

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>Business fundamentals - Explain business fundamentals (BUS 201) Outcome Status: Active Assessment Year: 2018-2019</p>	<p>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.</p>	<p>Reporting Period: 2018-2019 Criterion Met: 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 2019 semester. (06/05/2019)</p>	<p>Action: We will continue the efforts of asking the students to take the survey each semester to gather data. (06/05/2019)</p>
	<p>Assignment - Written - Apple Case Study in MGT 201</p> <p>Case focuses on the decisions that Apple has made to maintain a major competitive advantage over its peers.</p> <p>Criterion: Average score of 70% or higher by the students completing the assignment.</p>	<p>Reporting Period: 2018-2019 Criterion Met: Yes The average score of students completing the assignment was 81.08% the high was 100 the low was 33 Yes, the students who submitted papers did well. (06/05/2019)</p>	<p>Action: The 5 students that did not participate, are a concern. We continually see students who sign up for a class and then not do the work. (06/05/2019)</p>