

Entrepreneurship BBA

Demonstrate Knowledge of Entrepreneurship Core Concepts And Principles

Goal Description:

Students should demonstrate a thorough understanding of basic entrepreneurship core concepts and principles, as reflected in the ten steps to entrepreneurial success framework.

Providing Department: Entrepreneurship BBA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Identify Risk and Risk Management

Learning Objective Description:

Students should be able to identify the nature and type of risks an organization faces, and should be able to determine the appropriate responses to risks in case studies and the real world.

RELATED ITEM LEVEL 2

Demonstrate Knowledge of Legal, Personnel, Administrative, and Risk Management Planning

Indicator Description:

Student teams will complete a project to develop a legal, administrative, personnel, and risk management plan for a hypothetical startup venture.

Criterion Description:

All students will complete a business risk management project including this criterion, with at least 75% meeting or exceeding expectations. BUAD 4345

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

Action H1 Project - Legal, Personnel, Administrative, and Risk Management Plan

Action Description:

The relevant Entrepreneurship faculty will revise and create new assessment criterion that match the new and revised Entrepreneurship program. This program will focus on the skills that today's student will need to be successful in the business world. These skills will focus on hands on knowledge that will give the Sam Houston State University graduate the advantage upon graduation.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

Continue to emphasize ongoing improvement in written and oral expression and financial skills.

Participate in writing improvement/enhancement project.

Further enhance unit on financial reporting and management in BUAD 4348.

Develop internship program as alternative to BUAD 4348.

Update of Progress to the Previous Cycle's PCI:

A complete program review is in progress including a review of the goals and learning objectives for the major. This new plan will be in place for the next cycle.

New Plan for Continuous Improvement Item

Closing Summary:

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The relevant Entrepreneurship faculty will revise and create new assessment criterion that match the new and revised Entrepreneurship program. This program will focus on the skills that today's student will need to be successful in the business world. These skills will focus on hands on knowledge that will give the Sam Houston State University graduate the advantage upon graduation.