Drexel Assessment Conference 2016- Ethics Assessment in Marketing Courses Using a Business Ethics Simulation Game

Wednesday, September 7
3:30 PM— 4:15 PM
Ghall 109

Presenter: Lawrence K. Duke
Clinical Professor of Marketing and International Business
LeBow College of Business
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Learning Objectives

1. Recognize the potential benefit of moral judgment assessment in promoting more effective ethics education approaches

2. Identify effective teaching opportunities through the use of experiential learning approaches, such as business ethics simulation games
Can we afford to be laissez faire about amoral economic behaviour? Carrie Sloan
WME Index vs MSCI ACWI
Cumulative Performance
April 2007 - May 2015
A Business Ethics Game
Lawrence Kohlberg’s 6 stages of moral development:

- Level Six
- Level Five
- Level Four 1/2
- Level Four
- Level Three
- Level Two
- Level One

Source: Adina’s Super Hit List- http://www.angelfire.com/indie/adinasite/
Thank You!

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