

Departmental/Program Assessment Report Form 2019-20

Assessment reports will be completed through Qualtrics to make it easier to share and compile data across campus. The reporting questions are similar to the questions used in the past, but with some additional detail requested in some areas to help us in collecting and analyzing college and institution-wide data on assessment practices. Your assessment reports will be maintained on file electronically on a password secure site (SharePoint). Other individuals on campus will have access to your reports.

Please complete one Assessment Report per learning outcome that you are reporting on.

Please identify your department or program and the name of your assessment liaison:

Department/Program: **MBA 752-Summer 2020**

Assessment Liaison: **Knight**

1. What learning outcome did you assess for this report? (Reminder - If you assessed multiple learning outcomes this academic year, you should complete a separate report for each outcome.) **Program-Level Competency: MBA 752-PLLG 1 The students can recognize and analyze ethical problems that occur at the strategic level of business decision making. Based on the analysis, students can choose and defend a resolution.**

2. Which of the institution-wide shared learning goals does this outcome connect to?

- Communication (1)
- **Reasoned Judgment (2)**
- **Social and Personal Responsibility (3)**
- Other (4)

3. Is this the first/initial assessment of the selected learning outcome? (select one):

- **Yes**
- No

If you answered yes, please skip Question 4 and move to Question 5. If you answered no, please move to question 4.

4. Which of the following best describes this assessment report (select one):

- Follow-up assessment related to curricular changes (closing-the-loop).
- Follow-up assessment to address issues with the previous assessment process (e.g. collect more data, redesigned the assessment tool, etc.).
- **Routine assessment of the outcome.**

5. What assessment tool(s) or method(s) did you utilize? (Check all that apply)

- Survey (1)
- Standardized exam (2)
- Exam from a course or courses (3)
- **Assignment from a course or courses (4)**
- Student portfolios (5)
- **Direct observation of student work or performance (6)**
- Other (7) _____

6. What type of measurement did you utilize?

- Direct (asking students to demonstrate their learning) (1)
- Indirect (asking students to self-report their perceived level of learning) (2)
- **A combination of the above (3)**

7. What delivery mode did you use to collect your data? (Check all that apply)

- Face to face course(s) (1)
- **Online course(s) (2)**
- Hybrid course(s) (3)
- Flex Option (Competency Based) course(s) (4)
- Not tied to a course (5)
- Other: Please Specify: _____

8. What was the approximate sample size of this assessment (i.e. number of students assessed)? **32**

9. Beyond the general details provided above, what student work was collected and how was it evaluated? The purpose of this question is to allow you to elaborate on the previous questions, and present the scope of the assessment and its relationship to student attainment of the specified learning outcome. Please reference the curriculum map, if used.

The following discussion was utilized as an assessment for PLLG1

Discussion

Considering the organizations you or one of your associates has been associated with, identify several practices these organizations utilized to **effectively** gather competitive intelligence. (Please note: This can be any organization, not necessarily your current employer. It is perfectly fine if you choose not to reveal the identity of this organization.) Describe these practices. Please post your response to "**Competitive Intelligence - First comment**" by due date on the syllabus.

Discussion Response

Review the comments of at least three of your classmates. Do you believe that any of these practices are unethical? Explain and support your opinion and provide additional suggestions to ethically gather insight regarding the competition. Please post your response to " **Competitive Intelligence - Second comment**" by the due date on the syllabus..

10. What were the results of this assessment? Please attach any supporting documents that you feel would be useful to the reviewers.

The discussions posts were categorized as follows: N=32

Frequency in each category

Description of typical response

	Exemplary	Satisfactory	Unsatisfactory
Recognition	<p>Recognizes all the ethical implications of a business scenario 16</p> <p><i>Identified multiple ethical aspects of a competitive intelligence gathering initiative</i></p>	<p>Recognizes some of the ethical implications of a business scenario 13</p> <p><i>Identified one ethical aspect of a competitive intelligence gathering initiative</i></p>	<p>Does not recognize the ethical implications of a business scenario 3</p> <p><i>Did not Identify an ethical aspect of a competitive intelligence gathering initiative Focused on outcome only</i></p>
Support	<p>Can explain the ethical implications of business scenario in great depth 11</p> <p><i>Thoughtful, reflective analysis of the ethical aspects of a competitive intelligence gathering initiative considering multiple factors</i></p>	<p>Can explain the ethical implications of business scenario at a basic level 16</p> <p><i>Basic analysis of the ethical aspects of a competitive intelligence gathering initiative considering one factor</i></p>	<p>Cannot explain the ethical implications of a business scenario at a basic level 5</p> <p><i>Did not discuss and/or explain any ethical aspects of a competitive intelligence gathering initiative merely the outcome</i></p>
Solution	<p>Presents a well thought out alternative solution for business scenario for which both the organizations goals and ethical standards are</p>	<p>Presents an alternative solution which meets both the organizations goals and ethical standards somewhat better than the current practice 15</p>	<p>Unable to present an alternative solution to better meet both organizational goals and ethical standards 9</p>

	served much better than the current practice 8	Suggested basic solution like more transparent organization to address gray ethical areas	No solution suggested
	Suggested detailed alternative or a code of ethics or policy to address gray ethical areas		

Analysis and corrective action to close the loop

There were issues with both the questions in the assessments and the lack of awareness or recognition on the part of students

Item 1 A few students truly identified no ethical concerns about actions that the majority considered gray areas at minimum

Corrective action- Additional question asking students to list means of gather competitive intelligence they would consider to be clearly unethical. Allow all students to develop a clearer personal ethical framework and/or help develop a company code of conduct.

Item 2- Little indepth exploration of implications to firm of gray areas in ethical practice.

Corrective action Include question with guiding template which asks students to specifically develop a multifaceted code of conduct or policy to address such an area.