

Assessment: Annual Report



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.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>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</p>	<p>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.</p> <p>Criterion: Students who submit a written business plan will score 70% or higher on the assignment. Notes: Business Plan Assignment from MGT 103</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes The Fall 2016 Students who submitted a completed Business Plan scored an 81% (06/19/2017)</p>	<p>Action: We are updating the textbook to a new addition, but this assignment will remain a key part of the class. (06/19/2017)</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</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes and No In the Fall of 2016 the Business Survey showed New Students at 2.5 and no Graduating Students completed the survey. (06/19/2017)</p>	<p>Action: We plan to continue offering the Business Department Survey in the Fall and Spring Semester each year. We are hoping to see an increase in participation by the students. (06/19/2017)</p>

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from the start of their program to the end of their program.