

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>
Business fundamentals - Explain business fundamentals Outcome Status: Active Assessment Year: 2015-2016 Start Date: 09/07/2015	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. 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.	Reporting Period: 2016-2017 Criterion Met: No The Fall 2016 results of the Business Department Survey showed that no Students completed the survey. (06/20/2017)	Action: We will continue to offer the survey in the Fall and Spring Semesters. So no changes in this area are planned in the coming year. We hope to see more participation. (06/20/2017)
	Exam - BUS 201 Exam one covering Chapter 9 "The Organization Plan" and Chapter 10 "The Financial Plan". Criterion: The students in the class will achieve a grade of 70% or higher on the assignment	Reporting Period: 2016-2017 Criterion Met: Yes The Spring, 2017 students that completed the exam earned an average of 80.27%. (06/20/2017)	Action: This case is a very good example of students needing to analyze the correct motivation strategy in employment cases. No changes are planned for this assignment. (06/20/2017)