

# Assessment Plan

2017-18



## Program (COB) - Master of Business Administration - Part-time

**University Mission:** George Fox University, a Christ-centered community, prepares students spiritually, academically, and professionally to think with clarity, act with integrity, and serve with passion.

**Program Mission:** The mission of the George Fox School of Business is to prepare trusted leaders who will transform business. Our graduates are trusted to be Professionally Competent, Ethically Grounded, Globally Engaged, Socially Responsive, and Servant Leaders.

**Alignment of Program Mission to GFU Mission:** Each component of the GFSB mission supports the University mission. Our emphasis is on preparing business leaders of integrity who can have a significant positive impact because they (1) are professionally prepared, (2) have a solid ethical foundation, (3) are equipped to live and work in a global economy and society (4) respond to societal and global needs, and (5) seek to serve rather than be served.

**Degree Outcomes:**

- Integrate knowledge and decision making within the larger framework of the organization and social and cultural contexts
- Critically analyze organizational, management and leadership problems creatively and substantively to apply innovative solutions
- Evaluate external and internal drivers of change in order to manage organizational change effectively
- Enhance leadership, management and interpersonal skills
- Effectively communicate in organizational settings through written and oral presentations
- Evaluate one's own values and the role that integrity, compassion, accountability, ethics and servant leadership may play in leadership practice
- Synthesize professional competence across the major functional areas of an organization with a global perspective
- Increase capacity for conceptualization, strategic thinking, and problem solving

**Assessment Coordinator:** Nate Peach

### Outcome: Professionally Competent: Functional Competence

Demonstrate knowledge and effective application of functional areas of business and their relationship to each other along as well as an in-depth understanding in one specific area of business specialty (1 of 4 concentrations).

Core: Accounting, Economics, Finance, Quantitative Analysis, Marketing, Management, Legal Environment & Ethics

Concentrations: Strategic Human Resource Management, Finance, Organizational Strategy, Management & Leadership

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 09/01/2012

### Assessment Tools

**Exam/Quiz - National/State - Peregrine Testing (Active)**

**Target:** Within 5% of comparison schools

**Schedule for Data Collection:** June

**Schedule for Data Analysis & Reporting:** August

### Related Goals

College of Business

**COB: Professional Competence - Graduates are professionally competent**

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Professionally Competent

## Outcome: Professionally Competent: Decision Making

Demonstrate the ability to analyze and accurately interpret information to drive decision making

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 09/01/2012

### Assessment Tools

**Capstone Assignment** - Assessment of critical thinking being developed as part of BUSG 527 (Active)

**Target:** 80% or higher on assessment rubric

**Schedule for Data Collection:** June

**Schedule for Data Analysis & Reporting:** August

### Related Courses

**BUSG 527** - Managerial Finance

### Related Goals

College of Business

**COB: Professional Competence** - Graduates are professionally competent

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Professionally Competent

## Outcome: Professionally Competent: Oral Communication

Demonstrate the ability to effectively communicate orally in front of a group

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 09/01/2012

### Assessment Tools

**Presentation/Performance** - Assessment of recorded and live presentations from both BUSG 501 & Leadership symposium, part of BUSG 556 (Active)

**Target:** 80% or higher on assessment rubric

**Schedule for Data Collection:** June

**Schedule for Data Analysis & Reporting:** August

### Related Courses

**BUSG 501** - Personal and Org Effectiveness

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BUSG 556 - Transformational Leadership

## Related Goals

College of Business

**COB: Professional Competence** - Graduates are professionally competent

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Professionally Competent

## Outcome: Professionally Competent: Writing

Demonstrate the ability to effectively communicate in writing related to a business topic

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 09/01/2012

## Assessment Tools

**Writing Assignment** - Assessment of applied research paper in BUSG 551 with rubric (Active)

**Target:** 80% or higher on assessment rubric

**Schedule for Data Collection:** June

**Schedule for Data Analysis & Reporting:** August

## Related Courses

BUSG 551 - Operations Management

## Related Goals

College of Business

**COB: Professional Competence** - Graduates are professionally competent

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Professionally Competent

## Outcome: Ethically Grounded: Ethical Practices

Demonstrate core ethical competencies and be able to accurately apply ethical practices

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 09/01/2012

## Assessment Tools

**Exam/Quiz - National/State** - Peregrine test scores (Active)

**Target:** 50%

**Schedule for Data Collection:** June

**Schedule for Data Analysis & Reporting:** August

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## Related Courses

**BUSG 533** - Ethical/Legal Responsibilities

## Related Goals

College of Business

**COB: Ethical Grounding** - Graduates are ethically grounded

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Ethically Grounded

## Outcome: Globally Engaged

Demonstrate current knowledge of the global business world and analyze emerging trends by reflecting on global belief systems and documenting global involvement/engagement.

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 09/01/2012

## Assessment Tools

**Presentation/Performance** - Assessment of global understanding measured embedded in BUSG 526 (Active)

**Target:** 80% or higher on assessment rubric

**Schedule for Data Collection:** June

**Schedule for Data Analysis & Reporting:** August

**Exam/Quiz - National/State** - Peregrine Exam (Active)

**Target:** 50%; within 5% of comparison group.

**Schedule for Data Collection:** 2014-15 School year

**Schedule for Data Analysis & Reporting:** June 2015

## Related Courses

**BUSG 526** - Global Envir: Int'l Residency

## Related Goals

College of Business

**COB: Global Engagement** - Graduates are globally engaged

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Globally Engaged

## Outcome: Socially Responsive

Reflects awareness of social needs and responsibilities

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

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Start Date: 09/01/2012

## Assessment Tools

**Survey** - On line survey tool (Active)

**Target:** 80% or higher on assessment rubric

**Schedule for Data Collection:** Spring/Summer 2015

**Schedule for Data Analysis & Reporting:** Fall, 2015

## Related Courses

**BUSG 556** - Transformational Leadership

## Related Goals

College of Business

**COB: Social Responsiveness** - Graduates are socially responsive

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Socially Responsive

## Outcome: Servant Leaders: Team Member

Demonstrate the ability to be an effective member of a team

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 09/01/2012

## Assessment Tools

**Student Self Assessment** - Instrument: Leadership Development Plan. A self-assessment exercise in BUSG 556 (Active)

**Target:** Class average of 90%

**Schedule for Data Collection:** Annual

**Schedule for Data Analysis & Reporting:** Summer

## Related Courses

**BUSG 556** - Transformational Leadership

## Related Goals

College of Business

**COB: Servant Leadership** - Graduates are servant leaders

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Servant Leaders

## Outcome: Servant Leaders: Effective Leadership

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Demonstrate knowledge of effective leadership concepts

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 01/30/2017

## Assessment Tools

**Exam/Quiz - National/State** - Peregrine Exam score on Business Leadership (Active)

**Target:** 50% or higher

**Schedule for Data Collection:** Annual

**Schedule for Data Analysis & Reporting:** Annual

## Related Courses

**BUSG 556** - Transformational Leadership

## Related Goals

College of Business

**COB: Servant Leadership** - Graduates are servant leaders

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Servant Leaders

## Outcome: Stakeholder Satisfaction

Students and alumni will demonstrate satisfaction with quality of Part-Time MBA program.

**Outcome Status:** Active

**OutcomeType:** Departmental Goal

**Start Date:** 10/25/2013

## Assessment Tools

**Survey** - Exit survey of graduates (Active)

**Target:** 80% of graduates satisfied with program.

**Schedule for Data Collection:** Fall, 2013

**Schedule for Data Analysis & Reporting:** Fall, 2013

**Survey** - Alumni survey (Active)

**Target:** 80% satisfaction rate or higher

**Schedule for Data Collection:** January 2014

**Schedule for Data Analysis & Reporting:** January 2014

## Related Goals

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Professionally Competent

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## Outcome: Human Resource Concentration

Students which complete the 3 course HR concentration will demonstrate knowledge of the foundation of human resources.

**Outcome Status:** Active

**OutcomeType:** Core Theme #2: Professional Preparation

**Start Date:** 08/24/2017

### *Assessment Tools*

<b>Exam/Quiz - National/State</b> - Human Resource Certification Institute (HRCI) Practice Exam (Active)
<b>Target:</b> Average of 60%
<b>Schedule for Data Collection:</b> Spring
<b>Schedule for Data Analysis &amp; Reporting:</b> Annual