

# Assessment: Annual Report



## Program (BUS) - Entrepreneurship CRT

**Unit Mission:** The mission of the certificate of achievement program in entrepreneurship is to provide students with an introduction to small business ownership and developing business ideas. Students will start a business or prepare to pursue their education at the associate level in entrepreneurship or related business areas at GBC.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p><b>Business fundamentals</b> - Explain business fundamentals  <b>Outcome Status:</b> Active  <b>Frequency of Assessment:</b> 2015-2016  <b>Start Date:</b> 09/07/2015</p>	<p><b>Assignment - Written</b> - Hewlett Packard Case Study in MGT 201 Case focuses on the decision Meg Whitman made retaining the PC division as it was the major revenue generator and decisions needed to be made to improve the stream.  <b>Criterion:</b> Average score of 70% or higher by the students completing the assignment.</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes                      The average score of students completing the assignment was 82.8%                      Yes, the students who submitted papers did well.                      (06/14/2016)</p>	
<p><b>Create a business plan</b> - Create a workable business, marketing, and organizational plan  <b>Outcome Status:</b> Active  <b>Frequency of Assessment:</b> 2016-2017  <b>Start Date:</b> 09/12/2016</p>	<p><b>Assignment - Written</b> - "Game Day Bus" assignment from BUS 102  <b>Criterion:</b> Students submitting a paper on the assignment will score a 70% or better.</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes                      The students who completed the assignment scored an average of 86% on the assignment.                       Overall the class average score was 79%                       Yes, the students who submitted papers did well.                      (06/14/2016)</p>	<p><b>Action:</b> I will be changing the textbook in BUS 102 over the summer of 2016. This case will not be used, but another case from the new textbook will be substituted. (06/14/2016)</p>
<p><b>Identify Budgets and Financial Statements</b> - Identify Budgets and Financial Statements.  <b>Outcome Status:</b> Active  <b>Frequency of Assessment:</b> 2017-2018  <b>Start Date:</b> 09/11/2017</p>	<p><b>Assignment - Written</b> - Problem 1-3 Homework Assignment from ACC 201                      This problem has the students identify and then assemble Budgets and Financial Statements at a rudimentary level.</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes                      The average score of students completing the assignment was 90%                      Yes, the students who submitted papers did well.                      (06/14/2016)</p>	

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
	<p><b>Criterion:</b> Students submitting papers on the assignment will score a 70% or better.</p> <p><b>Survey</b> - The outcome will be measured and assessed indirectly by way of a "Pre-Post Questionnaire" given to each student in his or her first semester and in the last semester of his or her program. Differences in the scores of these beginning students and the graduating students will then be analyzed on an ongoing basis.</p> <p><b>Criterion:</b> No specific quantitative criterion is specified at this time. However, we expect to see a difference in the self-declared levels of learning declared by the students from the start of their program to the end of their program.</p> <p><b>Notes:</b> For years 2018-19 and 2019-20, the plan will be reviewed with an eye toward revising the learner outcomes, measurements, and criteria as necessary.</p>	<p><b>Reporting Period:</b> 2015-2016</p> <p><b>Criterion Met:</b> Yes No specific quantitative criterion is specified at this time. However, we expect to see a difference in the self-declared levels of learning declared by the students from the start of their program to the end of their program.</p> <p>Yes, We offered the survey but no one took the survey this Spring 2016 semester. (06/14/2016)</p>	<p><b>Action:</b> We will continue the efforts of asking the students to take the survey each semester to gather data. (06/14/2016)</p>