

Assessment: Course Four Column



Courses (BUS) - Business

BUS 201:Entrepreneurship II

<i>Course Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Identify entrepreneurial opportunities - Demonstrate how to identify entrepreneurial opportunities Course Outcome Status: Active Next Assessment: 2022-2023</p>	<p>Exam - Discussion 1 & Exam 1 Criterion: 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>The Exam 1 tests the student's assessment of the business idea, organizational plan and financial structure. 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>Reporting Period: 2016-2017 Criterion Met: N/A</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 communications.</p> <p>The Exam 1 tests the student's assessment of the business idea, organizational plan and financial structure. Each exam is composed of a variety of question types (true/false, multiple choice, fill in the blank, and/or short answer essay). (04/05/2018)</p>	<p>Action: This course was developed in Summer of 2016. I look forward to reviewing the IDEA scores from Spring 2016. Based upon the BUS 102 numbers I am hopeful that students will be pleased with this course. This course uses the balance of the BUS 102 Textbook which saves students money preventing them from having to purchase two textbooks.</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 review cases and write a paper on the key concept of the case. The point I am reinforcing is the need for a solid business concept, with at</p>

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			<p>least one identifiable revenue stream and a strategy to implement the 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 been willing to put forth the needed to do research to find answers. (04/05/2018)</p>
<p>Evaluate entrepreneurial opportunities - Demonstrate the ability to evaluate entrepreneurial opportunities Course Outcome Status: Active Next Assessment: 2022-2023</p>	<p>Exam - Cases & Entity Exercise and Exam 2 & 3 Criterion: Cases & Entity Exercise, Students are provided cases and an entity exercise to display the concept if assessment of a business opportunity.</p> <p>Exam 2 & 3, The Exam 2 tests the student’s understanding of the sources of capital and the pitfalls of going public. Exam 3 tests the students’ knowledge of Managing growth and succession planning. 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>Reporting Period: 2016-2017 Criterion Met: N/A The case described an entity that was planning to expand. This discussion had the student post their initial thoughts and then discuss with peers the issues. The discussion was worth 50 points. The average score was 29.91 of 50. Two students did not participate.</p> <p>In this course the average score on Exam 2 was a 68.72% out of 100. Two students did not attempt the exam, The course high of 98% and the low score of those attempting the exam was 60%.</p> <p>On Exam 3 the average score is 68.18% Two students did not attempt the exam, The course high of 100% and the low score of those attempting the exam was 46%. (04/05/2018)</p>	<p>Action: This case will continue. The case has generated a lot of discussion among the class even in other assignments. (04/05/2018)</p>
<p>Business plan focused on a specific opportunity - Create a business plan focused on a specific opportunity. Course Outcome Status: Active Next Assessment: 2022-2023</p>	<p>Exam - Business Plan and Exam 4 Criterion: Business Plan Components The students are provided four papers to develop understanding of key business skills on specific issues in business plans. The first is the</p>	<p>Reporting Period: 2016-2017 Criterion Met: N/A The students are provided four papers on key aspects of business plans. The scores for the papers are as follows #1 Legal Organization. Average Score 77% one student did not submit.</p>	<p>Action: 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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	<p>Legal Organization, the second is Obtaining Grants and Loans, the third is Pressures of Growth, and the Fourth paper is Growth through Joint Ventures.</p> <p>Exam 4</p> <p>The Exam 4 tests the student's assessment of the Entrepreneurship of what has been covered in the textbook. While the exam is comprehensive over chapters 9-15, the exam focus on key concepts in each chapter. In the course 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>#2 Obtaining Grants and Loans Average Score 68.63% Three students did not submit.</p> <p>#3 Pressures of Growth Average Score 74.72% One student did not submit.</p> <p>#4 Growth through Joint Ventures. Average Score 79.54% One student did not submit.</p> <p>Student performance on exams typically improves as the course progresses, although each exam is structure in the same manner.</p> <p>In this course the average score on Exam 4 was a 63% out of 100. Two students did not attempt the exam, The course high of 90% and the low score of those attempting the exam was 64%. (04/05/2018)</p>	<p>been willing to put forth the needed research to find answers. (04/05/2018)</p>
<p>Implement the business plan - Understand how to implement the business plan Course Outcome Status: Active Next Assessment: 2022-2023</p>	<p>Discussion - Discussion 2</p> <p>Business Plan Components</p> <p>Criterion: NA</p>	<p>Reporting Period: 2016-2017 Criterion Met: N/A</p> <p>Student discussion participation has been good with 8 of the 11 students engaged. There are 50 points available in each discussion and student's average score is 28.18 points with no student not earning any points for their participation..</p> <p>Discussion 2 has the student review an angel investor case and decide if the angel investor is a good choice for the business to expand.</p> <p>The students are provided four papers on key aspects of business plans. The scores for the papers are as follows #1 Legal Organization. Average Score 77% one student did not submit. #2 Obtaining Grants and Loans Average Score 68.63% Three students did not submit. #3 Pressures of Growth Average Score 74.72% One student did not submit. #4 Growth through Joint Ventures. Average Score 79.54%</p>	<p>Action: This case will continue. The case has generated a lot of discussion among the class even in other assignments</p> <p>Discussion Questions are an excellent indicator of student learning and engagement. While they enjoy the topics many do not have the depth of understanding that is needed to critically analyze a business idea.</p> <p>In future semesters, I will need to provide some gentle comments to help bring key concepts to the forefront of the discussion. (04/05/2018)</p>

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One student did not submit. (04/05/2018)