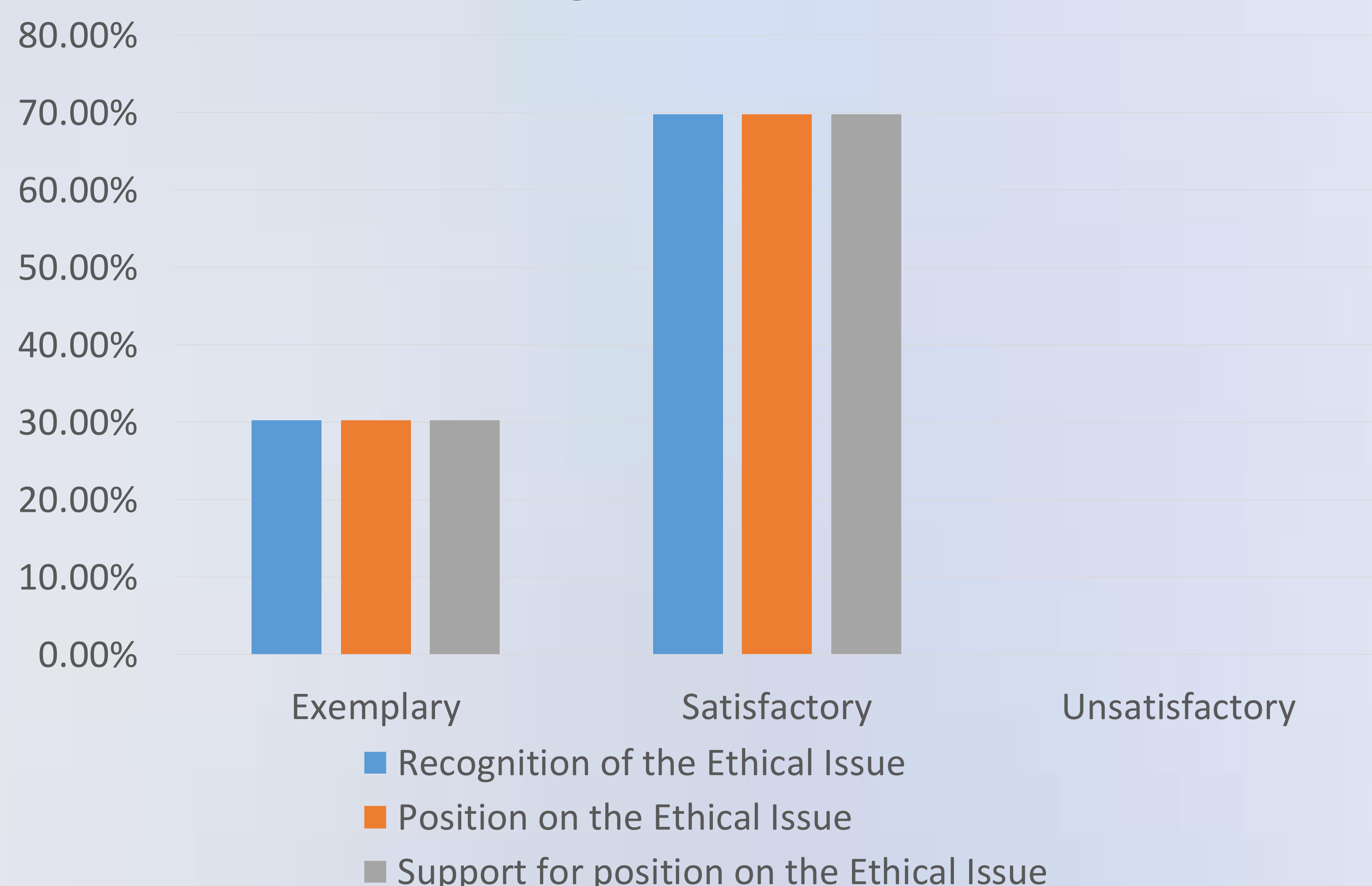
In MBA 752, students are asked to read a business case related to principles and values in a company. The case is discussed and analyzed in the class. After that, students are asked to write an essay about their opinions on the case, with three exhibits that support their ideas. Students are evaluated along three dimensions using a rubric: Recognition of the ethical issue, Position on the ethical issue, and Support of their position on the ethical issue. Students are placed in one of the three categories: Exemplary, Satisfactory, or Unsatisfactory. Student work was evaluated by the instructor for this class, Dr. Manion, and the summary results were compiled by him. These results will be shared and discussed with the MBA Committee in Fall 2017 and presented in a department meeting. Time permitting, these results may also be shared in a future CBEC Advisory Board meeting.

Methods and Changes from Previous Years:

A total of 25 students enrolled in MBA 752 in Fall 2016. One key difference from the past years in the assessment of MBA Learning Goal #1 is that the case study used to assess this Learning Goal has been changed. In the prior years, the “Red Ruby” business case was used. Beginning 2016-17, the “Abercrombie & Fitch” case study was used. Another change was made to the administration of the case. Students were asked to first discuss the case in teams; then they were asked to write individual case reports with the issue and their proposed solutions. This technique of discussing first in teams and then compiling individual reports is possible because of the 7-week schedule for the course, unlike in previous years when the course was restricted to six weeks (in some offerings).

In Spring 2017, A total of 18 students enrolled in MBA 752. The smaller class size, relative to Fall 2016, enabled better discussion of the case. However, the shorted six-week duration of the class required that the case be included in team debate rotation. Less time was available for team discussion in advance of the debate and individual memo preparation. Two teams out of four did very well on case memo; but it may not hold for individual performances. The instructor will try to go back to the seven-week format in future.

MBA Learning Goal #1: 2016-17 Results



Results:

Table 1. Fall 2016 Results

	Exemplary	Satisfactory	Unsatisfactory	Total
Recognition of Ethical Issue	5 20%	20 80%	0 0%	20
Position on Ethical Issue	5 20%	20 80%	0 0%	20
Support for Position	5 20%	20 80%	0 0%	20

Table 2. Spring 2017 Results

	Exemplary	Satisfactory	Unsatisfactory	Total
Recognition of Ethical Issue	8 44%	10 56%	0 0%	18
Position on Ethical Issue	8 44%	10 56%	0 0%	20
Support for Position	8 44%	10 56%	0 0%	20

Table 3. Combined Fall and Spring Results (2016-17)

	Exemplary	Satisfactory	Unsatisfactory	Total
Recognition of Ethical Issue	13 30%	30 70%	0 0%	43
Position on Ethical Issue	13 30%	30 70%	0 0%	43
Support for Position	13 30%	30 70%	0 0%	43

Future Direction:

There are no students in the unsatisfactory category in either semester. For each rubric dimension, overall, 30% of the students are in Exemplary category and the remaining 70% fall in the satisfactory category. Based on these results, no large scale changes are planned at this time. In future, it will be instructive to assess this learning goal in a different MBA course where related topics are covered.