

Assessment: Assessment Plan



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.

Outcome: Business fundamentals

Explain business fundamentals (BUS 201)

Outcome Status: Active

Assessment Year: 2016-2017

Start Date: 01/23/2017

Assessment Measures

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. (Active)

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.

Exam - BUS 201 Exam one covering Chapter 9 "The Organization Plan" and Chapter 10 "The Financial Plan". (Active)

Criterion: The students in the class will achieve a grade of 70% or higher on the assignment

Outcome: Create a business plan

Create a workable business, marketing, and organizational plan (MGT 103)

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/12/2016

Assessment Measures

Assignment - Written - Students will read the Business Plan "Game Day Bus" in your appendix of the book on page 312-330. This plan shows the authors idea's of where a business plan needs improvements. After your review of the textbook, apply the principles to one of the attached business plans listed below to prepare a Business Plan Review to find and correct the faults. (Active)

Criterion: Students who complete the business plan review will score 70% or higher on their paper.

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. (Active)

Criterion: The results of the Business Department Survey will be reported.

Program (BUS) - Entrepreneurship CRT

Outcome: Identify Budgets and Financial Statements

Identify Budgets and Financial Statements (ACT 201)

Outcome Status: Active

Assessment Year: 2018-2019

Start Date: 09/11/2017

Assessment Measures

Assignment - Written - Problem 1-3 Homework Assignment from ACC

This problem has the students identify and then assemble Budgets and Financial Statements at a rudimentary level. (Active)

Criterion: The students submitting the assignment will score a 70% or greater.

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. (Active)

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.

Notes: 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.