

ASSESSMENT PLAN
Spring 2020 – Summer 2021

Business Undergraduate: Entrepreneurship Concentration
(Instructional Degree Program)

MBA
(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 reaction paper in which students will analyze an entrepreneurial case study in business and technology current events in MGMT 5310, Entrepreneurial Forum. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Second Means of Assessment for Outcome 1:

Presentations of entrepreneurial cases in business and technology current events in MGMT 5310, Entrepreneurial Forum. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Student Learning Outcome 2:

Students will identify concepts of project planning and organization, budgeting/control, and project life cycles.

Traits Linked to Student Learning Outcome 2:

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

First Means of Assessment for Outcome 2:

Case study in MGMT 5510, Entrepreneurship. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Second Means of Assessment for Outcome 2:

Final exam in MGMT 5510, Entrepreneurship. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Student Learning Outcome 3:

Students will analyze complex marketing problems and marketing information to develop marketing strategies.

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
Qualitative or Quantitative Analysis
Teamwork

First Means of Assessment for Outcome 3:

Exam scores in MKTG 6510, Managerial Internet Marketing Strategies. Criterion Measure: 75% of students will score 80% or better = meets the outcome.

Second Means of Assessment for Outcome 3:

Comprehensive marketing project in MKTG 6510, Managerial Internet Marketing Strategies. Criterion Measure: 75% of students will score 80% or better = meets the outcome.