



GEORGE FOX
UNIVERSITY
COLLEGE OF BUSINESS

Association of Collegiate Business Schools and Programs
Quality Assurance Report Summary
George Fox University College of Business
2016

The George Fox University College of Business has accredited programs at three levels: Undergraduate (including Business Administration and Accounting), MBA (both full and part time), and DBA. It is seeking accreditation for five additional undergraduate majors: Entrepreneurship, Finance, Global Business, Management and Marketing. The following are highlights of the February 2016 ACBSP Quality Assurance Report. A complete copy of the report is available from the College of Business.

Standard 3: Student and Shareholder Focus

The College of Business regularly surveys student stakeholders to determine their level of satisfaction with their business education at George Fox. These are the 2014 survey findings:

Undergraduate: 91% of graduating seniors satisfied with education
Fulltime MBA: 73% of completing students satisfied with program
Part time MBA: 89% of current students satisfied with program
DBA: 85% of current students satisfied with program

Here are the 2015 results:

Undergraduate: 90% of graduating seniors satisfied with education
Full-Time MBA: 33% of completing students satisfied with program
Part-Time MBA: 88% of current students satisfied with program
DBA: 91% of current students satisfied with program

Standard 4: Measurement and Analysis of Student Learning and Performance

College of Business Learning Objectives (PEGS)

Professionally Competent
Ethically Grounded
Globally Aware
Socially Responsible

Performance Results

The George Fox University College of Business uses both external and internal measures to determine student performance on each of its learning objectives. Peregrine test scores are referenced against other ACBSP institutions. The Peregrine percentages recorded below indicate how Fox business students compare to students from other universities. Internal measures include course assignments, pre- and post- tests and surveys. The internal percentages in this report reflect the number of students or course sections meeting performance standards on these measures. Here are sample results from Standard Four.

Undergraduate

Professionally Competent:	2014	2015
Concepts: (Peregrine)	52%	47%
Oral Communication	100%	59%
Written Competence	79%	70%
 Ethically Grounded (sections)	 67%	 100%
 Globally Aware (sections):	 	 100%
 Socially Responsible:	 68%	 62%
 <i>Accounting Major</i>		
Concepts (Peregrine)	68%	58%

Entrepreneurship Major

Concepts

Strategy	48%	66%
Leadership	50%	51%
Management	58%	66%
HR	53%	74%
Operations	68%	68%
Organizational Behavior	54%	70%

Finance Major

Concepts (Peregrine)	57%	54%
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Global Business Major

Concepts (Peregrine)	53%	52%
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Management Major

Concepts (Peregrine)

Strategy	50%	50%
Leadership	53%	42%
Management	52%	58%
HR	55%	76%
Operations	52%	43%
Organizational Behavior	47%	57%

Marketing Major

Concepts (Peregrine)	38%	52%
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Full-Time MBA	2014	2015
Professionally Competent		
Concepts (Peregrine)	55%	52%
Oral Competence	83%	87%
Written Competence:	85%	78%
Ethically Grounded: (Peregrine)	50%	53%
Globally Aware: (Peregrine)	51%	53%
Part-Time MBA	2014	2015
Professionally Competent		
Concepts: (Peregrine Testing)	59%	54%
Oral Communication:	92%	90%
Ethically Grounded (Peregrine Testing)	57%	60%
Globally Aware:		82%
Doctor of Business Administration (DBA)	2014	2015
Professionally Competent		
Concepts/Research (Comprehensive exams)		
93% pass rate first 10 years, 77% of questions retaken		
Writing	20%	82%
Teaching (portfolio)	80%	74%
Ethically Grounded (Comprehensive exams)	(see above)	
Globally Aware (Comprehensive exams)	(see above)	
Socially Responsible	90%	100%

Standard 5 Scholarly Activities

George Fox College of Business faculty scholarship is measured through written publications (articles, books, reviews) and presentations at academic conferences. The figures below reflect faculty scholarship for the 2013/14 and 2014/15 academic years.

2013-14

19 publications

21 presentations

2014/15

21 publications

30 presentations

Four faculty members earned their doctorates during this time period.

Standard 6 Organizational Performance Results

The George Fox College of Business measures its overall organizational performance by enrollment numbers and student retention rates. Enrollment and retention data are provided below:

Undergraduate Enrollment: 122 student increase between 2013/2014 and 2014/15 (339 to 461)

Full Time MBA Retention: 100% (2014), 100% (2015)

PTMBA Retention: 100% (2014), 98% (2015)

DBA Retention: 100% 2015; 76% first ten cohorts

27 completed dissertations

In addition to enrollment and retention, the COB has begun to measure the number of undergraduate internships. 75% of accounting students secured internships in 2014, 95% in 2015. Overall internship counts went from 83 in 2014 to 144 in 2015.