

# Assessment Plan

2018-19



## Program (COB) - 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

# Program (COB) - Doctor of Business Administration

## Related Documents:

[DBA Comp Rubric.doc](#)

**Portfolio Review** - Student portfolio review. Review of a paper. (Active)

**Target:** 80% rated as satisfactory

**Schedule for Data Collection:** June 1

**Schedule for Data Analysis & Reporting:** September 1

**Writing Assignment** - Comprehensive Essay (Active)

**Target:** 90% pass rate on functional questions

**Schedule for Data Collection:** June 1

**Schedule for Data Analysis & Reporting:** September 1

## Related Documents:

[DBA Comp Rubric.doc](#)

## Related Goals

College of Business

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

Core Themes

**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

**Portfolio Review** - Portfolio review of selected course papers. (Active)

**Target:** 80% performing at 80% or better on rubric

**Schedule for Data Collection:** Summer 2013

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

## Related Goals

College of Business

# Program (COB) - Doctor of Business Administration

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

Program (COB) - Doctor of Business Administration

**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

### Assessment Tools

**Writing Assignment** - Comprehensive exams (Active)

**Target:** 90% pass rate on research question

**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

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**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

**Writing Assignment** - Teaching units (Active)

**Target:** 80% pass external review

**Schedule for Data Collection:** June 1

**Schedule for Data Analysis & Reporting:** September 1

# Program (COB) - Doctor of Business Administration

## Related Goals

College of Business

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

Core Themes

**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

**OutcomeType:** Student Learning Outcome

## Assessment Tools

**Writing Assignment** - CSR question on Comprehensive Exams. (Active)

**Target:** 90% pass rate

**Schedule for Data Collection:** Every other month

June 1

**Schedule for Data Analysis & Reporting:** September 1 2013

**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

## Assessment Tools

**Exam/Quiz - In Course** - Successful completion of the International Business course, BUSD 706. (Active)

**Target:** 90% pass rate, first time taking the course

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**Schedule for Data Collection:** June 1  
**Schedule for Data Analysis & Reporting:** September 1

## Related Goals

College of Business

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

Program (COB) - Doctor of Business Administration

**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

## Related Goals

College of Business

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

Program (COB) - Doctor of Business Administration

**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

## Assessment Tools

**Writing Assignment** - Comprehensive exam question--management and leadership (Active)

**Target:** 90% pass rate

**Schedule for Data Collection:** June 1

**Schedule for Data Analysis & Reporting:** September 1

# Program (COB) - Doctor of Business Administration

## Related Goals

College of Business

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

Program (COB) - Doctor of Business Administration

**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 evaluation

**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

Program (COB) - Doctor of Business Administration

**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

# Program (COB) - Doctor of Business Administration

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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

Program (COB) - Doctor of Business Administration

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