

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>
Developing a business plan - Develop an idea for a small business into a quality, workable business plan. Outcome Status: Active Assessment Year: 2018-2019	Assignment - Project - Business Plan Assignment from MGT 103 which is to develop an idea for a small business that you want to work. Business Plan Assignment from MGT 103. Students are to prepare a modified business plan. This assignment includes Market Analysis, Competition and Marketing Strategy. Criterion: Students who submit a written business plan will score 70% or higher on the assignment.	Reporting Period: 2018-2019 Criterion Met: Yes Class score on assignment 75.05% Of those who submitted the assignment 90.36% Yes, those who completed the work did well on the assignment. (06/06/2019)	Action: This project is the mainstay of the course and will remain. It is challenging for students who do not work on the project throughout the semester. (06/06/2019)
	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: Survey is offered in each class each semester.	Reporting Period: 2018-2019 Criterion Met: Yes Six new students have taken the survey and ranked themselves a 4.0 as the specific quantitative criterion. One graduating student ranked themselves as a 4.3 at this specified time. This is what we expect to see at the end of their program. Yes, We offered the survey in the Spring of 2019, and six students took the survey as their initial 1st semester. The ranking on a scale of 1-5 was a 4. One student graduating ranked themselves a 4.3. (06/06/2019)	Action: We will continue the efforts of asking the students to take the survey each semester to gather data. (06/06/2019)