



Student Learning Assessment Report, Academic

Report Year

Program

Department Head

2022-2023

Entrepreneurship Concentration

Joseph McCollum

Submitted By

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Previously Submitted Reports

2021-2022 Entrepreneurship Concentration

Mission

The Management Department prepares students to manage resources, make informed decisions, and lead with integrity in a global environment.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

1. Work across disciplines.

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

individual case assignment

When does assessment occur?

ENTR 410

How often does assessment occur?

every spring

Criteria (How do you know students are achieving learning outcome?)

80% meets or exceeds expectations (70% or higher on rubric)
Exceeds: above 90
Meets: 70-90
Does not meet: below 70

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

n=22
Exceeded: n=13, (59%)
Met: n=8, (36%)
Didn't meet: n=1, (4%)

95% (21) of students scored 70+%

Learning Outcome Met? (Based on Criteria)

Yes ▼

5. Use of Results (Discussing/ using results)

Numbers are high and consistent. The integrating of the business model canvas like a weekly diary update has helped. Added a weekly diary this semester to with the culminating assignment.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Recognize the opportunities within a problem or challenge.

2. Phase

Check all that apply

- Planning/ determining procedure
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4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

n=22
Exceeded: n=14, (63%)
Met: n=8, (36%)
Didn't meet: n=0, (0%)

100% (22) of students scored 70+%

Learning Outcome Met? (Based on Criteria)

Yes ▼

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

2. Phase

Check all that apply

Assess the financial, scientific, cultural, and societal impact of creating a sustainable business model.

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
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Individual Case assignment

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4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

n=22
Exceeded: n=1, (5%)
Met: n=19, (86%)
Didn't meet: n=2, (9%)

90% (20) of students scored 70+%

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

Stable results in this category.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Demonstrate effective written and oral presentation skills.

[Note: this assessment has changed from previous years. Faculty determined that there was significant overlap with the previous assessment 4 and the other measured assessments. Our learning outcome coordinator recommended measuring written and oral presentation skills.]

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Individual Case assignment for writing.
Presentation of business plan to class for oral presentation.

When does assessment occur?

ENTR 410

How often does assessment occur?

every spring

Criteria (How do you know students are achieving learning outcome?)

80% meets or exceeds expectations
(70% or higher on rubric)
Exceeds: above 90
Meets: 70-90
Does not meet: below 70

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Writing
n=22
Exceeded: n=18 , (82%)
Met: n=4, (18%)
Didn't meet: n= 0 (0%)

100% (22) of students scored 70+%

Oral Presentation
n=22
Exceeded: n=17, (61%)
Met: n=5, (39%)
Didn't meet: n=0, (0%)

100% (18) of students scored 70+%

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

The students continue to perform well across the written and oral presentation dimensions.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Develop the business structure around an opportunity from idea generation through the entire life cycle.

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
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3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Individual Case assignment

When does assessment occur?

ENTR 410

How often does assessment occur?

every spring

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4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

n=22
 Exceeded: n=1, (5%)
 Met: n=19, (86%)
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 90% (20) of students scored 70+%

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

In general students are demonstrating they can meet requirement. We will discuss how to increase the percentage of those who can master the subject.

Assessment

1. Major/Program Student Learning Outcomes*Student will be able to...*

Manage critical financial decisions throughout the lifecycle of a business.

2. Phase*Check all that apply*

- Planning/ determining procedure**
- Planning/ Redesigning based on past assessment**
- Collecting/ analyzing assessment data**
- Discussing/ using result**
- Determining if Changes had an Impact on Student Learning**
- Objective not assessed this year**

3. Assessment Procedures (Planning/ determining)**Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)**

Question set requiring written student responses.

When does assessment occur?

ENTR 430 Entrepreneurial Finance

How often does assessment occur?

every fall

Criteria (How do you know students are achieving learning outcome?)

80% meets or exceeds expectations
 (70% or higher on rubric)
 Exceeds: above 90
 Meets: 70-90
 Does not meet: below 70

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

n=10

Exceeded: n=6, (60%)

Met: n=3, (30%)

Didn't meet: n=1, (10%)

Learning Outcome Met? (Based on Criteria)

Yes



5. Use of Results (Discussing/ using results)

This learning outcome has improved dramatically over the past 2 years! We have emphasized computational competence with multiple examples to practice from over the last 3 evaluation cycles. This is a success!

Package History

Date	User	Action
7/27/2023 4:21:55 PM	Daniel Robeson	Submitted 'Student Learning Assessment Report'
7/27/2023 4:22:52 PM	School of Business - Asst. Dean	Received
7/27/2023 4:22:52 PM	Joseph McCollum	Received
7/27/2023 4:22:53 PM	School of Business - Dean	Received
7/27/2023 4:22:53 PM	School of Science - Asst. Dean	Received
7/27/2023 4:22:53 PM	Joseph McCollum	Received
7/27/2023 4:22:53 PM	Institutional Effectiveness	Received
7/27/2023 4:22:53 PM	Provost and Senior Vice President	Received
7/27/2023 4:48:19 PM	Margaret Madden	Decision Approved on step 'Provost and Senior Vice President'
7/31/2023 3:50:33 PM	Daniel Robeson	Received
7/31/2023 3:50:33 PM	Lisa Yu	Decision Returned to a previous user on step 'Institutional Effectiveness'
7/31/2023 3:55:34 PM	Daniel Robeson	Decision Submitted on step 'Start'
7/31/2023 3:56:09 PM	School of Business - Dean	Received
7/31/2023 3:56:09 PM	School of Business - Asst. Dean	Received
7/31/2023 3:56:10 PM	Institutional Effectiveness	Received

7/31/2023 3:56:10 PM	Joseph McCollum	Received
7/31/2023 3:56:11 PM	Provost and Senior Vice President	Received
7/31/2023 3:56:11 PM	Joseph McCollum	Received
7/31/2023 3:56:11 PM	School of Science - Asst. Dean	Received
7/31/2023 4:02:53 PM	Margaret Madden	Decision Approved on step 'Provost and Senior Vice President'