

BBA
Ethical Decision Making / Social Responsibility of Business Rubric

Learning Outcome/Objective	Score “0” = Unacceptable	Score “1” = Acceptable	Score “2” = Outstanding
Identifies ethical dilemma(s)	Student is unable to identify the major ethical, factual, and conceptual issues present.	Student is able to identify most of the major ethical, factual, and conceptual issues, but elaboration is unclear.	Student is able to identify all major ethical, factual, and conceptual issues, with clear elaboration considering all pertinent facts.
Analyzes alternatives and consequences	Student begins to appraise the relevant facts and assumptions and identifies few to no alternatives.	Clarifies at least two alternatives and predicts their associated consequences in detail.	Clarifies a number of alternatives and evaluates the ethical impact of each.
Chooses an ethical course of action	Student has difficulty identifying an appropriate course of action from among alternatives.	Student clearly indicates a choice for an appropriate course of action from among generated alternatives.	Student clearly indicates a choice for an appropriate course of action from among generated alternatives and evidences a thoughtful reflection on the benefits and risks of action taken.
		Total Score:	