



School of Business Undergraduate Portfolio Graduation Requirement **Updated March 7, 2008**

As noted in the catalog, an objective of the undergraduate business program is to prepare students for positions in commercial and not-for profit organizations by providing them the basic knowledge of how these organizations function and equipping them with the necessary competencies to work effectively. The Bachelor of Business Administration degree includes the requirement that all students produce a portfolio demonstrating attainment of critical competencies. These competencies include:

- (1) leadership
- (2) critical/creative thinking
- (3) effective communication (written and oral)
- (4) team effectiveness
- (5) taking initiative and managing change

In addition, graduates are required to demonstrate attainment of general knowledge outcomes and core values in:

- (1) ethical practice and professional conduct
- (2) use of contemporary technologies and embracing technological innovation
- (3) global perspective
- (4) lives of service to the community
- (5) interconnected perspective integrating liberal arts with professional business education

Why a portfolio? The purpose of the portfolio is to help you, the student, engage in a reflective process whereby you demonstrate attainment of competencies, general knowledge outcomes, and core values while also pondering the larger vision of your educational experience.

What is a portfolio? A portfolio is a collection of selected student work primarily organized around the above competencies, general knowledge outcomes and core values. The School of Business requires that the portfolio be web-based. A portfolio is designed to demonstrate attainment of academic and perhaps personal development during the undergraduate years. A variety of items may be used to demonstrate attainment of core competencies, general knowledge outcomes, and core values. These are at the discretion of the student and include papers, presentations, testimonials, achievements, experiences, internships, and evidence of service.

How do I build a portfolio? Begin by enrolling in BUSA 201 (or BUSA 200 for transfer students). This will help introduce you to portfolio requirements. You will want to read, research, and consider your own goals, strengths, weaknesses, opportunities, and

challenges. Then begin to inventory where you are and select evidence that demonstrates your attainment of the competencies, general knowledge outcomes, and core values identified above. As you reflect and build an action plan that is to be developed over time, you are ready to begin the electronic portion of your portfolio. More information on the portfolio development process is available at www.plu.edu/~myersgm/Portfolios/portfolio_requirement.htm (that space is an underscore not a space.) The actual construction of the portfolio site can be accomplished using Uedit. To get started with Uedit, you will need your ePass username and password. To access Uedit and start building your portfolio, please go to <http://chili.plu.edu/uedit>. In order to post your portfolio materials to the PLU server, you will need to register your website. Do this by going to <https://weblogin.plu.edu/>. Registering your website may take up to 24 hours. Each semester consider what should be added from your courses, activities, and personal achievements to the portfolio demonstrating attainment of competencies, general knowledge outcomes, and core values. Note that the portfolio is not designed to be a compendium of only “excellent” work, nor is it designed to be a repository for all of your academic work. The materials in the portfolio should represent progress over time as well as achievement of a given level of competence or capability. Your portfolio should also include your reflection on future goals. Sample portfolios may be found at www.plu.edu/~andrewla and <http://www.plu.edu/~neallm/home.html>.

When is the portfolio due? Your portfolio is submitted twice. The first is a preliminary submission the semester before your intended semester of graduation. At that time, you will receive recommendations for improvement before your final portfolio submission. The final submission is in your last semester. **Portfolios that meet all requirements at the preliminary submission stage will have the final submission waived.** In this case however, you are encouraged to keep your portfolio up-to-date as you finish your degree and use the portfolio to discuss your skills, abilities, and successes in the professional employment hiring process. The due dates for portfolio submission are:

Graduation Date	May/August	December/January
Preliminary Submission	October 15	March 15
School of Business Review	by November 15	by April 15
Final Submission	March 15	October 15
School of Business Review	by April 15	by November 15

How do I submit my portfolio? You will submit your portfolio by going to <http://www.plubusa.org/portfoliosubmission/index.php>. There you will complete a submission form which will ask your name, email, expected graduation date, ID# and the URL for your e-Portfolio. Once submitted you should expect to receive all feedback and grading via email.

What should be in my portfolio? Your portfolio should include general information about you including name, e-mail address, and School of Business concentration. You should then demonstrate through your words, images, and attachments how you have attained competencies in the areas identified at the beginning of this document, namely (1) leadership, (2) critical/creative thinking, (3) effective communication (written and oral), (4) team effectiveness, (5) taking initiative and managing change. In addition, please demonstrate general knowledge outcomes and core values in (6) ethical practice and professional conduct, (7) use of contemporary technologies and embracing technological innovation, (8) global perspective, (9) lives of service to the community, and (10) interconnected perspective integrating liberal arts with professional business education. Your portfolio should include reflection on who you are, what you are about, and what various aspects of your education mean to you and your future. An important aspect of the portfolio is how you have and will capitalize on your strengths, improve weaknesses, seize opportunities, and deal with challenges. This is what moves the portfolio from a simple collection of documents to deeply reflective consideration of who you are and what you are seeking to become. Since the portfolio is a public document, please be careful not to include such personal information as home address or phone number. Your portfolio should include only those things which are pertinent to professional and career development.

How will my portfolio be assessed? The School of Business will electronically review your portfolio and inform you whether it is unacceptable, acceptable, or superior. As a business major, you will not meet all of your graduation requirements until your portfolio is assessed by the School of Business and found to be acceptable or superior. You will be informed in writing that you have or have not met the portfolio requirement according to the dates above for School of Business review. The quantity of evidence provided will vary and evidence for some outcomes may be more voluminous than others. Sheer volume of material is not necessarily better. The School of Business evaluation of the portfolio is to determine whether the preponderance of evidence indicates whether you do in fact demonstrate attainment of competencies, knowledge outcomes, and core values.

What if I have questions? Please review the web links found in this document, review your notes from your BUSA 200 or 201 discussion on the portfolio, or consult your advisor. We wish your every success and look forward to your portfolio demonstrating attainment of core competencies.