

# 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><b>Developing a business plan</b> - Develop an idea for a small business into a quality, workable business plan.  <b>Outcome Status:</b> Active  <b>Frequency of Assessment:</b> 2015-2016  <b>Start Date:</b> 09/07/2015</p>	<p><b>Assignment - Project</b> - 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><b>Criterion:</b> Students who submit a written business plan will score 70% or higher on the assignment.</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes            Class score on assignment 75.05%</p> <p>Of those who submitted the assignment 90.36%</p> <p>Yes, those who completed the work did well on the assignment. (06/13/2016)</p>	
<p><b>Human relations</b> - Apply effective human relations and communications skills.  <b>Outcome Status:</b> Active  <b>Frequency of Assessment:</b> 2016-2017  <b>Start Date:</b> 09/05/2016</p>	<p><b>Written Test/Exam</b> - Exam covering Chapter 11 "Build, Maintain and Thrive with a Winning Team" from BUS 201  <b>Criterion:</b> Students taking the exam will score an average of 70% on the exam.</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes            Class score on the Exam 77.50%</p> <p>Of those who took the Exam 86.16%</p> <p>Yes, those who completed the exam did well. (06/13/2016)</p>	
<p><b>Starting a small business</b> - Conceptualize venture capitalization, management issues, and marketing problems related to starting a small business.  <b>Outcome Status:</b> Active  <b>Frequency of Assessment:</b> 2017-2018  <b>Start Date:</b> 09/04/2017</p>	<p><b>Assignment - Written</b> - "Game Day Bus" assignment from BUS 102  <b>Criterion:</b> Students will score a 70% or better on the papers they submit looking at the sample cases and finding the faults with</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes            Class score on assignment 79.5%</p> <p>Of those who submitted the assignment 86.0%</p> <p>Yes, those who completed the work did well on the assignment. (06/13/2016)</p>	<p><b>Action:</b> The case "Game Day Bus" will not continue because I am changing textbooks in the Fall of 2016.</p> <p>A new case will be substituted from the new textbook for use in</p>

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
	<p>recommendations on ways to improve the business plan.</p> <p><b>Survey</b> - 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.</p> <p><b>Criterion:</b> 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><b>Notes:</b> For years 2018-19 and 2019-20, the plan will be reviewed with an eye toward revising the learner outcomes, measurements, and criteria as necessary.</p>	<p><b>Reporting Period:</b> 2015-2016</p> <p><b>Criterion Met:</b> Yes</p> <p>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. (06/13/2016)</p>	<p>future semesters. (06/13/2016)</p> <p><b>Action:</b> We will continue the efforts of asking the students to take the survey each semester to gather data. (06/13/2016)</p>