

BBA Ethical Reasoning Rubric

Criteria	Level 1	Level 2	Level 3	Level 4
Values Clarification	Lists values but unable to offer any thoughtful defense of why they are important.	Lists values but uses superficial reasoning to defend choices.	Articulates values and offers acceptable explanation of their importance to business behavior.	Thoughtfully articulates and defends important values that should guide behavior in given business cases.
Identification of Ethical Issues	Identification of ethical concerns is sparse or missing.	Identifies only some of the ethical concerns in a given problem/case. Omits a few major points.	Identifies many of the ethical concerns in a given problem/case. May omit a few minor points.	Comprehensively and thoughtfully identifies most of the ethical concerns in a given problem/case.
Stakeholder Identification	Identification of stakeholder is sparse or missing.	Identifies only some stakeholder positions in a given problem/case. Omits a few major points.	Identifies and prioritizes many of the stakeholder positions in a given problem/case. May omit a few minor points.	Comprehensively and thoughtfully identifies and prioritizes most of the stakeholder positions in a given problem/case.
Application of Ethical Theory/Models	Application of ethical decision making models is sparse or missing.	Application of ethical decision making models is superficial or incomplete.	Good grasp of the principles of consequentialist, deontological and virtue ethical decision making models and how they might be used in ethical decision-making; a good grasp of what behavioral ethics is and some of its implications; may miss some details or nuances.	Shows comprehensive grasp of the principles behind major normative and some behavioral theories. Thoughtful discussion of their value to ethical decision-making.
Personal Voice and Action	Approach/plan about how to confront unethical behavior is unrealistic or missing.	Approach/plan about how to confront unethical behavior fails to consider some important points or conditions.	Developed a plausible and defensible plan about how to confront unethical behavior in a given situation; missed some minor considerations.	Developed a compelling and thoughtful plan about how to confront unethical behavior in a given situation.