

**Learning Goal Assessed: Social and Personal Responsibility**

Assessment Liaison: Michelle Gee

Outcome Assessed: "Recognize and analyze ethical problems that occur at the strategic level of business decision making."

**ABSTRACT**

During 2017-2018 academic year, we conducted assessment of MBA learning goal on Ethical Issues in face-to-face MBA752-Marketing Management course. The method of assessment is HBS Readings on Ethics and relevant Case Studies. 18 MBA students were assessed in the course, 8 were rated as Exemplary, 10 were rated as Satisfactory, none Unsatisfactory against a three category rubric: Recognizing Ethical Issue, Taking Position on Issue, and Providing Support for Position. The proportion of exemplary ratings has improved over the past three years. During the past five years, the key concepts for the learning goal have emerged and have been emphasized in the preparation for and discussion of the case study assignment. Five years ago, the case was on Ethical Sales Tactics. For the past three years, the Abercrombie and Fitch case study has focused on the ethical concerns in Market Segmentation as it exhibits in discrimination among customers by demographic and psychographic considerations.

**CASE STUDY: Abercrombie & Fitch**

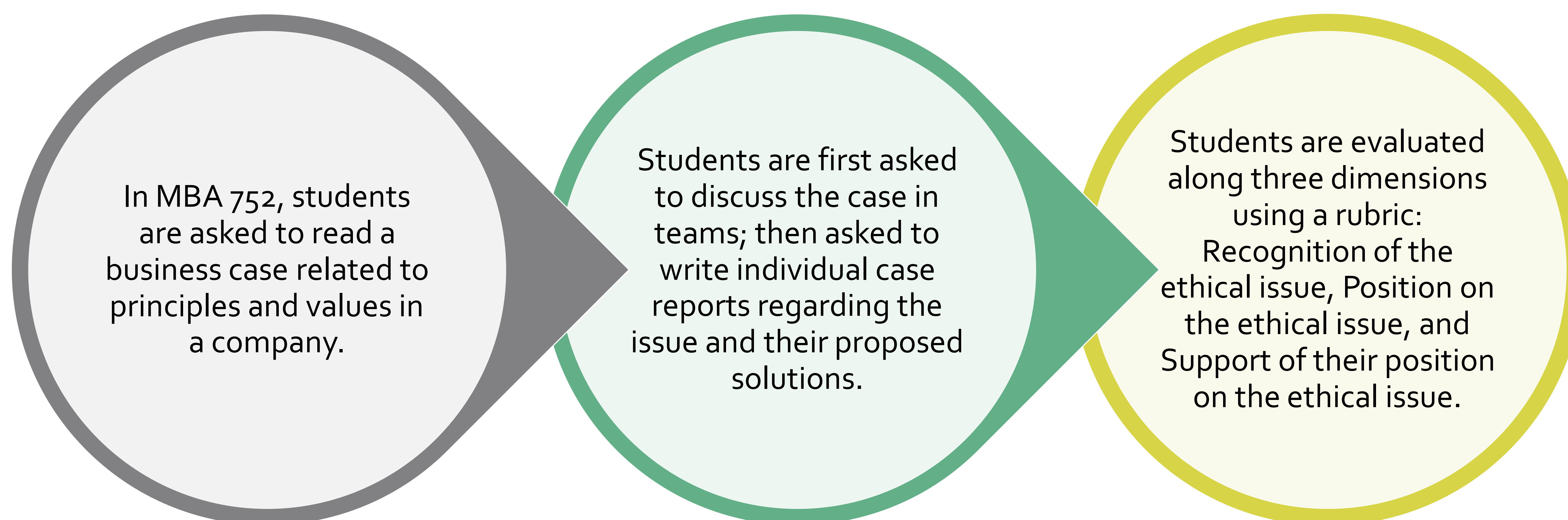
2017-18 Academic Year	Exemplary	Satisfactory	Unsatisfactory	Total
Recognition of Ethical Issue	8 44%	10 56%	0 0%	18
Position on Ethical Issue	8 44%	10 56%	0 0%	18
Support for Position	8 44%	10 56%	0 0%	18

**RESULTS**

- Results are consistent with prior year's findings (2016-17)
- The proportion of exemplary ratings has improved over the past three years
- During the past five years, key concepts for the learning goal have emerged and have been emphasized in the preparation for discussion of the case study

For the new on-line MBA Program, the department will revise the assignment of MBA learning goals to new courses.

**PROCESS OF ANALYSIS**



**FUTURE CHANGES**

The MBA course was delivered in a face-to-face environment with extensive interaction in discussion of Ethical Issues raised in the case. The course will now be offered in an on-line only environment starting in Fall 2018. Course redesign is based in part on ILL's On-line Course Developers Workshop, and in part on Quality Review from Academic Partners. Assessment Plans for the on-line MBA Program are in development at the Program and Course level. The assessment lessons of the past five years may provide insight in this underway redesign effort.