



**Completion Report**  
**Project Supported by LTC/OBA Funding\***

(Period covered: 1 July 2012 – 30 June 2013)

**Part I: General Information**

Funding Source (please tick ✓ as appropriate):  LTC  OBA Funding

Project Code: 2007-08/OBA/AF Host Department: School of Accounting and Finance

Project Title: An evaluation of the moral reasoning of students in the BBA Programme

Project Team: Project Leader (Name & Dept): Monica Pheny, AF (Formerly, Vanessa Stott, AF) Team Member(s) (Name & Dept): Tam Ching Yee, AF

**Part II: Project Details**

**1. Financial Information**

**(a) Overview**

Approved Funding: HK\$ 99,472 + Additional Funding Received (if any): HK\$NIL = Total Funding Received: HK\$99,472

Source of Additional Funding: Not Applicable

**(b) Project Expenditure**

Expenditure	Original Budget Approved	Revised Budget <sup>1</sup> (if applicable)	Actual Expenditure	Balance
Salary of Student Helpers And Project Associate	24,472.00	-	30,231.00	(5,759.00)
General Expenses – purchase of DIT2 forms	75,000.00	-	68,866.97	6,133.03
<b>Total</b>	<b>99,472.00</b>	<b>-</b>	<b>99,097.97</b>	<b>374.03</b>

<sup>1</sup> Please give reasons for the revised budget and quote the relevant authority's approval reference where appropriate.

**2. Project Schedule**

Dates as Stated in Original Proposal: Start date (dd/mm/yyyy): 01/04/ 2008 Completion date (dd/mm/yyyy): 31/08/2010

Actual Start and Completion Dates: Start date (dd/mm/yyyy): 01/04/ 2008 Completion date (dd/mm/yyyy): 30/06/2013

Project Period Extension(s) (if any): Total no. of extension(s) obtained : 3 time(s) Obtained during the project period: For a total of 36 month(s)

Reason(s) for Extension(s) (if any): Further time was required to properly analyse the data and the project was extended to collate additional data for purposes of accreditation reporting

\* LTC: Learning and Teaching Committee  
OBA Funding: Funding for Promoting Outcome-Based Approaches to Student Learning

### 3. Project Implementation

(a) Project objectives

1. *To establish whether undergraduate students in the Faculty of Business are receiving adequate training and exposure to ethics pertaining to their relevant fields of study and therefore meet the programme outcome in this regard; and*
2. *To test whether the new subject, CSR, being introduced in the first semester of the 2008/2009 academic year has any impact on students' ethical awareness.*

(b) Overview of specific work undertaken for achieving the project objectives (including any changes to original proposal)

*We administered a total of 1,316 DIT2 surveys to students in the BBA program since the commencement of the project.*

*In the first semester of the 2008/2009 academic year, we surveyed 996 students as follows –*

- i) *Foundation year – 87 students*
- ii) *First year – 173 students*
- iii) *Second year – 207 students*
- iv) *Third year – 115 students*
- v) *Corporate Social Responsibility (CSR) Class – 207 students administered twice, once at the commencement of the semester and another at the end of the semester.*

*Of the above, we obtained 873 usable surveys which were then sent to the University of Minnesota for scoring.*

*In the first semester of the 2009/2010 academic year A total of 320 DIT2 surveys were further administered to students who were taking the Corporate Social Responsibility (CSR) Class. These were final year students in the BBA program. As in the previous semester, the DIT2 survey was administered twice, once at the commencement of the semester and another at the end of the semester. Of these, we obtained 291 scored results from the University of Minnesota.*

(c) Difficulties encountered, if any, which have affected progress, and remedial actions taken

*The difficulties encountered were mainly due to the number of students –*

- i) *There were a large number of student helpers and training and co-ordinating them were problematic. We trained a selected number of students and used them as group leaders.*
- ii) *We made an instructional video for the student helpers to play in classes. However, this proved to be of limited use as the respondents were not attentive.*
- iii) *Selecting classes in which all students of a particular year were in proved to be almost impossible. So the surveys were administered in several classes and inevitably resulted in duplications.*
- iv) *We were unable to isolate the students from the 3 main Faculty of Business disciplines i.e. Accounting and Finance, Logistics and Maritime Studies and Marketing and Management. Instead, we chose the core subjects of the BBA program, where possible, and asked the students to separately disclose which department they belonged to. This too proved confusing to students who were taking a Major/Minor in more than 1 discipline and so we had them state the Major discipline. However, this will mean that the final analysis will have some students who are taking more than 1 of the Business disciplines and may affect our ability to compare the 3 effectively.*

*We faced some difficulties in getting students and faculty members to co-operate fully –*

- i) *Faculty members found it difficult to give up 1 hour of class time during the semester and so we will try to conduct future surveys in the first week of semester in tutorial classes which seem more convenient.*
- ii) *Those classes where the lecturers/tutors encouraged the students to take the survey had better results. This may affect our class selection in future.*
- iii) *Students were not prepared to do the surveys in many cases. Again, we feel that students may be more willing to give up their time in the first week of semester.*

*To complete the surveys in the first week of semester, we would need to ensure that we have adequate student helpers and this may be difficult as the class schedules would not have been finalised and the helpers would not have finalised their own timetables to know when they would be available. Furthermore, if we conducted the surveys during the add/drop period in the first two weeks, it would be unsuitable to compare pre and post results as the population may change significantly.*

*The DIT2 form posed some difficulties due to its design –*

- i) The length of time required to complete – 45 mins minimum - was discouraging to the students and faculty members.*
- ii) Students generally found the concept of ranking the importance of the questions, rather than answering the questions confusing.*
- iii) We initially wanted to translate the DIT2 form but due to time constraints were unable to do so. We tried to contact researchers who had used translated forms but they did not respond. Finally, we used the original DIT2 forms as the scoring took into account that the students were non-native English speakers.*

*Students were reluctant to complete the surveys and this led to a large number of wasted forms. There was better response in classes where the survey was somewhat related to the subject matter and when faculty members gave positive encouragement.*

(d) Deliverables/useful findings/good practices emerged

- 1. The preliminary results were reported to the AACSB accreditation board to support the ethical training.*

(e) Dissemination activities taken/planned to sustain impact

- 1. We have remaining approximately 5, 030 DIT2 forms available which will be utilised to collate information in future years for AACSB reporting purposes. Simon Choi is custodian of the forms and will be working with Professor Howard Davies for this purpose.*

(f) Self-evaluation or additional information/remarks

- 1. During our analysis, we found that most of the results were insignificant and/or inconclusive. Accordingly, the results are not robust enough to inform the teaching of ethics in the BBA program.*
- 2. Recent research in this area has combined the DIT2 with other survey instruments and this may be something worth considering in future.*

Name of Project Leader: MONICA PHEMY Date: 8 JULY 2013  
(in block letters)

**Part III: Evaluation by D/SLTC (or by HoD/Director of School)**

(a) Rating and comments/recommendations on the following areas of the project

(please put a ✓ in 1 of the following 2 ratings and provide comments)

Areas	Rating		Comments and Recommendations
	Satisfactory	Needing attention	
Overall financial management/ use of funding	✓		Most of the requested funding has been used in this project.
Overall project progress	✓		This project has been extended several times due to unforeseen difficulties. The PI has tried her full effort to solve these difficulties as far as possible.
Outputs /deliverables / dissemination	✓		
Overall rating / comments on the project (Please suggest remedial actions if the rating is 'Needing attention')	✓		The experience learnt from this project will be useful for future similar projects.

(b) Issues requiring the attention of FLTC/Director of School and/or the funding authority

Nil

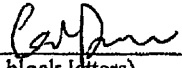
(c) Outputs/deliverables/good practices of the project that can be shared with other subjects, programmes or departments within the Faculty, or with the wider PolyU community

The preliminary results reported to the AACSB accreditation board & the experience gained from this project will be useful to perform similar projects in the future.

(d) Additional comments/remarks

Nil

Name of D/SLTC Chair  
(or HoD/Director of School):

POON PAK LOK  
  
(in block letters)

Date:

10/7/2013

^ To be prepared by HoD/Director of School if the PL is also the D/SLTC Chair, or if the Centre/Unit/Office does not have a DLTC.

**Part IV: Evaluation by FLTC/Director of School#**

(a) Overall rating on the project (please put a ✓ in 1 of the following 2 ratings):

- Satisfactory
- Needing attention

(b) Overall comments and recommendations on the project:

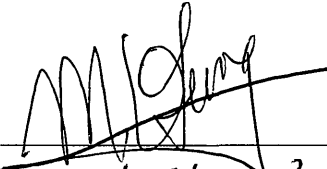
*Experiences gained from the project have been found useful in teaching the topic of Ethics in "Freshman Seminar" for over 600 UG students in 2012/13. These students also filled out the DIT-2 Survey Questionnaires, assessing their judgement on some moral issues. Funded by this project, similar activities will be carried out for the future cohort of Students.*

(c) Issues requiring the attention of the funding authority:

Name of FLTC Chair/  
Director of School:

Dr MK Leung  
(in block letters)

Date:

  
12/07/2013

# The Director of School or HoD of the Centre/Unit/Office needs not fill this part if he/she has already commented in Part III.

**Part V: Response & Follow-up Plan by Project Leader**

(Response and follow-up plan is required from the Project Leader if there is any area rated as 'needing attention' in Part III and/or IV.)

Name of Project Leader: \_\_\_\_\_

(in block letters)

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Project Leader

\_\_\_\_\_  
Signature of D/SLTC (or HoD)@

\_\_\_\_\_  
Signature of FLTC/  
Director of School

\_\_\_\_\_  
(Name in block letters)

\_\_\_\_\_  
(Name in block letters)

\_\_\_\_\_  
(Name in block letters)

@ To be signed by HoD if the PL is also the DLTC Chair, or if the Centre/Unit/Office does not have a DLTC; leave this blank if the PL is also the SLTC Chair.

The Project Leader and D/SLTC Secretary should each keep a copy of this *Completion Report* for records.  
A copy of this *Completion Report* will be submitted along with the *F/SLTC Annual Report (Form 20)* to LTC/WGOBE as a supporting document.