

Assessment Plan

2021-22



BUS - Doctor of Business Administration

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 With 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: ==Educational==

- Integrate faith, moral character and sound ethical reasoning into practice
- Understand the important issues and trends facing organizations in an increasingly global society
- Be equipped with the concepts, theories and methodologies that enable them to conduct organizational research
- Master cross-cultural competencies that enable them to lead diverse groups in a global society
- Develop academic research and scholarship, business research and strategy

==Professional==

- Lead organizational and societal change efforts
- Understand the practice and theory of business, improving personal effectiveness by applying insights from a variety of academic disciplines
- View business and academe from a variety of disciplinary and historical perspectives
- Prepare students to become academics and business professionals
- Acquire additional expertise in selected subject areas tailored to individual interests (marketing, leadership, nonprofit, enterprise development, crisis management, accounting)
- Demonstrate effective instructional strategies and practices acquired through mastering management and marketing and accounting teaching and hands-on experience

Assessment Lead: Nate Peach

Outcome: Professionally Competent: Functional competence

Students will demonstrate an in-depth understanding of one functional area of business.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Start Date: 09/01/2012

Assessment Tools

Portfolio Review - Functional course completion. The Functional Core is the 701 - 707 sequence of 21 credits.

(Active)

Target: 90% passing rate

Schedule for Data Collection: June 1, 2013

Schedule for Data Analysis & Reporting: September 1, 2013

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Related Documents:

[DBA Comp Rubric.doc](#)

Related Goals

College of Business

COB: Professional Competence - Graduates are professionally competent

Mission Elements

Core Theme 2.2 - GFU students apply professional competence by successfully obtaining entrance to graduate school, additional preparation, and/or successful employment in the field

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COB: Professional Competence - Graduates are professionally competent

Outcome: Professionally Competent: Scholarly Research

Demonstrate the ability to conduct scholarly research.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Start Date: 09/01/2012

Assessment Tools

Portfolio Review - Dissertation completion (Active)

Target: 90% pass rate

Schedule for Data Collection: April and December of each year

Schedule for Data Analysis & Reporting: August of each year

Writing Assignment - Review of Quantitative Research Paper from BUSD 716. Paper contains an Introduction, Lit Review, Measures, Data Analysis, and Discussion and Conclusion. Papers will be evaluated with an external rubric. (Active)

Target: Average score above 85%.

Schedule for Data Collection: End of semester when course is offered.

Schedule for Data Analysis & Reporting: Annually in May.

Related Goals

College of Business

COB: Professional Competence - Graduates are professionally competent

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COB: Professional Competence - Graduates are professionally competent

Outcome: Professionally Competent: Consumers of Research

Demonstrate the ability to recognize and utilize quality research.

Outcome Status: Active

OutcomeType: Student Learning Outcome

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Assessment Tools

Writing Assignment - Comprehensive exams (Active)

Target: 50% pass rate on first take, 100% on second

Schedule for Data Collection: June 1

Schedule for Data Analysis & Reporting: September 1

Related Goals

College of Business

COB: Professional Competence - Graduates are professionally competent

BUS - Doctor of Business Administration

COB: Professional Competence - Graduates are professionally competent

Outcome: Professionally Competent: Teach business content

Demonstrate the ability to teach business content

Outcome Status: Active

OutcomeType: Student Learning Outcome

Start Date: 09/01/2012

Assessment Tools

Field Placement/Internship Evaluation - Portfolio evaluation and supervisor interview in Business Teaching Practicum 723. (Active)

Target: 100% of students will successfully complete the Business Teaching Practicum

Schedule for Data Collection: June 1

Schedule for Data Analysis & Reporting: September 1

Related Goals

College of Business

COB: Professional Competence - Graduates are professionally competent

Mission Elements

Core Theme 2.1 - GFU students demonstrate competence in their respective fields of study by obtaining licensure or credentials needed to practice.

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COB: Professional Competence - Graduates are professionally competent

Outcome: Ethically Grounded: Faith and Ethics Integration

Students will understand how to integrate Christian faith & ethics into business practice & the classroom

Outcome Status: Active

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OutcomeType: Student Learning Outcome

Assessment Tools

Portfolio Review - Ethics statement in teaching portfolio, supervisor evaluation (Active)

Target: 100% pass rate

Schedule for Data Collection: June 1, 2013

Schedule for Data Analysis & Reporting: September 1, 2013

Related Goals

College of Business

COB: Ethical Grounding - Graduates are ethically grounded

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COB: Ethical Grounding - Graduates are ethically grounded

Outcome: Globally engaged

Demonstrate an understanding of global trends and issues and their implications for business practices.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

BUSD 706 - International Business

Related Goals

College of Business

COB: Global Engagement - Graduates are globally engaged

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COB: Professional Competence - Graduates are professionally competent

COB: Global Engagement - Graduates are globally engaged

Outcome: Socially Responsive: Social awareness

Reflects awareness of social needs and responsibilities

Outcome Status: Active

OutcomeType: Student Learning Outcome

Start Date: 09/01/2012

Assessment Tools

Writing Assignment - Completion of BUSD 707 social responsibility assignment (Active)

Target: 90% pass rate

Schedule for Data Collection: June 1, 2013

Schedule for Data Analysis & Reporting: September 1, 2013

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Related Courses

BUSD 701 - Faith & Spiritual in Business

BUSD 707 - Ethics & Moral Decisn in Busn

Related Goals

College of Business

COB: Social Responsiveness - Graduates are socially responsive

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COB: Social Responsiveness - Graduates are socially responsive

Outcome: Servant Leaders: Effective Leadership

Demonstrate an understanding of the principles of effective leadership

Outcome Status: Active

OutcomeType: Student Learning Outcome

Start Date: 09/01/2012

Related Goals

College of Business

COB: Servant Leadership - Graduates are servant leaders

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COB: Servant Leadership - Graduates are servant leaders

Outcome: Servant Leadership: Effective team member

The student will demonstrate the ability to be an effective team member as part of an instructional team.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Start Date: 09/01/2012

Assessment Tools

Portfolio Review - On-site supervisor evaluation BUSD 723, Business Teaching Practicum (Active)

Target: 100% positive supervisor evaluaiton

Schedule for Data Collection: June 1, 2013

Schedule for Data Analysis & Reporting: September 1, 2013

Related Goals

College of Business

COB: Servant Leadership - Graduates are servant leaders

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COB: Servant Leadership - Graduates are servant leaders

Outcome: Servant Leadership: Principles

Students will demonstrate an understanding of the principles of effective leadership

Outcome Status: Active

OutcomeType: Student Learning Outcome

Start Date: 09/09/2012

Assessment Tools

Capstone Assignment - BUSD 702 Course Completion (Active)

Target: 90% completion rate

Schedule for Data Collection: September 1, 2013

Schedule for Data Analysis & Reporting: September 1, 2013

Related Goals

College of Business

COB: Servant Leadership - Graduates are servant leaders

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COB: Servant Leadership - Graduates are servant leaders

Outcome: Stakeholder Satisfaction

Current students will demonstrate satisfaction with the quality of the DBA program.

Outcome Status: Active

OutcomeType: Departmental Goal

Start Date: 02/28/2013

Assessment Tools

Survey - Annual student satisfaction survey (Active)

Target: 80% or higher satisfaction rate

Schedule for Data Collection: February 2013, 2014

Schedule for Data Analysis & Reporting: February 2013, 2014

Related Goals

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COB: Professional Competence - Graduates are professionally competent