

Assurance of Learning
Learning Goals and Objectives Assessment Summary Report
July 10, 2015
SPRING 2015
DRAFT

Program/Course: Bachelor of Science in Business Administration/ STRATEGY	
Assessment Leader: Frank Andrews Assessment Leader email: frank_andrews@uml.edu Assessment Leader Campus Phone #: 978.934.2816	
Learning Goal(s) Assessed: Learning Goals: Global Awareness, Analytical Skills, and Ethics	
Date of previous assessment(s) of these learning goals: Spring 2014	
Date of this Assessment: Spring 2015	
Assessment Method: Multiple choice instrument developed by the Undergraduate Programs Committee (UPC)	
Total Population Size from which Sample Taken: N = 255 Sections = 14 Instructors: <ul style="list-style-type: none"> • Awan • Jermain • Kijewski • Mehta • Mortensen • Vacarra • Yang 	Sample Size: We had an n = 60 of graduating seniors: 23.53%, a decrease from the 53.65% we had in Spring 2014 (n = 125)
Names and Position of Assessors: N/A	
Measurement System Analysis: The instrument used was developed by the UPC and based upon the 'Major Field Test' model used by the ETS. Students were instructed to not guess on any question.	
Internal Performance Benchmark: The UPC has determined a standard of acceptance (SAP) of 75%	
Summary of Results: The PDF files for all areas assessed are attached. The PDFs contain each question asked and the performance on each question. A brief summary is provided here:	
<u>Global Awareness: (10 questions 34.48% of the instrument)</u> Of the students who answered the questions, 68.74% answered correctly. This is an improvement over the 56.25% answered correctly in the Spring of 2014. Notes: <ul style="list-style-type: none"> • Still below the SAP of 75% set by the UPC 	
<u>Analytical Skills: (8 questions 27.59% of the instrument)</u> Of the students who answered the questions, 70.05% answered correctly. This is an improvement over the 67.94% answered correctly in the Spring of 2014. Notes: <ul style="list-style-type: none"> • Still below the SAP of 75% set by the UPC 	
<u>Ethical Awareness: (11 questions 37.93% of the instrument)</u> Of the students who answered the questions, 56.31% answered correctly. This is an improvement over the 47.69% answered correctly in the Spring of 2014. Notes: <ul style="list-style-type: none"> • The sample size was a lot smaller in 2015. We had only 60 students v the 125 the previous spring • Possibly the introduction of ethics across the curriculum has led to a greater awareness on the part of the students 	
Date of Review of Results by Program or Major: The UPC of the Manning School of Business will review the results in September of 2015. Findings to be added.	
Scheduled next assessment of this/these Learning Objective(s): Spring 2016	

Date of review by Responsible Associate Dean(s): July 10, 2015

Brief Self-Assessment of Process Used

Strengths: The self-designed major field test model is widely accepted in higher education as a valid assessment instrument.

Opportunities for Improvement:

We need to do a better job of coordinating this activity. In the perfect world our sample size is 100% of the all the graduating seniors. That being said we should target at least a 75% sample of the seniors.

UPC RECOMMENDATIONS:

Findings will be forthcoming

GLOBAL AWARENESS QUESTIONS:

Which organizational structure is likely MOST suited to a large company that operates in diverse global markets?

Answer Options	Response Percent	Response Count
a functional organizational structure	15.2%	7
a geographic, divisional organizational structure	69.6%	32
a product, divisional organizational structure	10.9%	5
a matrix organizational structure	34.8%	16
no answer	4.3%	2
	<i>answered question</i>	60
	<i>skipped question</i>	2
	Total	62
Percentage of questions answered correctly		53.33%
Percentage of questions answered incorrectly		46.67%

In a centrally planned economy,

Answer Options	Response Percent	Response Count
supply and demand are key indicators of prices and production levels	32.6%	15
individuals are free to pursue comparative advantage	8.7%	4
political authorities set prices	43.5%	20
business leaders set production quotas and report them to government, which holds them accountable	13.0%	6
no answer	19.6%	9
	<i>answered question</i>	45
	<i>skipped question</i>	9
Percentage of questions answered correctly		44.44%
Percentage of questions answered incorrectly		55.56%

Duties that must be paid when products and/or equipment are moved across international, state, or city boundaries are referred to as

Answer Options	Response Percent	Response Count
taxes.	17.4%	8
tax incentives.	2.2%	1
tariffs.	80.4%	37
incentives.	0.0%	0
no answer	4.3%	2
	<i>answered question</i>	46
	<i>skipped question</i>	2

Percentage of questions answered correctly	80.43%
Percentage of questions answered incorrectly	19.57%

Which of the following is a macroeconomic factor influencing network design decisions?

Answer Options	Response Percent	Response Count
Taxes	10.9%	5
Tariffs	2.2%	1
Exchange rates	21.7%	10
all of the above	60.9%	28
no answer	10.9%	5
	<i>answered question</i>	44
	<i>skipped question</i>	5
Percentage of questions answered correctly	63.64%	
Percentage of questions answered incorrectly	36.36%	

A refund of duty paid on imported merchandise when it is exported later, whether in the same or a different form, is known as a(n)

Answer Options	Response Percent	Response Count
tariff.	6.5%	3
tax differential.	10.9%	5
excise tax.	10.9%	5
duty drawback.	43.5%	20
product recovery.	8.7%	4
no answer	21.7%	10
	<i>answered question</i>	37
	<i>skipped question</i>	10
Percentage of questions answered correctly	54.05%	
Percentage of questions answered incorrectly	45.95%	

For a global supply chain, exchange rates and inflation are

Answer Options	Response Percent	Response Count
likely to vary over time in different locations.	88.6%	39
not likely to vary over time in different locations.	2.3%	1
not likely to vary over time in any locations.	0.0%	0
likely to be stable over time in all locations.	2.3%	1
no answer	6.8%	3
	<i>answered question</i>	41
	<i>skipped question</i>	3
Percentage of questions answered correctly	95.12%	
Percentage of questions answered incorrectly	4.88%	

A _____ is a document issued by a carrier to a shipper, acknowledging that specified goods have been received on board as cargo for conveyance to a named place for delivery to the consignee who is usually identified.

Answer Options	Response Percent	Response Count
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Bill of Lading.	78.3%	36
Bottom of Pyramid.	0.0%	0
Manifest Document System.	4.3%	2
Third-Party Logistics.	4.3%	2
no answer	13.0%	6
	<i>answered question</i>	40
	<i>skipped question</i>	6
Percentage of questions answered correctly		90.00%
Percentage of questions answered incorrectly		10.00%

Globalization is:		
Answer Options	Response Percent	Response Count
the growth of interstate trade, spurred on by the progress toward free-market policies	21.7%	10
the subcontracting of activities to endogenous organizations that had previously been performed	0.0%	0
within the firm	0.0%	0
Is the process of social, political, economic, cultural and technological integration among countries around the world	82.6%	38
Is the process of a business crossing national borders while retaining a strong domestic culture	8.7%	4
no answer	2.2%	1
	<i>answered question</i>	52
	<i>skipped question</i>	1
Percentage of questions answered correctly		73.08%
Percentage of questions answered incorrectly		26.92%

Antiglobalization activists:		
Answer Options	Response Percent	Response Count
Contend that even within the developing world, it is protectionist policies, not trade and investment liberalization, that result in environmental and social damage	17.8%	8
Believe globalization will force higher-polluting countries such as China and Russia into an integrated global community that takes responsible measures to protect the environment	11.1%	5

Assert that if corporations are free to locate anywhere in the world, the world's poorest countries will relax or eliminate environmental standards and social services in order to attract first-world investment and the jobs and wealth that come with it	51.1%	23
Believe that industrialization will create wealth that will enable new industries to employ more modern, environmentally friendly technology	0.0%	0
no answer	22.2%	10
	<i>answered question</i>	36
	<i>skipped question</i>	10
Percentage of questions answered correctly		63.89%
Percentage of questions answered incorrectly		36.11%

The emerging global community is becoming increasingly:

Answer Options	Response Percent	Response Count
Socially isolated	4.3%	2
Economically interdependent	67.4%	31
Culturally distinct	13.0%	6
Financially independent	10.9%	5
no answer	19.6%	9
	<i>answered question</i>	44
	<i>skipped question</i>	9
Percentage of questions answered correctly		70.45%
Percentage of questions answered incorrectly		29.55%

THE SUM OF ALL QUESTIONS ANSWERED (A)	386
THE TOTAL NUMBER CORRECT (B)	304
SKIPPED THE QUESTION (C)	57

TOTAL COUNT OF QUESTIONS ANSWERED CORRECTLY AND INCORRECTLY D = (A + C)	442
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PERCENTAGE ANSWERED CORRECTLY (B/D)	68.74%
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ANALYTICAL SKILLS QUESTIONS:

What is the value of $(a^2 + x)/y$ when $a = 4$, $x = 6$ and $y = 2$?

Answer Options	Response Percent	Response Count
7	82.2%	37
8	6.7%	3
11	6.7%	3
16	0.0%	0

no answer	4.4%	2
<i>answered question</i>		43
<i>skipped question</i>		2
Percentage of questions answered correctly		86.05%
Percentage of questions answered incorrectly		13.95%

Which set of integers is arranged from greatest to least?

Answer Options	Response Percent	Response Count
-5, -2, -1, 27	10.9%	5
-2, -5, -1, 2	0.0%	0
2, -1, -2, -5	84.8%	39
2, -5, -2, -1	4.3%	2
no answer	2.2%	1
<i>answered question</i>		46
<i>skipped question</i>		1
Percentage of questions answered correctly		84.78%
Percentage of questions answered incorrectly		15.22%

Which of the following is a factor of $X^2 - 7X - 8$?

Answer Options	Response Percent	Response Count
(X + 1)	52.2%	24
(X + 8)	10.9%	5
(X + 7)	10.9%	5
(X - 1)	15.2%	7
no answer	19.6%	9
<i>answered question</i>		41
<i>skipped question</i>		9
Percentage of questions answered correctly		58.54%
Percentage of questions answered incorrectly		41.46%

Find y if $y / 5 = 10 / 25$?

Answer Options	Response Percent	Response Count
80	0.0%	0
25	0.0%	0
2	95.7%	44
8	0.0%	0
no answer	4.3%	2
<i>answered question</i>		44
<i>skipped question</i>		2
Percentage of questions answered correctly		100.00%
Percentage of questions answered incorrectly		0.00%

A shop owner increased the selling price of a shirt from \$20 to \$26. By what percentage was the price increased?

Answer Options	Response Percent	Response Count
6	13.0%	6
26	4.3%	2
30	73.9%	34
46	0.0%	0
no answer	10.9%	5
<i>answered question</i>		42
<i>skipped question</i>		5
Percentage of questions answered correctly		80.95%
Percentage of questions answered incorrectly		19.05%

What is the value of X in the following geometric sequence: X , 64 , ___ , ___ , 8

Answer Options	Response Percent	Response Count
1/2	2.2%	1
32	6.5%	3
128	91.3%	42
256	0.0%	0
no answer	2.2%	1
<i>answered question</i>		46
<i>skipped question</i>		1
Percentage of questions answered correctly		91.30%
Percentage of questions answered incorrectly		8.70%

Which of the following is not a cash flow that results from the decision to accept a project?

Answer Options	Response Percent	Response Count
Changes in working capital.	4.3%	2
Shipping and installation costs.	21.7%	10
Sunk costs.	43.5%	20
Opportunity costs.	30.4%	14
no answer	13.0%	6
<i>answered question</i>		46
<i>skipped question</i>		6
Percentage of questions answered correctly		43.48%
Percentage of questions answered incorrectly		56.52%

What is the future value of \$3,500 deposited for 12 years at 5 percent interest, compounded annually?

Answer Options	Response Percent	Response Count
\$6,285.50	63.0%	29

\$3,679.07	6.5%	3
\$55,709.94	4.3%	2
\$6,369.47	17.4%	8
no answer	17.4%	8
<i>answered question</i>		42
<i>skipped question</i>		8
Percentage of questions answered correctly		69.05%
Percentage of questions answered incorrectly		30.95%

THE SUM OF ALL QUESTIONS ANSWERED (A)	350
THE TOTAL NUMBER CORRECT (B)	269
SKIPPED THE QUESTION (C)	34
TOTAL COUNT OF QUESTIONS ANSWERED CORRECTLY AND INCORRECTLY D = (A + C)	384

PERCENTAGE ANSWERED CORRECTLY (B/D)	70.05%
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ETHICAL AWARENESS QUESTIONS:

The following all support organizational ethics. Which of these also MOST reduces the likelihood of whistle-blowers?

Answer Options	Response Percent	Response Count
Incentives for ethical behavior	8.7%	4
Rules for ethical behavior	10.9%	5
A demonstration of management's own commitment to ethical behavior	39.1%	18
A system for employees to internally report ethics violations	34.8%	16
no answer	6.5%	3
<i>answered question</i>		43
<i>skipped question</i>		3
Total		46
Percentage of questions answered correctly		37.21%
Percentage of questions answered incorrectly		62.79%

Which statement is most accurate regarding a code of conduct within organizations?

Answer Options	Response Percent	Response Count
It guarantees ethical employee behavior.	0.0%	0
It explicitly communicates to employees the organization's ethical standards.	87.0%	40
It is an implicit understanding of shared values.	10.9%	5
It is generally presented as optional standards of behavior.	0.0%	0

no answer	2.2%	1
	answered question	45
	skipped question	1
	Total	46
Percentage of questions answered correctly		88.89%
Percentage of questions answered incorrectly		11.11%

Investment analyses and recommendations must be based upon:

Answer Options	Response Percent	Response Count
certainty, not scenarios or projections	10.9%	5
original research, not secondary sources	13.0%	6
reliable, up-to-date evidence, not prejudgments	87.0%	40
no answer	4.3%	2
	answered question	51
	skipped question	2
	Total	53
Percentage of questions answered correctly		78.43%
Percentage of questions answered incorrectly		21.57%

What is business ethics?

Answer Options	Response Percent	Response Count
The study of business situations, activities, and decisions where issues of right and wrong are addressed	63.0%	29
Defined as decisions organizations make on issues that could be considered right or wrong	32.6%	15
Ethics that can be applied to an organization's practices	26.1%	12
Ethical processes businesses use in order to achieve a good ethical standard	21.7%	10
no answer	0.0%	0
	answered question	66
	skipped question	0
	Total	66
Percentage of questions answered correctly		43.94%
Percentage of questions answered incorrectly		56.06%

Identify the statement that provides a reason why manipulation of consumers is relevant to marketing ethics:

Answer Options	Response Percent	Response Count
Knowing consumers' psychological profiles through marketing research, their motivations, interests, desires, beliefs, anxieties and fears facilitates manipulation of their behavior.	26.1%	12

Some marketing practices target populations that are particularly susceptible to manipulation and deception.	17.4%	8
One need not necessarily deceive a person in order to manipulate him or her.	8.7%	4
Manipulation doesn't necessarily entail total control over a person; it may simply be a process of subtle direction or management.	10.9%	5
All of the above	54.3%	25
	answered question	46
	skipped question	14
	Total	60
Percentage of questions answered correctly		26.09%
Percentage of questions answered incorrectly		73.91%

If consumers are being manipulated by advertising, what are some key ethical implications?		
Answer Options	Response Percent	Response Count
Individual autonomy, the central element of Kantian respect for persons, would be violated by the creation of wants.	15.6%	7
If consumers pursue trivial and contrived products, market exchanges only appear to increase overall satisfaction.	8.9%	4
Consumer autonomy is violated by advertising's ability to create non-autonomous desires.	26.7%	12
All of the above	48.9%	22
None of the above.	8.9%	4
	answered question	45
	skipped question	4
	Total	49
Percentage of questions answered correctly		48.89%
Percentage of questions answered incorrectly		51.11%

Which ethical question is not relevant to the process of marketing a product?		
Answer Options	Response Percent	Response Count
What responsibility do producers have for the quality and safety of their products?	10.9%	5
Who is responsible for harms caused by a product?	13.0%	6
Is the customer's willingness to pay the only ethical constraint on fair pricing?	13.0%	6
All of the above.	28.3%	13
None of the above	43.5%	20
	answered question	50
	skipped question	0
	Total	50
Percentage of questions answered correctly		40.00%
Percentage of questions answered		60.00%

incorrectly

John, the owner of a small telecommunications firm gives gifts of stock in his company to telephone company managers who purchase his equipment. John is giving in to the ethical temptation of

Answer Options	Response Percent	Response Count
kickbacks.	58.7%	27
misuse of corporate resources.	41.3%	19
sexual harassment.	0.0%	0
treating people unfairly.	4.3%	2
no answer	8.7%	4
	answered question	48
	skipped question	4
	Total	52
Percentage of questions answered correctly		56.25%
Percentage of questions answered incorrectly		43.75%

Which of the following is not crucial to the integrity and efficiency of capital markets and economic growth?

Answer Options	Response Percent	Response Count
Sustainability and financial health of public companies.	2.2%	1
Public trust.	6.5%	3
High stock prices.	69.6%	32
Investor confidence.	0.0%	0
no answer	21.7%	10
	answered question	36
	skipped question	10
	Total	46
Percentage of questions answered correctly		88.89%
Percentage of questions answered incorrectly		11.11%

Your personal mobile phone has a limited texting plan. The company-issued phone is on an unlimited texting plan. Is it OK to use company-issued mobile phone to send personal text messages every day?

Answer Options	Response Percent	Response Count
I think so, because the company's phone is on an unlimited texting plan.	2.2%	1
It is not a good idea, unless you have your employer's authorization.	93.5%	43
If you are texting family members only, then yes.	0.0%	0
As long as your texting is appropriate.	8.7%	4
no answer	2.2%	1
	answered question	48
	skipped question	1
	Total	49
Percentage of questions answered correctly		89.58%
Percentage of questions answered incorrectly		10.42%

incorrectly

It is critical for marketers to provide leadership in applying ethics and ethical principles because:

Answer Options	Response Percent	Response Count
senior management has little time or inclination to focus on business or marketing ethics.	6.5%	3
marketers are seen as basically ethical as opposed to salespeople, who cannot be relied upon to act ethically.	8.7%	4
the profession has been singled out for past abuses by a minority of marketers, and the profession as a whole has a responsibility to raise its profile.	50.0%	23
All of these	13.0%	6
no answer	21.7%	10
	answered question	36
	skipped question	10
	Total	46
Percentage of questions answered correctly		63.89%
Percentage of questions answered incorrectly		36.11%

THE SUM OF ALL QUESTIONS ANSWERED (A)	514
THE TOTAL NUMBER CORRECT (B)	317
SKIPPED THE QUESTION (C)	49
TOTAL COUNT OF QUESTIONS ANSWERED CORRECTLY AND INCORRECTLY D = (A + C)	563

PERCENTAGE ANSWERED CORRECTLY (B/D)	56.31%
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