

**Assessment Report  
Fall 2020 – Spring 2021**

**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 2020	14	13	1	92.9%
Spring 2021	24	21	3	87.5%
Total	38	34	4	89.5%

**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 2020	15	13	2	86.7%
Spring 2021	23	20	3	87.0%
Total	38	33	5	86.8%

**Interpretation of Results for Outcome 1:**

A detailed understanding of the phases of a project life cycle is critical for successful project management. Furthermore, a successful project manager must factor in the roles of stakeholders, contributors, budget, and timeline into the project life cycle. Students scored an average of 89.5% during the Fall 2020/Spring 2021 academic year on this means of assessment. Thus, given the importance of this topic in project management, the instructor will continue monitoring this assessment.

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 86.8% in this means of assessment for the Fall 2020/Spring 2021 academic year. Thus, the instructor 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 2021	9	8	1	88.9%
Total	9	8	1	88.9%

**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 2021	9	9	0	100.0%
Total	9	9	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 88.9% in this means of assessment for the Spring 2021 semester. Thus, the instructor will continue to monitor this assessment.

Students in MKTG 4460 Social Media were overwhelmingly successful in meeting SLO 2. Ethics in business and entrepreneurship are important for students to gain an appreciation for. Ethics make good business.

### **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 2021	9	8	1	88.9%
Total	9	8	1	88.9%

### **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 2021	9	9	0	100.0%
Total	9	9	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 88.9% in this means of assessment for the Spring 2021 semester. The instructor will continue to stress the importance of a business plan, and provide resources to students to draft one.

Marketing is imperative for the success of entrepreneurial endeavors. Students overwhelmingly were successful at demonstrating their ability to take marketing concepts to develop strategy as applied in the entrepreneurial setting.