

Assessment: Program 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: 2015-2016

Start Date: 09/07/2015

Assessment Measures

Assignment - Project - Business Plan Assignment from MGT 103

Students will prepare a business plan for a business that they are interested in, that would be presented to possible investors for financing or investment.

(Active)

Criterion: Students who submit a written business plan will score 70% or higher on the assignment.

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.

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 - Exam covering Chapter 11 "Build, Maintain and Thrive with a Winning Team" from BUS 201 (Active)

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

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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.

Outcome: Starting a small business

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

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/04/2017

Assessment Measures

Assignment - Written - "Game Day Bus" assignment from BUS 102

(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: 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.

Outcome: Hands-on business experience

Experience first-hand running a business in a virtual environment.

Outcome Status: Active

Assessment Year: 2011-2012