

***Online Assessment Tracking Database***

Sam Houston State University (SHSU)  
*2014 - 2015*

**Entrepreneurship BBA**

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<b>Goal</b>	<b>Entrepreneurship Core Concepts And Principles</b> 🔑 Students should demonstrate a thorough understanding of basic entrepreneurship core concepts and principles, as reflected in the ten steps to entrepreneurial success framework.
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<b>Objective (L)</b>	<b>Step 06 - Cost Control</b> 🔑 Students should be able to demonstrate an understanding of financial statements and how to interpret them, and how to establish and maintain proper controls over costs.
<b>Indicator</b>	<b>Embedded Exam Questions - Cost Control</b> 🔑 Student performance on embedded examination questions regarding this objective.
<b>Criterion</b>	<b>Class Average On Embedded Exam Questions - Cost Control</b> 🔑 The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 FINC 4310
<b>Finding</b>	<b>Cost Control Criterion Met</b> 🔑 Tested in FINC 4315. Average 94.3%. Criterion Met.

There are no actions for this objective.

<b>Objective (L)</b>	<b>Step 02 - Improvement In Industry Knowledge, Creativity, And Innovation</b> 🔑 Building upon their self-evaluation, students should be able to develop and implement plans to improve their knowledge of the industry in which their proposed business opportunity lies, as well as their skills at creativity and innovation.
<b>Indicator</b>	<b>Embedded Questions - Self Improvement</b> 🔑 Student performance on embedded examination questions regarding this objective.
<b>Criterion</b>	<b>Performance On Embedded Questions - Self Improvement</b> 🔑 The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348
<b>Finding</b>	<b>Improvement In Knowledge Criterion Met</b> 🔑 Tested in BUAD 3345, fall 2014. 83.4% correct answers. Criterion met.

There are no actions for this objective.

<b>Objective (L)</b>	<b>Step 08 - Risk Recognition And Response</b> 🔑 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.
<b>Indicator</b>	<b>Embedded Exam Questions - Risk Management</b> 🔑 Student performance on embedded examination questions regarding this objective.
<b>Criterion</b>	<b>Class Average On Embedded Questions - Risk Management</b> 🔑 The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 MGMT 4310
<b>Finding</b>	<b>Risk Management Criterion Not Met - MGMT 4310</b> 🔑 Tested in MGMT 4310, spring 2015. 74.7% correct answers. Criterion not met.




There are no actions for this objective.

<b>Objective (L)</b>	<b>Step 07 - Cash And Capital Management</b> 🔑 Students should know how to read and interpret a balance sheet, and what measures to take to improve cash balances and cash flow.
<b>Indicator</b>	<b>Embedded Exam Questions - Cash And Capital Management</b> 🔑 Student performance on embedded examination questions regarding this objective.
<b>Criterion</b>	<b>Class Average On Embedded Questions - Cash And Capital Management</b> 🔑 The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 FINC 4310 MGMT 4310
<b>Finding</b>	<b>Cash Management Criterion Not Met - MGMT 4310</b> 🔑 Tested in MGMT 4310, spring 2015. 72.1% correct answers. Criterion not met.
<b>Finding</b>	<b>Cash Management Criterion Met - FINC 4315</b> 🔑 Tested in FINC 4315. Average 84.7%. Criterion met.





There are no actions for this objective.

<b>Objective (L)</b>	<b>Step 09 - Profitable Growth</b> 🔑
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Students should understand how to create value by growing the entrepreneurial enterprise.

<b>Indicator</b>	<b>Embedded Questions - Growth</b>  Student performance on embedded examination questions regarding this objective.
<b>Criterion</b>	<b>Class Average On Embedded Questions - Growth</b>  The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 MGMT 4310
<b>Finding</b>	<b>Growth Criterion Met - MGMT 4310</b>  Tested in MGMT 4310, spring 2015. 88.4% correct answers. Criterion met.

There are no actions for this objective.

<b>Objective (L)</b>	<b>Step 05 - Entrepreneurial Marketing System</b>  Students should understand the steps of developing an entrepreneurial marketing system--intelligence, analysis, strategy, and tactics--and should be able to develop an effective marketing system to maximize revenues and grow them quickly.
<b>Indicator</b>	<b>Embedded Exam Questions - Marketing</b>  Student performance on embedded examination questions regarding this objective.
<b>Criterion</b>	<b>Class Average On Embedded Exam Questions - Marketing</b>  The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 MGMT 4310
<b>Finding</b>	<b>Marketing Criterion Not Met - MGMT 4310</b>  Tested in MGMT 4310, spring 2015. 74.4% correct answers. Criterion not met.

There are no actions for this objective.

<b>Objective (L)</b>	<b>Step 01 - Self-evaluation</b>  Students should be able to demonstrate an understanding of their own skills, experience, strengths, weaknesses, opportunities, threats, likes, and dislikes.
<b>Indicator</b>	<b>Embedded Questions Regarding Self-Evaluation</b>  Student performance on embedded questions regarding this objective
<b>Criterion</b>	

**Performance On Embedded Questions Regarding Self-Evaluation** 🔑

The class average on individual embedded questions will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 MGMT 4310

**Finding****Self-evaluation Criterion 1 Met** 🔑

Tested in MGMT 4310, Spring 2015. 88.4% correct answers. Criterion met.

**Indicator****Project Assignments - Self Evaluation** 🔑

Students will complete projects to apply knowledge in this area to actual and/or hypothetical situations.

**Criterion****Performance On Project Assignments - Self Evaluation** 🔑

100% of strudents will complete a self-assessment with an average score of 75% or higher.

**Finding****Self-Evaluation Criterion 2 Met** 🔑

Tested in BUAD 3345, fall 2014. 100% of students completed with average score of 85%. Criterion met.

There are no actions for this objective.

**Objective (L)****Step 04 - Strategic Planning** 🔑

Students should be able to develop a strategic and tactical plan for a startup business, including a formal business plan.

**Indicator****Embedded Exam Questions - Strategic Planning** 🔑

Student performance on embedded examination questions regarding this objective.

**Criterion****Class Average On Embedded Questions - Strategic Planning** 🔑

The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 MGMT 4310

**Finding****Strategic Planning Criterion Met** 🔑

Tested in MGMT 4310, spring 2015. 95.0% correct answers. Criterion met.

There are no actions for this objective.

**Objective (L)****Step 10 - Exit Strategy** 🔑

Students should understand how to harvest the value that they have created through an appropriate exit strategy.

**Indicator****Embedded Questions - Exit Strategy** 🔑

Student performance on embedded examination questions regarding this objective.

**Criterion**

**Class Average On Embedded Question - Exit** 🔑

The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 MGMT 4310

**Finding**

**Exit Strategy Criterion Met** 🔑

Tested in MGMT 4310, spring 2015. 95.0% correct answers. Criterion met.

There are no actions for this objective.

**Objective (L)**

**Step 03 - Opportunity Recognition And Evaluation** 🔑

Students should be able to recognize entrepreneurial opportunities and evaluate them based on enjoyability, feasibility, and profitability.

**Indicator**

**Embedded Exam Questions - Opportunity Recognition** 🔑

Student performance on embedded examination questions regarding this objective.

**Criterion**

**Class Average On Embedded Questions - Opportunity Recognition** 🔑

The class average on individual embedded questions regarding this objective will be 75% correct. Each entrepreneurship faculty member will include imbedded questions on each examination. BUAD 3345/4345/4348 MGMT 4310

**Finding**

**Opportunity Recognition Criterion Met** 🔑

Tested in MGMT 4310, spring 2015. 90.7% correct answers. Criterion met.

There are no actions for this objective.

**Goal**

**Critical Thinkers And Decision-Makers** 🔑

Students should be able to demonstrate critical thinking and decision-making skills in applying the core concepts and principles to real world situations.

**Objective (L)**

**Decision Making** 🔑

Students should demonstrate the ability to reach appropriate decisions when faced with common business situations.

**Indicator**

**Projects - Decision Making** 🔑

Student teams are required to complete cases and projects requiring decision making.

**Criterion****Class Average - Decision Making** 🔑

The class average on decision-making projects will be at least 75%. BUAD 3345/4345/4348

**Finding****Decision Making Criterion Met** 🔑

Tested in BUAD 4348, spring 2015. Class average 87%. Criterion met.

There are no actions for this objective.

**Objective (L)****Ethical Behaviour** 🔑

Students should understand the basic principles of ethical behaviour, and should be able to apply those principles to business cases and real world situations.

**Indicator****Entrepreneurial Ethics Projects** 🔑

Students in teams are given ethical problems to evaluate and resolve.

**Criterion****Performance On Ethics Projects** 🔑

All students will complete ethics projects with an average score of 75%.

**Finding****Ethics Criterion Met** 🔑

Tested in BUAD 3345, fall 2014. Average 88.3%. Criterion met.

There are no actions for this objective.

**Objective (L)****Critical Thinking** 🔑

Students should be able to apply critical thinking to real world problems and cases.

**Indicator****Critical Thinking Cases And Projects** 🔑

Student teams are required to complete cases and projects requiring critical thinking.

**Criterion****Class Average - Critical Thinking Projects** 🔑

The class average on critical thinking projects will be at least 75%. BUAD 3345/4345/4348





**Finding****Critical Thinking Criterion Met** 🔑

Tested in BUAD 4348, spring 2015. Average 86.3%. Criterion met.





There are no actions for this objective.

**Goal****Capable Communicators** 🔑

Students should be able to demonstrate superior skills in the areas of written communications, verbal communications, and computer skills.

<b>Objective (L)</b>	<b>Writing Competency</b>  Students will be able to compose effective business messages using accepted standards of English grammar and punctuation, sentence structure and paragraph design.
<b>Indicator</b>	<b>Writing Evaluation</b>  Business communication faculty will assess samples of student writing across the business disciplines for document formatting and for writing quality; subject area instructors will evaluate the content of each sample. The composite performance of the students, as measured by a faculty developed rubric, will indicate the communication competency level.
<b>Criterion</b>	<b>Writing Assessment Results</b>  At least 80% of sampled students must meet expectations on the Writing Assessment Rubric for Business Disciplines. The rubric was developed by the business communications faculty and has three performance elements: format, content/organization, and writing. Reviewers will indicate whether the student writing samples exceed, meet, or are below standard expectations. To insure inter-rater reliability, each sample will be reviewed independently by two reviewers; in the event of disagreement, a third reviewer will perform a final evaluation of the sample.
<b>Finding</b>	<b>Writing Assessment Criterion Not Met</b>  Tested in BUAD 4348. Average 78.8%. Criterion not met.

There are no actions for this objective.

<b>Objective (L)</b>	<b>Computer Competency</b>  Students will be able to use effectively the basic personal computer applications commonly used in business including Microsoft™ Word or other word processor, Microsoft™ Excel or other spreadsheet, and Microsoft™ PowerPoint or other presentation development software.
<b>Indicator</b>	<b>Projects Requiring Computer Competency</b>  Students will complete projects and assignments requiring skills in spreadsheet (Microsoft Excel or equivalent), word processing (Microsoft Word or equivalent), and presentation (Microsoft Power Point or equivalent) software.
<b>Criterion</b>	<b>Performance On Projects - Computer Competency</b>  All students will demonstrate competency with spreadsheet, word processing, and presentation software with a 75% success rate.
<b>Finding</b>	<b>Computer Competency Criterion Met</b>  Tested in FINC 4315. Average 93.5%. Criterion met.



There are no actions for this objective.

<b>Objective (L)</b>	<b>Speaking/Presentation Competence</b> 🔑 Students will be able to speak effectively before a group by connecting with the audience and organizing and presenting the topic accordingly.
<b>Indicator</b>	<b>Oral Presentations</b> 🔑 All entrepreneurship students required to make oral presentations of project assignments.
<b>Criterion</b>	<b>Performance On Oral Presentations</b> 🔑 All students will complete oral presentations with average score of 75%.
<b>Finding</b>	<b>Oral Presentation Criterion Met</b> 🔑 Tested in BUAD 4348. Average 84.5%. Criterion met.

There are no actions for this objective.

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<b>Goal</b>	<b>Useful And Constructive Supplemental And Extracurricular Activities</b> 🔑 The process of entrepreneurship cannot be taught entirely within the classroom, but much be learned thorough experience as well. To that end the program will incorporate mentorships, internships, competitions, and other activiites to enhance the classroom experience.
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<b>Objective (L)</b>	<b>Business Plan Competition</b> 🔑 Initiate and grow a business plan competition schedule to include Elevator Pitch Competition in fall semester, Business Model Canvas competition in January, Business Plan Competition in March, and New Business Competition in June (including the SBDC Incbator occupants).
<b>Indicator</b>	<b>Business Plan Competition In Place</b> 🔑 The business plan competition is in place and students are participating.
<b>Criterion</b>	<b>Business Plan Competition Participation</b> 🔑 At least 10 students participating in annual business plan competition.
<b>Finding</b>	<b>Business Plan Competition Criterion Not Met</b> 🔑 3 students participated in business plan competition in spring 2015. Criterion not met.

There are no actions for this objective.

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**Previous Cycle's "Plan for Continuous Improvement"**

1. Increase emphasis in BUAD 3345 on 1) accounting knowledge required for entrepreneurs and 2) comparative forms of business employed to minimize personal risks.
2. Make room in the BUAD 3345 syllabus for increased emphasis on those two points by reducing coverage of growth and harvest steps to high-level overview, with primary emphasis in BUAD 4345.

**Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.**

1. Element 1 implemented. Scores on cost control and cash flow objectives were satisfactory. Scores on risk management objective were still below the objective, but within 0.3% of the objective, reflecting improvement.
2. Element 2 implemented.

**Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.**

Objective: Writing Competency

Participate in the COBA Writing Improvement program in all classes.

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