

# Assessment: Assessment Plan



## Program (BUS) - AAS- Entrepreneurship Emphasis

**Unit Mission:** The mission of the associate of applied science degree in entrepreneurship is to provide students with practical competencies in developing their own business ideas with plans to implement their ideas, enabling them to succeed in the modern business environment as business owners, or to prepare students to pursue their education at the baccalaureate level at GBC.

### Outcome: Developing a business plan

Develop an idea for a small business into a quality, workable business plan.

**Outcome Status:** Active

**Assessment Year:** 2016-2017

**Start Date:** 09/07/2015

#### Assessment Measures

**Assignment - Project** - Business Plan Assignment from MGT 103

Prepare a business plan for a business you are interested in, that would be presented to possible investors for financing or investment. The business may be real or one that you make up. Be creative and have some fun with it. (Active)

**Criterion:** Students who submit a written business plan will score 70% or higher on the assignment.  
The Fall 2016 Students who submitted a completed Business Plan scored an 81%

**Survey** - 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.

In the Fall of 2016 the Business Survey showed New Students at 2.5 and no Graduating Students completed the survey. (Active)

**Criterion:** 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.

### Outcome: Human relations

Apply effective human relations and communications skills.

**Outcome Status:** Active

**Assessment Year:** 2016-2017

**Start Date:** 09/05/2016

#### Assessment Measures

**Written Test/Exam** - Students that take the Exam covering Chapter 11 "Build, Maintain and Thrive with a Winning Team" (Active)

**Criterion:** Students taking the exam will score an average of 70% on the exam.

**Written Test/Exam** - 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. (Active)

**Criterion:** 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.

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## Outcome: Starting a small business

Conceptualize venture capitalization, management issues, and marketing problems related to starting a small business.

**Outcome Status:** Active

**Assessment Year:** 2018-2019

**Start Date:** 01/22/2018

### *Assessment Measures*

**Assignment - Written** - Read the Business Plan "Game Day Bus" in your appendix of the book on page 312-330. After your review of the textbook, apply the principles to one of the attached business plans listed below to prepare a Business Plan Review. (Active)

**Criterion:** Students will score a 70% or better on the papers they submit looking at the sample cases and finding the faults with recommendations on ways to improve the business plan.

**Survey** - 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. (Active)

**Criterion:** 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.

**Notes:**