

# Assessment Plan

2017-18



## Program (COB) - UG Business

**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:** Outcomes for each undergraduate Business major can be found via <http://www.georgefox.edu/catalog/undergrad/departments/business>

**Assessment Coordinator:** Nate Peach

### Outcome: Professionally Competent: Basic Knowledge

Demonstrate basic knowledge of functional areas of business and their relationship to each other.

Accounting  
Economics  
Management  
Quant. Analysis  
Marketing  
Legal Environment  
Info Systems  
International

**Outcome Status:** Active

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

### Assessment Tools

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

**Target:** Within 5% of comparable schools.

**Schedule for Data Collection:** April yearly

**Schedule for Data Analysis & Reporting:** August 2013, 2014, 2015, 2016

### Related Courses

**ACCT 271** - Principles Financial Account

**ACCT 272** - Principles Managerial Account

**ACCT 275** - Field Experience

**BUSN 110** - Introduction to Business

# Program (COB) - UG Business

**BUSN 240** - Statistics for Business & Econ

**BUSN 290** - Business Ethics

**BUSN 360** - Business Law

**BUSN 486** - Strategic Management

**BUSN 491** - Snr Cpstne:Strategy & Planning

**BUSN 492** - Snr Cpstne:Strategy & Implment

**ECON 201** - Principles of Microeconomics

**ECON 202** - Principles of Macroeconomics

**FINC 260** - Business Finance

**GBSN 300** - Global Business

**MGMT 260** - Principles of Management

**MKTG 260** - Principles of Marketing

## Related Goals

College of Business

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

Program (COB) - UG Business

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

## Outcome: Professionally Competent: Analytical

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

**Outcome Status:** Active

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

## Assessment Tools

**Exam/Quiz - In Course** - Embedded questions in test in FINC 260 Business Finance. (Active)

**Target:** 75% of students to score at two-thirds and higher.

**Schedule for Data Collection:** Per semester

**Schedule for Data Analysis & Reporting:** 9/1/2013

## Related Courses

**FINC 260** - Business Finance

## Related Goals

# Program (COB) - UG Business

College of Business

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

Program (COB) - UG Business

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

## Outcome: Professionally Competent: Oral Communication

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

**Outcome Status:** Active

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

### Assessment Tools

**Capstone Assignment** - Recorded student presentations in BUSN 492 using rubric (Active)

**Target:** We want 80% of teams to score an average of 80% or higher on rubric

**Schedule for Data Collection:** Spring 2014

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

### Related Courses

**BUSN 110** - Introduction to Business

**BUSN 492** - Snr Cpstne:Strategy & Implment

### Related Goals

College of Business

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

Program (COB) - UG Business

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

## Outcome: Professionally Competent: Written Communication

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

**Outcome Status:** Active

**Start Date:** 12/01/2012

### Assessment Tools

**Capstone Assignment** - Selected writing assignment (Active)

**Target:** Average of 80% proficiency

**Schedule for Data Collection:** Annually

**Schedule for Data Analysis & Reporting:** August 2013, 2014, 2015, 2016

### Related Courses

# Program (COB) - UG Business

**BUSN 492** - Snr Cpstne:Strategy & Implment

## Related Goals

College of Business

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

Program (COB) - UG Business

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

## Outcome: Ethically Grounded

Demonstrate core ethical competencies.

**Outcome Status:** Active

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

## Assessment Tools

**Student Self Assessment** - A survey to determine the extent to which students' attitudes towards business change over the semester. (Active)

**Target:** To be determined.

**Schedule for Data Collection:** Per semester

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

## Related Courses

**BUSN 290** - Business Ethics

## Related Goals

College of Business

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

Program (COB) - UG Business

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

## Outcome: Globally Engaged

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

**Outcome Status:** Active

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

## Assessment Tools

**Student Self Assessment** - Cultural Intelligence survey. Knowledge and Strategy Dimensions. (Active)

**Target:** Improvement of 10% points in both dimensions.

**Schedule for Data Collection:** Annual

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

# Program (COB) - UG Business

## Related Courses

**GBSN 300** - Global Business - (1 - Introduced, 2 - Reinforced)

## Related Goals

College of Business

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

Program (COB) - UG Business

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

## Outcome: Socially Responsive

Reflects awareness of social needs and responsibilities.

**Outcome Status:** Active

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

## Assessment Tools

**Student Self Assessment** - Cultural Intelligence survey. Drive and Action dimensions. (Active)

**Target:** Improvement of 10% points in both dimensions.

**Schedule for Data Collection:** Annual

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

## Related Goals

College of Business

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

Program (COB) - UG Business

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

## Outcome: Servant Leaders: Teams

Demonstrate the ability to be an effective member of a team

**Outcome Status:** Active

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

## Assessment Tools

**Capstone Assignment** - Student peer assessments of team participation in BUSN 492 (Active)

**Target:** The team member rubric includes 12 parts, each with a possible 5 points (60 points total). We want 75% of students to score at 42 or higher.

**Schedule for Data Collection:** December 2012

**Schedule for Data Analysis & Reporting:** August 2013

## Related Courses

# Program (COB) - UG Business

**BUSN 492** - Snr Cpstne:Strategy & Implment - (1 - Introduced, 2 - Reinforced)

## Related Goals

College of Business

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

Program (COB) - UG Business

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

## Outcome: Servant Leaders: Leadership

Demonstrate the ability to be an effective servant leader

**Outcome Status:** Active

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

## Assessment Tools

**Capstone Assignment** - Student peer assessments of team participation in BUSN 492 (Active)

**Target:** The servant leadership rubric includes 23 parts, each with a possible 4 points (92 points total). We want 75% of students to score at 69 or higher.

**Schedule for Data Collection:** December 2012

**Schedule for Data Analysis & Reporting:** August 2013

## Related Courses

**BUSN 492** - Snr Cpstne:Strategy & Implment - (1 - Introduced, 2 - Reinforced)

## Related Goals

College of Business

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

Program (COB) - UG Business

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

## Outcome: Stakeholder Satisfaction

Students and alumni will demonstrate satisfaction with program quality

**Outcome Status:** Active

**OutcomeType:** Departmental Goal

**Start Date:** 12/20/2013

## Assessment Tools

**Survey** - Graduating student survey (Active)

**Target:** Maintain business student satisfaction at 80% or higher

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

**Schedule for Data Analysis & Reporting:** May 2013

# Program (COB) - UG Business

**Survey - Alumni satisfaction survey (Active)**

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

**Schedule for Data Collection:** October 2013

**Schedule for Data Analysis & Reporting:** October 2013

## Related Goals

Program (COB) - UG Business

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

## Outcome: Student Engagement

Business students will engage in one or more high impact student engagement practice.

**Outcome Status:** Active

**OutcomeType:** Departmental Goal

**Start Date:** 01/01/2014

## Assessment Tools

**Exam/Quiz - National/State** - National Survey of Student Engagement (NSSE) (Active)

**Target:** 85% business seniors participating in one or more high impact engagement practice

**Schedule for Data Collection:** Fall 2013

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

**Field Placement/Internship Evaluation** - Number of students taking an internship for academic credit. (Active)

**Target:** Non-decreasing total each year.

**Schedule for Data Collection:** Summer

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

## Related Goals

Program (COB) - UG Business

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

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

## Outcome: Management: Core and Applied Knowledge

Students will demonstrate understanding of foundational management and leadership concepts and theories and apply them to personal development and managerial problems.

**Outcome Status:** Active

**Start Date:** 03/02/2015

## Assessment Tools

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

**Target:** 55% on business leadership and management components of the exam

**Schedule for Data Collection:** April 2015

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

# Program (COB) - UG Business

## Exam/Quiz - In Course - Pre and post Test on management theories in MGMT 260. (Active)

**Target:** 20% improvement between pre and post test.

**Schedule for Data Collection:** March 2015

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

**Related Documents:**

[26 Pre and Post](#)

## Student Self Assessment - Self-Assessment Exercises MGMT 300 (Active)

**Target:** 80% average score

**Schedule for Data Collection:** Each semester

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

## Group Project - Strategic Planning Exercise (Active)

**Target:** 80% average score on rubric.

**Schedule for Data Collection:** Spring 2015

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

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

**Target:** 55% or higher on related topics

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

## Related Goals

Program (COB) - UG Business

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

## Outcome: Entrepreneurship: Applied Knowledge

Students will apply knowledge to the creation and evaluation of entrepreneurial ventures.

**Outcome Status:** Active

**Start Date:** 03/02/2015

## Assessment Tools

### Writing Assignment - Business model canvass (ENTR 400). (Active)

**Target:** 80% at 80% or greater

**Schedule for Data Collection:** Spring 2015

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

### Writing Assignment - Development of a cash-flow statement (ENTR 410). (Active)

**Target:** 80% at 80% proficiency level

**Schedule for Data Collection:** Fall 2015

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

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

**Target:** 55% or higher on related competencies

**Schedule for Data Collection:** April 2015

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



# Program (COB) - UG Business

## Related Goals

Program (COB) - UG Business

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

## Outcome: Global Business: Applied Knowledge

Students will demonstrate understanding of key global business concepts and demonstrate the ability to adapt to Diverse cultural environments.

**Outcome Status:** Active

**Start Date:** 03/01/2015

## Assessment Tools

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

**Target:** 55% on global component

**Schedule for Data Collection:** Spring 2015

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

**Field Placement/Internship Evaluation** - All global students will complete an International residency through field study, IBI Institute or an approved alternative. (Active)

**Target:** Monitor annual international educational experiences.

**Schedule for Data Collection:** End of each academic year.

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

## Related Goals

Program (COB) - UG Business

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

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

## Outcome: Marketing: Applied Knowledge

Students will demonstrate knowledge of important marketing concepts and the ability to apply those concepts to marketing projects.

**Outcome Status:** Active

**Start Date:** 01/12/2015

## Assessment Tools

**Exam/Quiz - In Course** - Principles Test in Marketing Research course (Active)

**Target:** Average 70% correct

**Schedule for Data Collection:** 2015

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

**Group Project** - Project grid, Marketing 480 Marketing Management and Strategy (Active)

**Target:** 80% average score

**Schedule for Data Collection:** Spring, 2015

# Program (COB) - UG Business

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

**Field Placement/Internship Evaluation** - Completion of MKTG 485 project course (Active)

**Target:** 100% of enrolled students will pass the course.

**Schedule for Data Collection:** Spring 2015

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

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

**Target:** 55%

**Schedule for Data Collection:** April 2015

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

## Related Goals

Program (COB) - UG Business

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

## Outcome: Finance: Applied Knowledge

Students will demonstrate knowledge of finance concepts and apply those concepts to financial problems and projects.

**Outcome Status:** Active

**Start Date:** 04/01/2015

## Assessment Tools

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

**Target:** 55% or above

**Schedule for Data Collection:** May 2015

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

**Exam/Quiz - In Course** - FINC 300 final exam (Active)

**Target:** 80% at B- or better grade

**Schedule for Data Collection:** April 2015

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

**Capstone Assignment** - Investment Project Finance 450 Investment (Active)

**Target:** 80% at B- or better

**Schedule for Data Collection:** Sspring 2015

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

## Related Goals

Program (COB) - UG Business

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

## Outcome: Accounting: Applied Knowledge

Students will demonstrate knowledge of core concepts and apply that knowledge in real life settings.

# Program (COB) - UG Business

**Outcome Status:** Active

**Start Date:** 04/01/2015

## Assessment Tools

### Field Placement/Internship Evaluation - Accounting internships (Active)

**Target:** 50% participation by senior year.

**Schedule for Data Collection:** May 2015

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

### Exam/Quiz - National/State - Peregrine Test (Active)

**Target:** 55% or above on accounting portion of the course

**Schedule for Data Collection:** April 2015

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

### Writing Assignment - Accounting Ethics Paper ACCT 373 (Active)

**Target:** 80% at B- or above

**Schedule for Data Collection:** Spring 2015

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

## Related Goals

Program (COB) - UG Business

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

## Outcome: Business Administration:

Applied Knowledge Students will demonstrate knowledge of the foundation of business administration.

**Outcome Status:** Active

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

**Start Date:** 04/17/2017

## Assessment Tools

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

**Target:** 55% or above on Total, Accounting, Management, and Marketing

**Schedule for Data Collection:** Each semester BUSN 486 is offered.

**Schedule for Data Analysis & Reporting:** End of each semester

## Outcome: Financial Planning

Students will demonstrate knowledge of concepts and ethical considerations related to financial planning.

**Outcome Status:** Active

**OutcomeType:** Student Learning Outcome

**Start Date:** 09/01/2021

## Assessment Tools

**Exam/Quiz - National/State** - Questions from Peregrine Exam. Topics to be evaluated include Business Ethics, Business Finance,

# Program (COB) - UG Business

Economics, and Macroeconomics. (Active)

**Target:** Average for majors above 55%.

**Schedule for Data Collection:** End of each semester after Peregrine is administered.

**Schedule for Data Analysis & Reporting:** Annually.

**Field Placement/Internship Evaluation - CFP Exam Pass Rate (Active)**

**Target:** National pass rate = 64%. Our target will be 65%.

**Schedule for Data Collection:** Annually from graduates.

**Schedule for Data Analysis & Reporting:** Annually.

## *Related Goals*

Program (COB) - UG Business

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