

# MGEM AY 2015-2016 Assessment

## Phase 1: Assessment Plan

Learning Outcomes assessed:

### MGEM Learning Outcome 2: Identify the Ethical and Professional Responsibilities

Students in the Master in Global Entrepreneurial Management will be able to identify the ethical and professional responsibilities of a global entrepreneur.

#### Assessment Method:

Embedded questions in two exams.

#### Targeted performance, based on rubrics:

80% meet expectations

#### Evaluation Process:

The measurement method consists of embedding questions in the two partial exams of the course, related to several Harvard Business School cases:

- Staples: A Year in the Life of a Start-Up, by Myra M. Hart (case number 9-800-241)
- American Well: The Doctor Will E-See You Now, by Elie Ofek and Ron Laufer (case number 9-510-061)
- Orange: Read & Go, by Thomas Eisenmann et al. (case number 9-809-122)
- Zipcar: Refining the Business Model, by Myra Hart et al. (case number 9-803-096)
- Launching Telmore (A, B, and C), by Ramon Casadesus-Masanell et al. (cases number 9-708-414, 9-708-415, and 9-708-416).

#### Rubric:

	Poor achievement (1)	Average achievement (2)	Excellent achievement (3)
Performance	Only able to understand the concept of business models	In addition, able to analyze a firm using a given approach as a template	Able to achieve 1) and 2), and also to design a business model from scratch.

#### Courses where learning outcome was assessed:

MGEM 5104, Cross Cultural Management and Business Ethics Practice (ISQ)

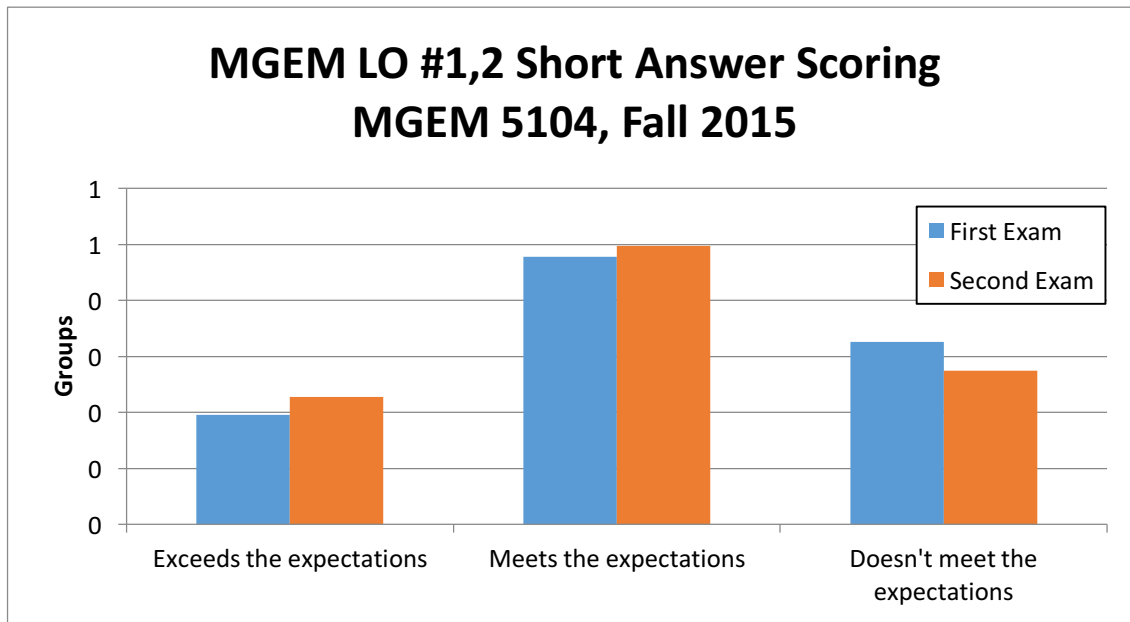
#### Evaluator:

Dr. José Sols & Prof. Jean-Philippe Charles

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

**Results:**

	Exceeds the expectations	Meets the expectations	Doesn't meet the expectations	% Students at Exemplary or Accomplished Level
Categories:	3	2	1	
First Exam	20%	48%	33%	67%
Second Exam	23%	50%	28%	73%



## **What did we learn?**

Following the proposed changes in the assessment of the edition of 2014-2015, the learning outcome has been assessed using the two partial exams of the course. In both exams some questions were specifically designed to assess the students' level of achievement. Students with a level of achievement = 1 in the first exam received additional support to better score in the second exam.

## **Action:**

Additional support to better score in the second exam will be provided not only to students with a level of achievement = 1 in the first exam, but also to those with a level of achievement = 2.

## ***Phase 3: Closing the Loop***

*To be filed the year after the results assessment.*

## **Change Assessment**

Discuss how the actions taken in Phase 2 were assessed, and the results of that assessment

## Addendum: Exercises used in evaluation

Master in Global Entrepreneurial Management (MGEM)  
IQS School of Management, Ramon Llull University  
Course: Cross-Cultural Management and Business Ethics Practice  
Dr. José Sols & Prof. Jean-Philippe Charles  
Year: 2015-2016

### Assessment Exercise 1

#### Questions about the Tata Group Case

Please, answer these questions. We will share some of the answers in class, and at the end you will give the document to the teacher. (If you wish, you may answer the questions in Word format document and send it by e-mail to: [jose.sols@iqs.edu](mailto:jose.sols@iqs.edu)).

1. Do you think human business (that is, business and humanism) is possible? What is your personal experience about it? What examples could you give?
2. What do the expressions *doing good* and *doing well* mean? Realize that there are four possibilities: 1/ Doing badly evil things; 2/ doing well evil things; 3/ doing well good things, and 4/ doing badly good things. Could you give an example for each?
3. The Tata Group is a nationalistic group in India. In your opinion, what is more important: the national/local good or the universal good? Can the national solidarity forget the global solidarity?
4. What does this sentence mean (page 249)? “The concept [of what it has just said] recognizes human beings as a part of nature and holds that values —be these religious, ethical, social, or political— have their source in human nature, experience, ethical, social, and culture”.
5. What do you think about each of the six core values upheld by AHP (American Psychological Association) (page 250)?
6. Which are the Tata Group’s ethical ideals?
7. Is it possible to *restructure* (that is, firing employees) in a humane way? How did Tata Group do it?
8. The Tata’s Nano plant moved from West Bengal to Gujarat after important labor troubles. In terms of ethics (not in terms of laws), in which conditions do you think that moving an industry from a region to another one, or from a country to another one, is justified? In which conditions do you think it is unjustified?
9. What would you say about what Manik Patra told his neighbor, Tushar (page 262)?
10. What do you think about the paragraph that begins with this sentence (page 263)? “The Tata case shows that a firm combining humanism with business growth will be sustainable in the long run”.

**Master in Global Entrepreneurial Management (MGEM)**  
**IQS School of Management, Ramon Llull University**  
**Course: Cross-Cultural Management and Business Ethics Practice**  
**Dr. José Sols & Prof. Jean-Philippe Charles**  
**Year: 2015-2016**

## **Assessment Exercise 2**

### **Questions about the Small Chinese Private Firm Case**

Some of these questions are just voluntary:

1. Is being big essential to be successful in business? Why?
2. *[Voluntary question:]* What changes did Mr Li Haitao introduce in Hongfei Metal Ltd. to improve employees' welfare?
3. Do you think it is a good idea to try to improve the employees' quality of life in a firm?
4. When a firm has troubles, is it a good idea to make employees be concerned?
5. *[Voluntary question:]* How did the combination local-global business work in Hongfei Metal Ltd.?
6. *[Voluntary question:]* How did the combination East-West (that is, Chinese-American) business work in Hongfei Metal Ltd.?
7. Why was Mr Li Haitao well respected by his workers?
8. What does democracy in management mean?
9. *[Voluntary question:]* Do you know Confucian humanism? Could you explain it?
10. *[Voluntary question:]* Could you explain the concept of collectivism in management?