

ASSESSMENT PLAN
Spring 2020 – Summer 2021

Business Undergraduate: Entrepreneurship Concentration
(Instructional Degree Program)

BBA
(Degree Level)

Program Mission:

The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible decision makers, managers, leaders and agents of economic and social betterment in today's changing global business environment.

Student Learning Outcome 1:

Students will explain how entrepreneurs and businesses innovate, plan and execute projects.

Traits Linked to Student Learning Outcome 1:

Mastery of Content, Knowledge and Skills
Effective Communication Skills
Critical and Reflective Thinking Skills
Effective Use of Technology
Qualitative or Quantitative Analysis
Teamwork

First Means of Assessment for Outcome 1:

Score on project management life cycle and tactical project plan in BMIS 4800, Project Management. Criterion measure: 75% of students will score 70% or better = criterion measure met.

Second Means of Assessment for Outcome 1:

Score on reaction paper in which students will analyze an entrepreneurial case study in business and technology current events in MGMT 4310, Entrepreneurial Forum. Criterion measure: 75% of students will score 70% or better = criterion measure met.

Student Learning Outcome 2:

Students will analyze ethical issues in entrepreneurship.

Traits Linked to Student Learning Outcome 2:

Effective Communication Skills
Critical and Reflective Thinking Skills
Team Work
Quantitative or Qualitative Analysis

First Means of Assessment for Outcome 2:

Ethical dilemma case study in MGMT 4510, Entrepreneurship. Criterion measure: 75% of students will score 70% or better = criterion measure met.

Second Means of Assessment for Outcome 2:

Assignment related to ethical issues in MKTG 4460, Social Media. Criterion measure: 75% of students will score 70% or better = criterion measure met.

Student Learning Outcome 3:

Students will use marketing concepts and strategies to analyze marketing problems and develop strategy in the entrepreneurial setting.

Traits Linked to Student Learning Outcome 3:

Mastery of Content, Knowledge and Skills
Effective Communication Skills
Critical and Reflective Thinking Skills
Effective Use of Technology
Team Work
Quantitative or Qualitative Analysis

First Means of Assessment for Outcome 3:

Business plan development in MGMT 4510, Entrepreneurship. Criterion measure: 75% of students will score 70% or better = criterion measure met.

Second Means of Assessment for Outcome 3:

Marketing project in MKTG 4460, Social Media. Criterion measure: 75% of students will score 70% or better = criterion measure met.