

Assessment Plan

2021-22



BUS - Undergraduate Business Programs

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

Assessment Lead: 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: Total scores for Peregrine exam would be greater than ACBSP institutions in the Western Region.

Schedule for Data Collection: Each semester

Schedule for Data Analysis & Reporting: August of each year.

Related Courses

ACCT 271 - Principles Financial Account

ACCT 272 - Principles Managerial Account

ACCT 275 - Field Experience

BUSN 110 - Introduction to Business

BUS - Undergraduate Business Programs

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

BUS - Undergraduate Business Programs

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

College of Business

BUS - Undergraduate Business Programs

COB: Professional Competence - Graduates are professionally competent

BUS - Undergraduate Business Programs

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

BUS - Undergraduate Business Programs

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

BUSN 492 - Snr Cpstne:Strategy & Implment

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Related Goals

College of Business

COB: Professional Competence - Graduates are professionally competent

BUS - Undergraduate Business Programs

COB: Professional Competence - Graduates are professionally competent

Outcome: Ethically Grounded

Demonstrate knowledge of core ethical concepts

Outcome Status: Active

Start Date: 09/01/2012

Assessment Tools

Exam/Quiz - National/State - Scores on Business Ethics component of Peregrine Exam. (Active)

Target: Score higher than institutions in ACBSP's Western Region.

Schedule for Data Collection: Each semester

Schedule for Data Analysis & Reporting: Annually in August.

Related Courses

BUSN 290 - Business Ethics

Related Goals

College of Business

COB: Ethical Grounding - Graduates are ethically grounded

BUS - Undergraduate Business Programs

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

Exam/Quiz - National/State - Scores on Global Dimensions of Business component of Peregrine Exam. (Active)

Target: Score higher than institutions in ACBSP's Western Region.

Schedule for Data Collection: Each semester.

Schedule for Data Analysis & Reporting: Annually in August.

Related Courses

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BUSN 300 - Global Business - (1 - Introduced, 2 - Reinforced)

Related Goals

College of Business

COB: Global Engagement - Graduates are globally engaged

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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% in both dimensions.

Schedule for Data Collection: Annual

Schedule for Data Analysis & Reporting: Summer

Student Self Assessment - We have embedded questions in the end of year survey to elicit students' reflection on how their experiences in the COB have influenced their social awareness. The questions can be found in the Google Drive and in the Results section under 2020 - 2021. (Active)

Target: 60% of students agreeing that their experiences in the COB have increased their empathy, appreciation of cultural diversity, awareness of social inequities, and the role of power in business.

Schedule for Data Collection: Each year at the end of the spring semester.

Schedule for Data Analysis & Reporting: Summer of each year.

Related Goals

College of Business

COB: Social Responsiveness - Graduates are socially responsive

BUS - Undergraduate Business Programs

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

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score at 42 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

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COB: Servant Leadership - Graduates are servant leaders

Outcome: Servant Leaders: Leadership

Demonstrate knowledge of effective leadership concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Start Date: 09/01/2012

Assessment Tools

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

Target: Score on Business Leadership component of Peregrine Exam is greater than ACBSP institutions in the Western Region.

Schedule for Data Collection: Each semester

Schedule for Data Analysis & Reporting: Annually in August.

Related Courses

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

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

Students and alumni will demonstrate satisfaction with program quality

Outcome Status: Active

OutcomeType: Departmental Goal

Start Date: 12/20/2013

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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

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

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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

BUS - Undergraduate Business Programs

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

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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

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

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

Target: 55% or higher on related topics

Schedule for Data Analysis & Reporting: May 2015

Related Goals

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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

Related Goals

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COB: Professional Competence - Graduates are professionally competent

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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

BUS - Undergraduate Business Programs

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 - National/State - Peregrine (Active)

Target: 55% or higher on Peregrine Test Marketing topic.

Schedule for Data Collection: April 2015

Schedule for Data Analysis & Reporting: May 2015

Survey - Questionnaire administered in MKTG 300 and MKTG 450. 22 questions for leader and 22 questions for team. Prompts mirror one another. (E.g., I put the team's interests above my own and He/She puts the team's interests above his/her own.) The leader Questionnaire can found under Related Documents and Google Drive. (Active)

Target: In the preliminary stages of this instrument. Will gather data to determine an appropriate Target.

Schedule for Data Collection: Each semester

Schedule for Data Analysis & Reporting: Annual

Related Documents:

[MKTG Servant Leadership Questionnaire.pdf](#)

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Related Goals

BUS - Undergraduate Business Programs

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: 65% 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

BUS - Undergraduate Business Programs

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.

Outcome Status: Active

Start Date: 04/01/2015

Assessment Tools

Field Placement/Internship Evaluation - Accounting intenships (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

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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

BUS - Undergraduate Business Programs

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, 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

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BUS - Undergraduate Business Programs

COB: Professional Competence - Graduates are professionally competent