

**Assessment Report
Fall 2019 – Spring 2020**

BBA – Entrepreneurship
(Instructional Degree Program)

Undergraduate
(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 Specifically 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 = meets the outcome.

Summary of Data:

BMIS 4800 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	26	26	0	100.0%
Spring 2020	23	22	1	95.7%
Total	49	48	1	98.0%

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 = meets the outcome.

Summary of Data:

MGMT 4310 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion

Fall 2019	28	26	2	92.9%
Spring 2020	28	26	2	92.9%
Total	56	52	4	92.9%

Interpretation of Results for Outcome 1:

Regarding the first means of assessment, all the students met the criterion in Fall 2019 and 1 out of 23 did not meet the criterion in Spring 2020. The student who did not meet the criterion did not follow the instructions. Moving forward, the instructor will stress that students should follow the instructions closely.

The examination of ‘real-world’ case studies is critical to the understanding of entrepreneurship. The ability to think about and discuss successes and failures in entrepreneurship helps to sharpen student creativity and craft their business acumen. Students scored an average of 92.9% in this means of assessment for the Fall 2019/Spring 2020 academic year. Thus, we will continue to monitor this assessment.

Student Learning Outcome 2:

Students will analyze ethical issues in entrepreneurship.

Traits Specifically Linked to Student Learning Outcome 2:

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

First Means of Assessment for Outcome 2:

Ethical dilemma case study in MGMT 4510 Entrepreneurship (Only offered during the Spring semesters).

Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

MGMT 4510 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2020	21	20	1	95.2%
Total	21	20	1	95.2%

Second Means of Assessment for Outcome 2:

Assignment related to ethical issues in MKTG 4460 Social Media (Only offered during the Spring semesters).

Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

MKTG 4460 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2020	20	20	0	100.0%
Total	20	20	0	100.0%

Interpretation of Results for Outcome 2:

The examination of ethics in 'real-world' case studies is critical to entrepreneurship. It is crucial for students to understand the importance of ethics in the successes and failures in entrepreneurship. Students scored an average of 100% in this means of assessment for the Fall 2019 and Spring 2020 semesters. Thus, we will continue to monitor this assessment.

Ethics, as related to entrepreneurship, is an important topic for students to understand and gain an appreciation for. Students overwhelmingly met SLO 2. Given the importance of business ethics, we will continue to monitor this assessment.

Student Learning Outcome 3:

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

Traits Specifically Linked to Student Learning Outcome 3

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

First Means of Assessment for Outcome 3:

Business plan development in MGMT 4510 Entrepreneurship (Only offered during the Spring semesters).

Criterion measure: 75% of students will score 70% or better = criterion measure met.

Summary of Data:

MGMT 4510 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2020	21	21	0	100.0%
Total	21	21	0	100.0%

Second Means of Assessment for Outcome 3:

Marketing project in MKTG 4460 Social Media (Only offered during the Spring semesters).

Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

MKTG 4460 (SLO3 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2020	20	20	0	100.0%
Total	20	20	0	100.0%

Interpretation of Results for Outcome 3:

A business plan is a very important and strategic tool for entrepreneurs. A good business plan not only helps entrepreneurs focus on the specific steps necessary for them to make business ideas succeed, but it also helps them to achieve short-term and long-term objectives. Students scored an average of 100% in this means of assessment for the Spring 2020 semester. The instructor will continue to stress the importance of a business plan, and provide resources to students to draft one.

Students overwhelmingly met SLO3. Marketing is critical to the success of any entrepreneurial endeavor and students demonstrated an appreciation for marketing and the ability to apply marketing concepts in the context of entrepreneurship.