Emmett & Miriam McCoy College of Business Administration

DIRECT ASSESSMENT RESULTS

ETHICAL BEHAVIOR

CULTURE/DIVERSITY/GLOBALIZATION

Prepared by the McCoy College Assessment Committee:

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BBA Program Level Goal 4:
Recognize and apply general concepts of ethical behavior in dealing with various stakeholders.

Methods:
Three courses directly measured student knowledge of ethics. The BLAW 2361, MGT. 3303 and MKT 3343 courses all used sets of direct examination questions to measure student understanding and application of ethics in theory and various situations.

Results:

Goal #4 - Ethics (composite and by major)

		Exceeds:	*Meets:*	*Below:*	*N=*
BLAW 2361					
	Composite:	**33%**	**67%**	**0**	**368**
Management 3303					
	Composite:	**26%**	**53%**	**21%**	**110**
	Management	15%	54%	31%	26
	Marketing	21%	64%	14%	42
	Finance	32%	52%	16%	25
	Accounting	60%	6%	30%	10
	CIS	25%	25%	50%	4
	Economics	33%	67%	0	3
Marketing 3343					
	Composite:	**74%**	**26%**	**0%**	**31**
	Management	84%	14%	0%	7
	Marketing	83%	17%	0%	6
	Finance	60%	40%	0%	5
	Accounting	75%	25%	0%	12
	Economics		100%		1
	CIS				0

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BBA Program Level Goal 6:
Understand the importance of culture and diversity to organizations.

Methods:
Three courses directly measured student knowledge of diversity/culture/globalization. The ECON. 2315, MGT. 3303 and MKT 3343 courses all used sets of direct examination questions to measure student understanding and application of these concepts.

Results:

Goal #6 - Culture/Diversity/Globalization (composite and by major)

ECON 2315

	Exceeds:	*Meets:*	*Below:*	*N=*
Composite:	**32%**	**56%**	**12%**	**62**
Management	26%	63%	11%	19
Marketing	39%	50%	11%	18
Finance	27%	45%	27%	11
Accounting	27%	73%	0%	11
CIS	50%	50%	0%	2
Economics	100%	0%	0%	1

Management 3303

Composite:	**10%**	**83%**	**7%**	**115**
Management	8%	81%	11%	26
Marketing	5%	88%	7%	42
Finance	12%	84%	4%	25
Accounting	33%	67%	7%	15
CIS	0%	100%	0%	4
Economics	0%	100%	0%	3

Marketing 3343

Composite:	**97%**	**3%**	**0%**	**31**
Management	86%	14%	0%	7
Marketing	100%	0%	0%	6
Finance	100%	0%	0%	5
Accounting	100%	0%	0%	12
Economics		100%		1
CIS				0