

BSM AY 2015-2016 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

BSM Learning Outcome 2: Ethical and legal behavior, and social responsibility
Recognize and analyze ethical, legal and social implications of management decisions and devise appropriate responses.

Assessment Method:

Comprehensive Business Exam (CBE 4.2) given to first year students and graduating students

Targeted performance, based on rubrics:

75% of exam questions should be answered correctly.

Evaluation Process:

Comprehensive Business Exam results are scored and binned by question topics provided to us by Pitsco Education. The Comprehensive Business ExamSM was developed as a joint venture of Future Business Leaders of America-Phi Beta Lambda, Inc., Pitsco, Inc., and Technological Fluency Institute, Inc.

Course where learning outcome was assessed:

Exam administered in BSM 303 (start of core in program) and in BSM 309 (end of core in program).

A sample of 40 first-year students were tested in spring 2016 and a sample of 46 students completing the program were tested in summer 2016.

Evaluator(s):

Peggy Takahashi

Phase 2: Results Assessment and Planned Action**Results:**

PRE-TEST

Social Environment Overall Percentage of Correct Answers	60.00%
1) Identify ethical issues and choose the most ethical action.	65.83%
2) Demonstrate ethical and social responsibility in given business scenarios.	54.17%
Legal Environment Overall Percentage of Correct Answers	48.75%
1) Identify legal issues and legal risks in business decision making, including the substantive areas of torts, contracts, and sales law.	48.33%
2) Demonstrate knowledge and understanding of the basic concepts of the legal system such as the elements of a contract.	49.17%

POST TEST

Social Environment Overall Percentage of Correct Answers	67.03%
1) Identify ethical issues and choose the most ethical action.	66.67%
2) Demonstrate ethical and social responsibility in given business scenarios.	67.39%
Legal Environment Overall Percentage of Correct Answers	55.07%
1) Identify legal issues and legal risks in business decision making, including the substantive areas of torts, contracts, and sales law.	57.97%
2) Demonstrate knowledge and understanding of the basic concepts of the legal system such as the elements of a contract.	52.17%

What did we learn about student learning?

While students improved in their exam results, the target was not met.

Suggested Action:

Faculty need to include more business scenarios and Silicon Valley context with ethical and social responsibility in the curriculum. Additional elements of legal environment need to be provided in the classroom.

Phase 3: Closing the Loop

In the year that the assessment is made, this is good place to describe how the suggested actions might be evaluated in a future assessment cycle. When that cycle is complete, the results can be added to this document to finalize the report.