Portland State University University Studies Senior Capstone

School of Business Administration BA495 BUSINESS STRATEGY Term: Sp14

Professor: William M. Jones
BA 495: CRN 60284, Section 006, Monday/Wednesday 5:40-8:30

Classroom: SBA 390
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Appendix 3

Reflective Essay Assignment

University Studies Goals as Experienced in the BA495 Business Strategy Capstone Course
Choose one from the Two Following Options

Requirements for either assignment:

- 3+ pages, 1.5 spacing, 11 pt Arial font

Due:

- upload Week 9 (see Week 9 assignment for exact date/time) to the D2L drop-box folder designated for the essay.

INTRODUCTION TO THE ASSIGNMENT:
The purpose of the Capstone is to serve as the culminating general education course at PSU allowing, students to apply academic learning to address a real issue in our community. The Capstone has four goals: communication, critical thinking, diversity of human experience, and social and ethical responsibility.

Select from the two Options described below.

OPTION 2: REFLECT ON YOUR COURSE EXPERIENCE RELATED TO THE UNIVERSITY STUDIES ETHICAL AND SOCIAL RESPONSIBILITY GOAL

Every year University Studies selects a specific goal to assess in more depth and detail. This year the Capstone program is creating a portfolio to showcase the ways in which the Capstone Course provides evidence of students' capacities to understand, analyze, and appreciate the *Ethical & Social Responsibility Goal* in the context of their coursework. Therefore, the purpose of this assessment is to capture the wide variety of ways that students come to learn about ethical & social responsibility through direct interactions and indirect service to a variety of populations.

If you select this option, University Studies would like you to consider participating in their ongoing research of this goal by submitting your essay. It is important to know that:

- Participation is completely **voluntary**,
- Participation has absolutely no impact on your grade,
- All participant's names will be kept confidential, and
- If excerpts from your essay are used in publications or presentations, any information that can identify you or be linked to you will be kept confidential.

Please review the Student Consent Form posted on D2L under the course content folder labeled University Studies Consent Form. If you agree to select this option, please:

- Download the consent form
- Fill-out the form
- Upload Student Consent Form to D2L Drop-box folder for Consent Form by Tuesday, May 27, 2014.

Specific Instructions related to Ethical & Social Responsibility Goal Essay

In Capstone courses, students apply the expertise learned in the classroom to address real issues in the community. Each Capstone course should further students' sense of social responsibility and ethical reasoning. Through their community interactions, students prepare for public lives as citizens, members of communities, and professionals in a complex society (http://www.aacu.org/value/rubrics/pdf/civicengagement.pdf). The purpose of this assessment is to capture the wide variety of ways that students come to learn about social responsibility and ethical reasoning through direct and indirect service to a variety of communities.

Prompts To Help You With The Essay:

- Reflect on their personal efficacy to make a difference in lives of others in their local or global community through direct contact with community members (i.e. mentoring/tutoring youth, interacting with senior citizens, assisting refugee resettlement, documenting oral histories) and/or indirect service activities (i.e. grant writing or creating marketing plans for a non-profit organization).
- Analyze new insights regarding the root causes of social and environmental issues (such as poverty, homelessness, hunger, or environmental degradation), developed as a result of working with and/or learning about community issues.
- Examine grassroots efforts to change the structures which create or perpetuate social and environmental problems.
- Reflect on how their own perspectives have changed or developed in relationship to the community issues addressed as a result of the Capstone experience.
- Consider the impact of their individual choices on broader societal issues (i.e. global warming, homelessness, poverty). This may include an examination of a wide variety of behaviors including everyday decisions, career choices, and political action.
- Reflect on their role and responsibility as citizens to actively participate with others towards a public purpose (common good).
- Apply technical skills (marketing, science research, business, graphic design) in the community in order to address social issues and/or serve the common good. This may include reflections about scientists as engaged citizens, the importance of corporations' responsibility to serve the public good, and/or professional ethics and responsibility.
- Examine the systemic structures in society that create or perpetuate social problems.