

Assessment: Program Assessment Plan



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.

Outcome: Business fundamentals

Explain business fundamentals

Outcome Status: Active

Assessment Year: 2015-2016

Start Date: 09/07/2015

Assessment Measures

Assignment - Written - 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. (Active)

Criterion: The students in the class will achieve a grade of 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: Create a business plan

Create a workable business, marketing, and organizational plan

Outcome Status: Active

Assessment Year: 2016-2017

Start Date: 09/12/2016

Assessment Measures

Assignment - Written - "Game Day Bus" assignment from BUS 102 (Active)

Criterion: Students who complete the business plan review will score 70% or higher on their paper.

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.

Program (BUS) - Entrepreneurship CRT

Outcome: Identify Budgets and Financial Statements

Identify Budgets and Financial Statements.

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/11/2017

Assessment Measures

Assignment - Written - 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.
(Active)

Criterion: The students submitting the assignment will score a 70% or greater.

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: Market research and analysis

Market research and analysis

Outcome Status: Active

Assessment Year: 2011-2012

Outcome: Marketing strategies

Marketing strategies

Outcome Status: Active

Assessment Year: 2011-2012

Outcome: Raise venture capital

Raise venture capital

Outcome Status: Active

Assessment Year: 2011-2012

Outcome: Start a new venture

Start and grow a new venture

Outcome Status: Active

Assessment Year: 2011-2012