

# 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

##### Projects Requiring 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:

Tested in BUAD 3345 in fall semester. Students performed projects using Excel, Word, and PowerPoint software. Evaluation, 65% exceed expectations, 25% meets expectations, 10% needs improvement. Objective met.

#### RELATED ITEM LEVEL 3

##### Address Areas of Concern

###### Action Description:

The following outlines specific actions to be taken to address areas of concern identified in the assessment process:

##### Writing

Continue to use the COBA Writing Enhancement Plan to evaluate students.

Revise syllabus for BUAD 4348 to include a segment to assist with writing.

##### Computer skills

Continue to encourage students to take the Finance course including spreadsheet and other computer skills.

Continue to include projects requiring use of spreadsheet analyses and other computer tools.

##### Risk Management-Form of Business Organization

Stress teaching the differences between the different forms in BUAD 3345.

#### 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

##### Oral Presentations

###### Indicator Description:

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

###### Criterion Description:

All students will complete oral presentations. 75% will meet or exceed expectations.

**Findings Description:**

Tested in BUAD 3345 in fall 2016. Students given projects requiring oral presentation. 70% exceeded expectations, 20% met expectations, 10% below expectations. Objective 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

**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:**

Criterion not met.

RELATED ITEM LEVEL 3

**Address Areas of Concern**

**Action Description:**

The following outlines specific actions to be taken to address areas of concern identified in the assessment process:

Writing

Continue to use the COBA Writing Enhancement Plan to evaluate students.

Revise syllabus for BUAD 4348 to include a segment to assist with writing.

Computer skills

Continue to encourage students to take the Finance course including spreadsheet and other computer skills.

Continue to include projects requiring use of spreadsheet analyses and other computer tools.

Risk Management-Form of Business Organization

Stress teaching the differences between the different forms in BUAD 3345.

**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

**Critical Thinking Cases And Projects**

**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

**Findings Description:**

Tested in BUAD 3345 in fall 2016. 56% exceeded expectations, 33% met expectations, 11% below expectations. Objective met.

Tested in BUAD 4348 in spring 2017. 67% exceeded expectations, 33% met expectations. Objective met.

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 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

**Findings Description:**

Evaluated in BUAD 4345 in fall 2017. Each student completed three case studies. 33% exceeded expectations, 55% met expectations, 12% failed to meet expectations. Criterion met.

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

**Entrepreneurial Ethics Projects**

**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:**

Evaluated in BUAD 3345 in spring 2017. All students completed ethics project with average score of 85%.

**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.

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 Regarding 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 in BUAD 3345 in fall 2016. 38 of 43 questions correct, 88% correct. Criterion met.

RELATED ITEM LEVEL 2

**Project Assignments - Self Evaluation**

**Indicator Description:**

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

**Criterion Description:**

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

**Findings Description:**

Tested in BUAD 3345 in Fall 2016. 100% of students completed assignment with average score of 84%. Objective 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 - 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 in BUAD 3345 in fall 2016. 91% correct. Criterion met.

**RELATED ITEM LEVEL 1****Step 03 - Opportunity Recognition And Evaluation****Learning Objective Description:**

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

**RELATED ITEM LEVEL 2****Embedded Exam Questions - Opportunity Recognition****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 in BUAD 3345 in fall 2016. 88% correct. Criterion met.

**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 Exam Questions - 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:**

Tested in BUAD 3345 in the fall 2016 semester. 38 of 40 correct, 95%, objective achieved.

**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--intelligence, analysis, strategy, and tactics--and should be able to develop an effective marketing system to maximize revenues and grow them quickly.

**RELATED ITEM LEVEL 2****Embedded Exam Questions - Marketing****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:**

Tested in BUAD 3345 in fall 2016. 40 questions, 34 correct, 85% correct. Objective achieved.

**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 Exam Questions - 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 in BUAD 3345 in fall 2016. 40 questions, 38 correct, 95% correct. Objective achieved.

**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 Exam Questions - 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:**

Tested in BUAD 3345 in fall 2016. 43 attempts, 32 correct, 74.4% correct. Objective not achieved.

**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 Exam Questions - Risk 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:**

Tested in BUAD 3345 in fall 2016. 43 attempts, 31 correct, 72.1% correct. Objective not achieved.

**RELATED ITEM LEVEL 3**

**Address Areas of Concern**

**Action Description:**

The following outlines specific actions to be taken to address areas of concern identified in the assessment process:

**Writing**

Continue to use the COBA Writing Enhancement Plan to evaluate students.

Revise syllabus for BUAD 4348 to include a segment to assist with writing.

**Computer skills**

Continue to encourage students to take the Finance course including spreadsheet and other computer skills.

Continue to include projects requiring use of spreadsheet analyses and other computer tools.

Stress teaching the differences between the different forms in BUAD 3345.

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 - 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

Findings Description:

Tested in BUAD 3345 in fall 2016. 43 attempts, 38 correct, 88.4% correct. Objective achieved.

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 - 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

Findings Description:

Tested in BUAD 3345 in fall 2016. 42 questions, 34 correct, 80.9% correct. Objective achieved.

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:

Business plan competition conducted in spring 2017 with 3 entries. Criterion not met.

Update to Previous Cycle's Plan for Continuous Improvement

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

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.

**Update of Progress to the Previous Cycle's PCI:**

Communication-Computer Skills

Performance improved. Establishment of a finance course focusing on computer skills should promote further skills development in this area.

Communications-Writings

Performance continues to fall below standards. Area needs additional focus.

**Plan for Continuous Improvement.**

**Closing Summary:**

Communication - Writing Competency

This is an ongoing problem. BUAD 4348 syllabus will be revised to include writing workshops.

Cost Control and Cash Management

Performance improved, primarily attributable to improved compter skills. Continue efforts to develop computer skills.

Risk Management

Performance failed to meet expectations, primarily in the area of business form of organization. Address in BUAD 3345 and BUAD 4345.