

# **PERFORMANCE ASSESSMENT FOR TEACHING BUSINESS ETHICS**

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## Abstract

*The learning objectives for business ethics have been diverse. This study sets out to explore learning objectives for business ethics. The goal is to provide a performance assessment tool for business ethics. This study will utilize concept mapping which can be combined with empirical statistical methods to clarify ambiguous questions and problems in order to reinforce the validity of results. By combining concept mapping with techniques such as multidimensional scaling and cluster analysis, results arising from group dynamics can be more objective. Finally, this study will identify clusters as benchmarks of educational practice for learning business ethics in Taiwan.*