

# Assessment: Course Four Column



## Courses (BUS) - Business

### BUS 102: Intro to Entrepreneurship

<i>Course Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p><b>Analyze and develop ideas for business opportunities</b> - Analyze and develop ideas for business opportunities</p> <p><b>Course Outcome Status:</b> Active</p> <p><b>Next Assessment:</b> 2021-2022</p> <p><b>Start Date:</b> 10/06/2017</p>	<p><b>Exam</b> - Exam 2, Case and Discussions</p> <p><b>Criterion:</b> The Exam 2 tests the student's assessment of the business idea, the market potential, and protecting the idea. Each exam is composed of a variety of question types (true/false, multiple choice, fill in the blank, and/or short answer essay).</p> <p>The Case Study p. 477 of the textbook describes an entrepreneur who is trying to take their idea to market. The students are to assess the entrepreneur's preparation and issues the entrepreneur will face when meeting with investors.</p> <p>Discussion topics are chosen to develop critical thinking skills regarding a business function. Each topic is designed to force the student to make a choice and then support it while also engaging peers who may hold a contrary viewpoint. This reinforces their skills of critical thinking and appropriate</p>	<p><b>Reporting Period:</b> 2016-2017</p> <p><b>Criterion Met:</b> N/A</p> <p>In this course the average score on Exam 2 was a 76% out of 100. Two students did not attempt the exam, Two students had the course high of 96% and the low score of those attempting the exam was 66%.</p> <p>The Case study in Week 12 provides and opportunity to for students to use the knowledge in the class to analysis a business case. The class average score for the class was 68.27%. This low score was impacted by 5 students not submitting an assignment.</p> <p>Student discussion participation has been quite high with 14 of the 18 students engaged. There are 50 points available in each discussion and student's average score based on the rubric is 30.55 points with no student not earning any points for their participation. Engagement criteria are significant to increase the joint learning opportunity.</p> <p>Discussion 1, focus on the personal traits need to be successful as an entrepreneur. This assessment helps the students with learning the skills needed to be successful in business.</p> <p>Discussion 2 has the student watch a TED talk about "the why" people are motivated to buy one product over the other. Pitfalls in marketing plans impact their business idea decision making which involves their critical thinking.</p>	<p><b>Action:</b></p> <p>This course was developed in Summer of 2016 and in reviewing the IDEA scores from Fall 2016 I am pleased with this course. The students rated the course a 4.2.</p> <p>In previous semesters students were expected to write a business plan, but they had no experience with business plans or basic business concepts. Because of this, the students stumbled on the basic concept of business vernacular and business ideas.</p> <p>The course has been developed to solve the issue of key concepts by having the student research and write a paper on the component of the business plan.</p> <p>One area of concern that I am watching is the lack of participation by some students. The IDEA scores indicate that the student felt challenged, but I worry that some may have not</p>

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	communications.	Discussion 3 places the student in the position of defending a successful advertising campaign. This forces the student to consider their marketing plan from an investor perspective and consider if it is written at the appropriate level, tone, and contains the content needed for investment consideration. (10/09/2017)	been willing to put forth the needed research to find answers. While it is understandable that some students are not motivated, finding the reason “why” could shed light on issues students face. (10/09/2017)
<p><b>Components of a business concepts and models</b> - Understand the components of a business concepts and models</p> <p><b>Course Outcome Status:</b> Active</p> <p><b>Next Assessment:</b> 2021-2022</p> <p><b>Start Date:</b> 10/09/2017</p>	<p><b>Exam</b> - Exam 1 &amp; 3</p> <p><b>Criterion:</b> The Exam 1 tests the student’s assessment of the Entrepreneurship at the individual and corporate level. Exam 3 Starts the discussion of Marketing and Operational Plans. Each exam is composed of a variety of question types (true/false, multiple choice, fill in the blank, and/or short answer essay).</p> <p>Business Plan Papers</p> <p>The students are to research and find answers to the following business plan components. This is to help them in future classes that involve writing a business plan.</p> <p>Paper #1 is Finding Market Research, Paper #2 is Assessing Risk and Paper #3 is Assessing the Competition.</p>	<p><b>Reporting Period:</b> 2016-2017</p> <p><b>Criterion Met:</b> N/A</p> <p>In this course the average score on Exam 1 was a 73.77% out of 100. One student did not attempt the exam, Two students had the course high of 94% and the low score of those attempting the exam was 54%.</p> <p>On Exam 3 was a 65.88% out of 100. Four students did not attempt the exam, Two students had the course high of 96% and the low score of those attempting the exam was 54%.</p> <p>The average score for paper #1 was 65.88% for Paper #2 69.72% and for paper #3 70.94% The reason for the low scores were five or six students did not submit an assignment. When you remove those that did not participate from the sample the scores are 96.5% (10/09/2017)</p>	<p><b>Action:</b> The Business Plan Papers section of the course has been developed to solve the issue of key concepts by having the student research and write a paper on the component of the business plan. This program will continue and I am pleased because I see progress in their business ideas in other classes such as MGT 103. (10/09/2017)</p>
<p><b>Internet to gather resources</b> - Use the internet to gather resources to do “due diligence” on business concepts and models</p> <p><b>Course Outcome Status:</b> Active</p> <p><b>Next Assessment:</b> 2021-2022</p> <p><b>Start Date:</b> 10/09/2017</p>	<p><b>Assignment - Written</b> - Case</p> <p><b>Criterion:</b> The Case Study p. 477 of the textbook describes an entrepreneur who is trying to take their idea to market. The students are to assess the entrepreneur’s preparation and issues the entrepreneur will face when meeting with investors.</p> <p>Discussions</p>	<p><b>Reporting Period:</b> 2016-2017</p> <p><b>Criterion Met:</b> N/A</p> <p>The Case study in Week 12 provides an opportunity to for students to use the knowledge in the class to analysis a business case. The class average score for the class was 68.27%. This low score was impacted by 5 students not submitting an assignment.</p> <p>Student discussion participation has been good with 14 of the 18 students engaged. There are 50 points available in each discussion and student’s average score is 30.55 points</p>	<p><b>Action:</b></p> <p>One area of concern that I am watching is the lack of effort in student’s research. I am modifying one to the first written assignments to have the students prepare a compare contrast essay with two articles they have researched. To help them learn the difference between a blog or an writers opinion vs a solid article</p>

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	<p>Discussion topics are chosen to develop critical thinking skills regarding a business function. Each topic is designed to force the student to make a choice and then support it while also engaging peers who may hold a contrary viewpoint. This reinforces their skills of critical thinking and appropriate communications.</p> <p>Business Plan Papers The students are to research and find answers to the following business plan components. This is to help them in future classes that involve writing a business plan. Paper #1 is Finding Market Research, Paper #2 is Assessing Risk and Paper #3 is Assessing the Competition.</p>	<p>with no student not earning any points for their participation..</p> <p>Discussion 1, focus on the personal traits need to be successful as an entrepreneur. This assessment helps the students with learning the skills needed to be successful in business.</p> <p>Discussion 2 has the student watch a TED talk about “why” people are motivated to buy one product over the other. The purpose is to expose pitfalls in marketing plans which impact business ideas and business decision making.</p> <p>Discussion 3 places the student in the position of defending a successful advertising campaign. This forces the student to consider their marketing plan from an investor perspective and consider if it is written at the appropriate level, tone, and contains the content needed for investment consideration.</p> <p>The average score for paper #1 was 65.88% for Paper #2 69.72% and for paper #3 70.94% The reason for the low scores were five or six students did not submit an assignment. When you remove those that did not participate from the sample the scores are 96.5% (10/09/2017)</p>	<p>from a business magazine. (10/09/2017)</p>