

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Entrepreneurship *and Innovation*
 Division: BCT Department: Bus^{USD}

Program Code: CTENT^I

Type of Award: A.A. A.S. A.A.S.
 XXX Cert. Adv. Cert. Post-Assoc. Cert. Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Demonstrate critical thinking skills that will enable students to identify and evaluate entrepreneurial opportunities.	Business Plan	Winter 2015	Students completing BMG 209	50% of students who submit a business plan (random sampling)
Write a professional business plan that identifies and evaluates the financial, marketing, and operational issues needed to run and grow a business.	Business Plan	Winter 2015	Students completing BMG 209	50% of students who submit a business plan (random sampling)

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.
 Departmentally-developed rubric to evaluate the business plans.
2. Indicate the standard of success to be used for this assessment.
 75% of students must meet the business plan criteria with a score of 2 or 3.
3. Indicate who will score and analyze the data (data must be blind-scored). Members of the School of Business and WCC School of Business and Entrepreneurial Studies Advisory Board will score the business plans. Lead instructor will analyze the results and report the findings to the Dean and department faculty.
4. Explain the process for using assessment data to improve the program.
 Lead instructor will evaluate the findings and discuss recommended changes with department faculty and the Dean.

logged 2/15/12 sj/vk
 Office of Curriculum & Assessment
 Approved by the Assessment Committee 10/10/06

PROGRAM ASSESSMENT PLANNING FORM

Submitted by:

Name: Cheryl S. Byrne, PhD / Cheryl S. Byrne (electronic signature) _____ Date: Feb 14, 2012 _____
Print/Signature

Dept. Chair: COLETTE M. YOUNG Colette M. Young Date: 2/15/12
Print/Signature

Dean: [Signature] _____ Date: 3/14/12
Print/Signature

Please return completed form to the Office of Curriculum

ASSESSMENT PLANNING FORM

Course/program- to be assessed:

Title: Entrepreneurship
Award type: Certificate

Code: CTENT
Division: BUS Department: BMG

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Course section(s)/other population	Number students to be assessed
Recognize market opportunity	Business Concept Evaluation Report	F2007	BMG 201	5 (representing an even distribution of grades)
Marshal resources under conditions of uncertainty	Student and Instructor Activity Logs (Record of time spent in type of activity)	W2008	BMG 102	5 (representing an even distribution of grades)
Plan and evaluate business initiatives for profit	Business Concept Evaluation Report	F2007	BMG 201	5 (representing an even distribution of grades)

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Describe the scoring range to be used, or include a copy of the rubric.

External Evaluation (rubric attached)

2. Indicate the standard of success to be used for this assessment (e.g. 75% of students must meet all learning outcomes). 75% of the students must meet all learning outcomes with a score of 2 or 3.

3. Indicate who will score and analyze the data.
Members of the advisory committee or other professionals who review business plans.

4. Explain how and when the assessment results will be shared with the department and other involved faculty.
Discussion at department meeting

5. Describe any additional assistance the department will require to complete this assessment.
Payment for time of advisory committee members.

Submitted by:

Name: 

Date: 11/09/06

Department Chair: 

Date: 11/09/06

Dean: 
Office of Curriculum & Assessment

Date: 12/15/06

ASSESSMENT PLANNING FORM

Program Outcome/ Criteria	0	1	2	3
<p>Recognize market opportunity</p> <p>The student has clearly</p> <ol style="list-style-type: none"> 1. defined a target market, 2. identified the compelling needs of that market 3. realistically assessed the strength of the markets demand 4. realistically assessed the ability of their business to serve that target market 5. assessed the strength of the competition and identified whether or not there is a competitive advantage for the proposed business. <p>Marshal resources under conditions of uncertainty</p> <p>The student has spent at least 30 hours engaged in planning a business initiative that involves</p> <ol style="list-style-type: none"> 1. identifying activities that need to be performed, 2. determining the resources that will be needed to perform the activities 3. engaging in innovative planning to acquire those resources under a limited budget. 	<p>The student has failed to meet 3 or more criteria</p> <p>The student did not spend at least 20 hours</p> <p>Or</p> <p>was not engaged in at least two types of involvement</p>	<p>The student has met 3 or more criteria</p> <p>The student spent at least 20 hours engaged in at least two types of involvement.</p>	<p>The student has met 4 or more criteria</p> <p>The student spent at least 20 hours engaged in all three types of involvement</p>	<p>The student has met all 5 criteria</p> <p>The student spent at least 30 hours engaged in all 3 types of involvement</p>
<p>Plan and evaluate business initiatives for profit</p> <p>The student has</p> <ol style="list-style-type: none"> 1. Identified an offering that will appeal to an identified target market 2. Described a strategic plan to obtain or produce the offering 3. Described a strategic plan to market the offering to the target market in a way that addresses the compelling needs of that target market 4. Described a plan for managing the business 5. Prepared projections for revenues and expenses that are clearly defined and consistent with the business plan 6. Evaluated the strengths, weaknesses, opportunities and threats inherent in the business initiative 	<p>The student has failed to meet 4 or more criteria</p>	<p>The student has met 4 or more criteria</p>	<p>The student has met 5 or more criteria</p>	<p>The student has met all 6 criteria</p>