

# Brooklyn College School of Business All School Meeting, 21 October 2014

## Assurance of Learning **Ethics Group**

Professor Dov Fischer, group chair

Professor Nadia Doytch

Professor Hershey Friedman

# Our Charge:

1.) Develop a conceptual framework to define “business ethics” **learning objectives and goals** .

2.) Identify **foundation** and **core** business courses for **learning activities** that accomplish business-ethics **learning goals**.

3.) Plan to **assess** student attainment of business-ethics learning goals.

- Assessment can be done with internal tests or with externally developed tests.

# Proposed Learning Objectives and Goals for Business Ethics

## Statement of Learning Objectives:

- “Students will be aware of and sensitive to ethical principles when making business decisions.
- They will understand that managers and other business professionals have an obligation to act ethically and to ensure that their organizations and clients do likewise.
- They will consider the effects of actions on all stakeholders including employees, customers, clients, shareholders, the local community, and society.”

## 3 Learning Goals:

Ethical ***Awareness***

Ethical ***Sensitivity***

Managerial &  
Professionalism  
Ethical ***Competence***

# Proposed Learning Goals

## ***Awareness***

- Of ethical dimensions of business
- Of problems associated with ethical decision-making
- Of different moral perspectives

## ***Sensitivity*** (challenging to teach and assess)

- Empathy
- Resolve to act ethically
- Creative resolution of ethical problems



## Managerial & Professionalism Ethical ***Competence***

- Awareness of unique managerial & professional ethical challenges
- Translate ethics into action
- Integrate ethics into strategy

# Resources we used

- **Literature** on teaching Business Ethics, particularly a paper by Rossouw, G.J. 2002. “Three approaches to teaching business ethics.” *Teaching Business Ethics*. 6: 411 -433.
  - We thank Susanne Scott for an exhaustive literature review.
- Business-Ethics learning objectives and goals of other AACSB schools, particularly **Baruch College**
- Previous work by Josh Fogel’s ethics committee

# Next Steps, 1 of 2

Identify **foundation** and **core** business courses for **learning activities** that accomplish business-ethics **learning goals**

- We anticipate that most foundation and core courses will contain learning activities that address at least one of the business-ethics goals (**awareness, sensitivity, professional & moral competence**).
- We will reach out to course coordinators of foundation and core courses to determine which courses fit the business-ethics learning goals.

# Next Steps, 2 of 2

Plan to **assess** student attainment of business-ethics learning goals

- **Case Approach**
- We will work with the **Critical Learning** and **Writing Skills** groups to identify cases that can assess several learning goals at once.

THANK YOU