

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 including customer discovery, opportunity identification, team building, project management, marketing, business model development, ideation, new venture finance, and legal dynamics of starting and running a business.

Providing Department: Entrepreneurship BBA

Progress: Completed

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. These assessments and action steps will include empirical and normative evaluation strategies as well as scenario planning.

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:

Students will be assessed individually and as a group to determine understanding of risk management. Data will be compared across instructors and semesters.

RELATED ITEM LEVEL 3

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

Action Description:

The LPARMP has included an increased focus on the ethical dimensions of the decision-making process in Entrepreneurship I, II, and III. ENT I now focuses on the Legal and RM component and ENT II and III incorporate the Personnel and Administrative components within the Legal and RM framework.

Group and individual assignments will be used to gauge the number of students who meet or exceed expectations and compare those results to the previous structure.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

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.

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 of Progress to the Previous Cycle's PCI:

The Entrepreneurship program continued to shift to real world application and moving beyond campus to engage the business community. To accomplish this our students were asked to develop and launch companies that would extend beyond their time in class. We brought in guest speakers who represented different areas of entrepreneurship, engaged in small business consulting projects, and made site visits to new and scaling businesses.

New Plan for Continuous Improvement Item

Closing Summary:

We continued to review our three core entrepreneurship courses to include more real-world applications and engagement as well as a more cohesive transition between the three courses. Entrepreneurship I includes foundational concepts, Entrepreneurship II builds on those concepts while introducing financial and risk management lessons, and Entrepreneurship III students continue to put those lessons into practice, not by building their own businesses this time, but by serving as a consultant for another entrepreneurial endeavor.