

Entrepreneurship BBA

Capable Communicators

Goal Description:

Students should be able to demonstrate superior skills in the areas of written communications, verbal communications, and computer skills. RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Computer Competency

Learning Objective Description:

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.

RELATED ITEM LEVEL 2

Communication - Computer Competency

Indicator Description:

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.

Criterion Description:

All students will demonstrate competency with spreadsheet, word processing, and presentation software with a 75% success rate.

Findings Description:

Student competency with spreadsheet models was tested in BUAD 3345 in the spring semester.

Failed to meet expectations 5 out of 40

Met expectations 30 of 40

Exceeded expectations 5 of 40

The objective was met.

RELATED ITEM LEVEL 1

Speaking/Presentation Competence

Learning Objective Description:

Students will be able to speak effectively before a group by connecting with the audience and organizing and presenting the topic accordingly.

RELATED ITEM LEVEL 2

Communication - Oral Presentations

Indicator Description:

All entrepreneurship students required to make oral presentations of project assignments.

Criterion Description:

All students will complete oral presentations with average score of 75%.

Findings Description:

Students in BUAD 4348 were required to make 25 oral presentations during the spring semester.

Results:

Exceeded expectations 4 of 25

Met expectations 19 of 25

Failed to meet expectations 2 of 25

The criterion was met.

RELATED ITEM LEVEL 1

Writing Competency

Learning Objective Description:

Students will be able to compose effective business messages using accepted standards of English grammar and punctuation, sentence structure and paragraph design.

RELATED ITEM LEVEL 2

Communication - Writing Evaluation

Indicator Description:

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.

Criterion Description:

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.

Findings Description:

Student writings in BUAD 3345 were evaluated by a member of the English faculty during the spring semester. Results were as follows:

Failed to meet expectations 30 out of 40

Met expectations 8 out of 40

Exceeded expectations 2 out of 40

The criterion was not met. Noted as an area requiring further improvement.

Critical Thinkers And Decision-Makers

Goal Description:

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

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Critical Thinking

Learning Objective Description:

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

RELATED ITEM LEVEL 2

Projects - Critical Thinking

Indicator Description:

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

Criterion Description:

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

RELATED ITEM LEVEL 1

Decision Making

Learning Objective Description:

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

RELATED ITEM LEVEL 2

Projects - Decision Making

Indicator Description:

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

Criterion Description:

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

RELATED ITEM LEVEL 1

Ethical Behaviour

Learning Objective Description:

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

RELATED ITEM LEVEL 2

Projects - Entrepreneurial Ethics

Indicator Description:

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

Criterion Description:

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

Findings Description:

Assessed in fall of 2015 in BUAD 3345. Results:

Exceeds expectations 23 of 23

Meets expectations 0 of 23

Below expectations 0 of 23

100% met or exceeded expectations. The criterion is met.

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 entreprneurial success framework.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Step 01 - Self-evaluation

Learning Objective Description:

Students should be able to demonstrate an understanding of their own skills, experience, strengths, weaknesses, opportunities, threats, likes, and dislikes.

RELATED ITEM LEVEL 2

Embedded Questions - Step 01 - Self-Evaluation

Indicator Description:

Student performance on embedded questions regarding this objective

Criterion Description:

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

Findings Description:

Evaluated using embedded in spring semester in BUAD 3345. Results were:

Correct 70 of 78 89.7%

Incorrect 8 of 78, 10.3%

The criterion is met.

RELATED ITEM LEVEL 2

Projects - Step 01 - Self Evaluation

Indicator Description:

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

Criterion Description:

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

Findings Description:

Evaluated using self-assessment project in BUAD 3345 in fall 2015.

Completed assignment 23 of 23

Exceeds expectations 21 of 23

Meets expectations 1 of 23

Below expectations 1 of 23

The criterion is met.

RELATED ITEM LEVEL 1

Step 02 - Improvement In Industry Knowledge, Creativity, And Innovation

Learning Objective Description:

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.

RELATED ITEM LEVEL 2

Embedded Questions - Step 02 - Self Improvement

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

Findings Description:

Evaluated using embedded test questions in BUAD 3345 in spring 2016.

Correct 99 of 117, 84.6%

Incorrect 18 of 117, 15.4%

The criterion is met.

RELATED ITEM LEVEL 1

Step 03 - Opportunity Recognition And Evaluation

Learning Objective Description:

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

RELATED ITEM LEVEL 2

Embedded Questions - Step 03 - Opportunity Recognition and Evaluation

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

Findings Description:

Assessed in spring semester in BUAD 3345 using embedded questions. Results:

Correct 137 out of 176 77.8%

Incorrect 39 out of 176 22.2%

The criterion is met.

RELATED ITEM LEVEL 2

Projects - Step 03 - Business Selection

Indicator Description:

Students will complete a business selection project based upon interest, feasibility, and potential profitability.

Criterion Description:

100% of students will complete the project and over 75% of students will meet or exceed expectations.

Findings Description:

100% of students completed the project.

Exceeds expectations 21 of 23

Meets expectations 1 of 23

Below expectations 1 of 23

The criterion is satisfied.

RELATED ITEM LEVEL 1

Step 04 - Strategic Planning

Learning Objective Description:

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

RELATED ITEM LEVEL 2

Embedded Questions - Step 04 - Strategic Planning

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

Findings Description:

Evaluated using embedded questions in BUAD 3345 in spring semester.

Correct 68 of 78 87.2%

Incorrect 10 of 78 12.8%

The criterion is met.

RELATED ITEM LEVEL 2

Projects - Step 04 - Strategic Plan

Indicator Description:

Students will prepare a strategic plan for a proposed business to demonstrate their planning capabilities.

Criterion Description:

100% of students will prepare a strategic business plan. 75% of students will meet or exceed expectations.

Findings Description:

Assessed in BUAD 3345 in the fall 2015 semester. Results as follows:

100% of students completed plan.

Exceeds expectations 20 of 23 or 87.0%

Meets expectations 2 of 23 or 8.7%

Below expectations 1 of 23 or 4.3%

The criterion is met.

RELATED ITEM LEVEL 1

Step 05 - Entrepreneurial Customer Development System

Learning Objective Description:

Students should understand the steps of developing an entrepreneurial customer development system (ECDS). They should understand the reason for each term in the name:

Entrepreneurial--recognizing the inherent strengths and weaknesses of the entrepreneur, and determining how best to utilize those inherent strengths and minimize the impact of those inherent weaknesses.

Customer--focusing on the customer, in particularly the primary target customer, his or her needs, and how best to meet those needs.

Development--engaging in ongoing, proactive steps to develop customer relationships rather than waiting passively for customers to turn up.

System--utilizing all personnel in the marketing effort, and having documented processes and procedures which they can follow and which can be passed along to buyers to increase enterprise value.

Students should further understand that the development of an ECDS includes four phases:

Customer discovery or intelligence, in which the objectives are to gather the maximum amount of data about customers, suppliers, competitors, potential substitutes, and barriers to entry, and to form preliminary hypotheses regarding customers, their needs, and the proper value proposition to address them.

Customer validation analysis, in which the data obtained in the prior phase are analyzed and augmented by getting out of the building and reality checking hypotheses, in order to validate the target customers and their real and perceived needs.

Customer creation strategy, in which the proper value proposition, marketing mix (product, price, place, promotion), and sustainable competitive advantages (SCAs) are developed to attract customers in the target market.

Company building tactics, in which the enterprise will seek to make sales to target customers attracted by the strategy, grow sales and cash collections over time, establish a valuable brand, and market to secondary and tertiary target customers as appropriate.

This understanding should enable students to develop an effective entrepreneurial customer development system to maximize profitable revenues and grow them quickly.

RELATED ITEM LEVEL 2

Embedded Questions - Step 05 - Entrepreneurial Customer Development System

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

Findings Description:

Assessed using embedded questions in BUAD 3345 during the spring semester.

Correct 131 of 156, 83.9%

Incorrect 25 of 156, 16.1%

The criterion is met.

RELATED ITEM LEVEL 1

Step 06 - Cost Control

Learning Objective Description:

Students should be able to demonstrate an understanding of financial statemenets and how to interpret them, and how to establish and maintain proper controls over costs.

RELATED ITEM LEVEL 2

Embedded Questions - Step 06 - Cost Control

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

Findings Description:

Tested using embedded questions in BUAD 3345 in the spring 2016 semester.

Results:

Correct 129 of 156

Incorrect 27 of 156

81.4% correct. Criterion met.

RELATED ITEM LEVEL 1

Step 07 - Cash And Capital Management

Learning Objective Description:

Students should know how to read and interpret a balance sheet, and what measures to take to improve cash balances and cash flow.

RELATED ITEM LEVEL 2

Embedded Questions - Step 07 - Cash And Capital Management

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

Findings Description:

Assessed using embedded questions in BUAD 3345 in the spring 2016 semester.

Correct 177 of 195

Incorrect 19 of 195

90.7% correct. Criterion met.

RELATED ITEM LEVEL 1

Step 08 - Risk Recognition And Response

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

Embedded Questions - Step 08 - Risk Assessment and Management

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

Findings Description:

Assessed using embedded questions in BUAD 3345 in the Spring 2016 semester.

Correct 125 of 156

Incorrect 31 of 156

80% correct. Criterion met

RELATED ITEM LEVEL 1

Step 09 - Profitable Growth

Learning Objective Description:

Students should understand how to create value by growing the entrepreneurial enterprise.

RELATED ITEM LEVEL 2

Embedded Questions - Step 09 - Growth

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

RELATED ITEM LEVEL 2

Projects - Step 09 - Growth Case Studies

Indicator Description:

Students complete case studies of companies in the growth mode, and prepare recommendations for future growth.

Criterion Description:

75% of case studies will meet or exceed expectations.

Findings Description:

Assessed in BUAD 4345 in the fall 2015 semester. 26 case studies prepared:

Exceeded expectations 4 of 26, 15.4%

Met expectations 20 of 26, 76.9%

Below expectations 2 of 26, 7.7%

The criterion is met.

RELATED ITEM LEVEL 1

Step 10 - Exit Strategy

Learning Objective Description:

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

RELATED ITEM LEVEL 2

Embedded Questions - Step 10 - Exit Strategy

Indicator Description:

Student performance on embedded examination questions regarding this objective.

Criterion Description:

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

Useful And Constructive Supplemental And Extracurricular Activities

Goal Description:

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.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Business Plan Competition

Learning Objective Description:

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).

RELATED ITEM LEVEL 2

Business Plan Competition In Place

Indicator Description:

The business plan competition is in place and students are participating.

Criterion Description:

At least 10 students participating in annual business plan competition.

Findings Description:

10 students did participate in the 2016 Randy Wallace Business Plan Competition.

Criterion met.

Update to Previous Cycle's Plan for Continuous Improvement

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

Objective: Writing Competency

Participate in the COBA Writing Improvement program in all classes.

Update of Progress to the Previous Cycle's PCI:

Students participated in the COBA Writing Program in BUAD 3345 and BUAD 4348 during the spring 2016 semester. Results were unsatisfactory.

Noted as item requiring continuous improvement.

Plan for Continuous Improvement

Closing Summary:

Communication - Computer Skills

Performance of students on required projects indicates that approximately 50% of students have a satisfactory level of proficiency in computer spreadsheet, word processing, and presentation software. Curriculum will be altered by including in BUAD 4348 a segment on computer proficiency.

Communication - Writing Competency

Student participation in COBA Writing Program has produced improvement over the course of the semester, but still not meeting established performance criteria. Curriculum will be revised to include a segment on proper writing in BUAD 4348.