

**Course Assessment Report
Washtenaw Community College**

Discipline	Course Number	Title
Business Management	101	BMG 101 11/05/2018- Entrepreneurship I: Finding Your Opportunity
Division	Department	Faculty Preparer
Business and Computer Technologies	Business	Anthony Terry
Date of Last Filed Assessment Report		

I. Review previous assessment reports submitted for this course and provide the following information.

1. Was this course previously assessed and if so, when?

Yes

This course was assessed in Fall 2006.

2. Briefly describe the results of previous assessment report(s).

Students met the standard of success. The report also identified artifacts to use in the future for and recommended changes to the language in the outcomes and objectives to state more clearly the desired learning goals.

3. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

The recommendation was to update the outcomes to reflect a focus on the ability to research an industry for the purpose of recognizing market opportunities. It also looked to teach the ability to solve problems using a structured process and to practice business skills involving communication, teamwork, and time management under supervised conditions. The proposed changes also focused on recognizing the need to establish and maintain professional networks and associations. Lastly, the change would include the business plan and evaluate the profit potential of a business initiative that involves the sale of a single product or service or a job opportunity.

II. Assessment Results per Student Learning Outcome

Outcome 1: Demonstrate critical thinking skills that will enable students to identify and evaluate entrepreneurial and innovative opportunities.

- Assessment Plan
 - Assessment Tool: Departmentally-developed exam
 - Assessment Date: Winter 2015
 - Course section(s)/other population: All sections
 - Number students to be assessed: All students
 - How the assessment will be scored: Answer sheet
 - Standard of success to be used for this assessment: 75% of students scoring 75% or better
 - Who will score and analyze the data: Exam will be online and scored electronically. Lead instructor will analyze the data and share the results with the department and dean.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2018	2019	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
93	74

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

During the two semesters assessed, 19 students withdrew from the class for various reasons.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

This assessment was done over two semesters which included all sections: two midday classes and one evening class. All three classes met on the main campus. The course is not offered in a DL format.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

The students in all three sections took a final exam in the course, which was used to assess the outcome. This tool consisted of terms used throughout the course that would help them identify entrepreneurial terminology used in the business industry. The terms covered several different business concepts which included marketing, accounting, management, human resources and the entrepreneurial mindset.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

This was a multiple choice test that asked students to select the correct term based on the definition. In another portion of the test, they also had to select the term which was appropriate for that chosen sentence. In the assessment of the exam performed by the students, 88.4% achieved an overall score of 75% or better. Eight students did not meet the 75% standard of success.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

The students demonstrated knowledge of applying terminology in a business/entrepreneurial setting. Upon completion of the course, students demonstrated a high level of understanding of the terms presented in the class with an overall class success rate of 88.4%.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

1. Introduce terms more effectively using real-world scenarios and situational exercises.
2. Implement case studies of the success and failures of historical entrepreneurs.
3. Utilize quizzes each week with terms that can be researched from a prescribed course book.

Outcome 2: Identify and apply concepts related to the innovation process.

- Assessment Plan
 - Assessment Tool: Portfolio

- Assessment Date: Winter 2015
- Course section(s)/other population: All sections
- Number students to be assessed: All Students
- How the assessment will be scored: Departmentally-developed rubric
- Standard of success to be used for this assessment: 75% of students scoring 75% or better
- Who will score and analyze the data: Portfolio will be scored by external business professionals using the departmentally-developed rubric. The Lead Instructor will analyze the data and share the results with the department and the Dean.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2018	2019	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
93	74

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

During the two semesters assessed, 19 students withdrew from the class for various reasons.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

This assessment was done over two semesters which included all sections: two midday classes and one evening class. All three classes met on the main campus. The course is not offered in a DL format.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

The students in all three sections prepared and completed a one-page business plan template in the course, which was used to assess the outcome. This tool consisted of six parts, and each part was graded on an individual basis. After each part was graded, the students were able to make the needed corrections. The students

combined all six corrected parts and submitted a final business plan. The one-page business plan covered several different business concepts which included the vision of the proposed business, the overview/mission of the business, pricing strategy/financial feasibility of the product/service, promotion/advertising, the business objective, and an action plan.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

The business plan was scored in two parts, which consisted of the six sections of the business plan and the final submission of a completed business plan. The six sections of the business plan enabled the students to focus on specific elements of their business proposition. The final submission of the business plan incorporated all six sections previously submitted with the recommended changes/suggestions. These changes consisted of additional research, additional funding opportunities, alternative marketing options, and adjustments in product differentiations. In the assessment of the business plan performed by the students, 88.9% achieved an overall score of 75% or better. Only five students did not meet the 75% standard of success.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

They have a great understanding of the direction of their business and the requirements needed to be successful in a business venture. The students demonstrated knowledge on the direction of their business venture which included know the target market and identifying their competitive advantage. Upon completion of the course, students demonstrated a high level of understanding the terms presented in the class with an overall class success rate of 88.9%.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

1. The students need a better understanding of the financial aspect of being an entrepreneur; they lack understanding of the foundational elements of funding a business venture.

2. The students need to grasp the next steps needed for the business venture to succeed: reinvesting in the business and preparing for failure.

III. Course Summary and Intended Changes Based on Assessment Results

1. Based on the previous report's Intended Change(s) identified in Section I above, please discuss how effective the changes were in improving student learning.

Even though outcome changes were proposed in the last assessment report, they were not carried over to the new master syllabus. The current outcomes were proposed in 2012 in the master syllabus update. The change made it easier to assess the course because the outcomes were measurable and clear.

2. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

In looking at the outcomes, the class is fulfilling the needs of the students by providing an understanding of the process of comprehending entrepreneurial language and skills. All students achieved the knowledge of the first steps of establishing a business, starting a business and maintaining a business. Many of the students are ready to start a business after this class, but they lack the understanding of work, time and effort required to remain in business.

The departmentally-developed exam accurately reflected the students' ability to use the terminology needed to evaluate business opportunities, but the portfolio/business plan was actually the better tool to gauge student achievement of learning objective #1.

The challenges came with students being patient and going through the process of understanding what is needed to research and ascertain resources for a company. In addition, they need to develop an entrepreneurial mindset.

The surprise was the lack of knowledge of business terms and the lack of financial awareness.

3. Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

The assessment results will be shared with the departmental faculty in the departmental meeting with the suggested updates to the course. In addition, I will open up discussion for suggestions, thoughts and comments.

4. Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date

Outcome Language	<p>I propose a change to the master syllabus outcomes to the following:</p> <p>Develop ideas for a proposed entrepreneurial venture.</p> <p>Conduct research to assess viability of a proposed entrepreneurial venture.</p> <p>Pitch an idea for an entrepreneurial venture.</p>	<p>The entrepreneurial field/area is ever-changing, and the updated outcomes should meet the challenges facing new opportunities for ventures in this era.</p>	2019
Course Assignments	<p>I will bring in business owners from different industries to discuss their start in business from the good to the bad.</p> <p>I will administer additional quizzes throughout the course instead of just one final exam on terms.</p>	<p>This will give students interested in starting a business alternative resources for starting a business.</p> <p>The quizzes will give them an opportunity to apply the terms in class and during in-class exercises.</p>	2019
Course Materials (e.g. textbooks, handouts, on-line ancillaries)	<p>I have starting working on an OER for this course which will give students a reference to solidify the items being introduced to the course.</p>	<p>This would actually give students a resource to the terms in the course and a guideline to processing the portfolio needed for completion of this course.</p>	2019

5. Is there anything that you would like to mention that was not already captured?

III. Attached Files

[BMG 101 Data Fall 2018](#)

[BMG 101 Data Winter 2019](#)

Faculty/Preparer: Anthony Terry **Date:** 08/20/2019
Department Chair: Douglas Waters **Date:** 08/28/2019
Dean: Eva Samulski **Date:** 08/31/2019
Assessment Committee Chair: Shawn Deron **Date:** 09/20/2019

COURSE ASSESSMENT REPORT

I. Background Information

1. Course assessed:
 Course Discipline Code and Number: BMG 101
 Course Title: The Business of Your Career
 Division/Department Codes: 13200

2. Semester assessment was conducted (check one):
 Fall 2006
 Winter 20__
 Spring/Summer 20__

3. Assessment tool(s) used: check all that apply.
 Portfolio
 Standardized test
 Other external certification/licensure exam (specify):
 Survey
 Prompt
 Departmental exam
 Capstone experience (specify):
 Other (specify): Paper/Report

4. Have these tools been used before?
 Yes
 No

If yes, have the tools been altered since its last administration? If so, briefly describe changes made.

5. Indicate the number of students assessed/total number of students enrolled in the course.
 6 assessed/ 10 available papers/12 completing/18 originally enrolled

6. Describe how students were selected for the assessment.
 randomly

II. Results

1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.
 As contained in the attached detailed summaries, we identified artifacts to use in the future for all that were missing and recommended changes to language of outcomes and objectives to state more clearly the desired learning.

2. State each outcome (verbatim) from the master syllabus for the course that was assessed.
 1. Acquire entrepreneurial and business attitudes towards life as well as work
 2. Plan and evaluate the profit potential of a business concept involving the sale of a single product or service
 3. Acquire basic business skills appropriate to entry level positions.

3. Briefly describe assessment results based on data collected during the course assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. *Please attach a summary of the data collected.*
 1. This outcome was achieved. (See Summary of Comments on Rubric for Assessing Student Portfolio: BMG 101 which contains results found by the two reviewers.)
 2. This outcome was achieved. (See Summary of Comments on Rubric for Assessing Career Concept Paper which contains results found by the two reviewers.)
 3. This outcome was achieved where it was possible to evaluate and artifacts using existing class materials were identified for use in the future. (See (See Summary of Comments on Rubric for Assessing Student Portfolio: BMG 101 which contains results found by the two reviewers.)

COURSE ASSESSMENT REPORT

4. For each outcome assessed, indicate the standard of success used, and the percentage of students who achieved that level of success. *Please attach the rubric/scoring guide used for the assessment.*
100% at Passing (See Summary of Comments on Rubric for Assessing Student Portfolio: BMG 101 which contains results found by the two reviewers.) (See Summary of Comments on Rubric for Assessing Career Concept Paper which contains results found by the two reviewers.)

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

Strengths: Met requirements through instruction.

Weaknesses: Although the instructor senses a need to strengthen ability to use information, explain assumptions and their impact on profit computations, this did not show up in the results.

COMMENT: Most students indicated on SOQ evaluations that they had learned a lot and the results of this assessment tend to indicate that they were learning what we wanted them to.

III. Changes influenced by assessment results

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses.
2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

a. Outcomes/Assessments on the Master Syllabus

The outcomes should be changed to reflect a focus on the following.

1. Ability to research an industry for the purpose of recognizing market opportunities
2. Ability to solve problems using a structured process
3. Ability to practice under supervised conditions business skills involving communication, teamwork, and time management
4. Recognize the need to establish and maintain professional networks and associations
5. Plan and evaluate the profit potential of a business initiative that involves the sale of a single product or service or a job opportunity

Change/rationale: Although the existing outcomes reflect the intended purpose of the class, they do not reflect adequately the focus of the class.

We have indicated the suggested detail changes on Summary of Comments on Rubric for Assessing Student Portfolio: BMG 101 which contains results found by the two reviewers and Summary of Comments on Rubric for Assessing Career Concept Paper which contains results found by the two reviewers.

b. Objectives/Evaluation on the Master Syllabus

The language used to describe the objectives and measurements, (for example "analyze") described objectives beyond what was intended. We decided that the objectives (as well as outcomes) should be described more appropriately as an ability to identify or recognize or use (apply) knowledge.

Change/rationale: This was more in keeping with the exposure we felt entry level positions in all occupations, (such as retail clerk, mechanic, day care giver) should possess and the intended audience for this course.. Other business courses train students to analyze and build skill..

c. Course pre-requisites on the Master Syllabus

Change/rationale:

Please return completed form to the Office of Curriculum & Assessment, SC 247.

COURSE ASSESSMENT REPORT

d. 1st Day Handouts
Change/rationale:

e. Course assignments
Change/rationale:

f.x Course materials (check all that apply)

Textbook

X Handouts minor changes to course handouts and assignments as explained in the attached Summary of Comments on Rubric for Assessing Student Portfolio: BMG 101 which contains results found by the two reviewers and Summary of Comments on Rubric for Assessing Career Concept Paper which contains results found by the two reviewers.

Other:

g. Instructional methods
Change/rationale:

h. Individual lessons & activities
Change/rationale:

3. What is the timeline for implementing these actions? Winter 2008

IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.

As explained, language of objectives needed to be changed but the rubrics were adequate.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.


Artifacts should be identified in advance and collected for review.

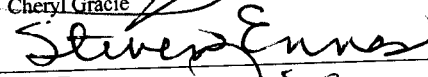
3. Which outcomes from the master syllabus have been addressed in this report?

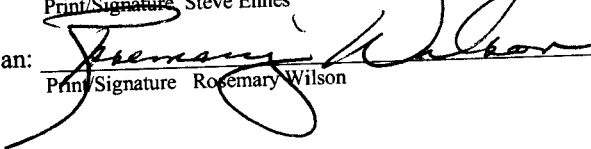
All X Selected _____
If "All", provide the report date for the next full review: Winter 2008

If "Selected", provide the report date for remaining outcomes: _____

Submitted by:

Name:  Date: _____
Print/Signature Cheryl Gracie

Department Chair:  Date: 1/11/09
Print/Signature Steve Ennes

Dean:  Date: 1/11/07
Print/Signature Rosemary Wilson