

Student Learning Outcomes Committee
Department/Program Assessment Results Report

Department: Management Degree: MSBA in Entrepreneurship
Date Submitted: January 2, 2007

The purpose of this report is to communicate the assessment activities that have taken place during the last academic year, as well as how the results are being used to improve student learning at the **program level**. The report should be kept as brief as possible, while answering the following questions:

- I. **Drawing upon the goals and objectives contained in the department/program student learning assessment plan, what was the focus of the department's student learning assessment for the past academic year?**

Since an assessment plan was not specifically required of individual MSBA programs in the past, no assessment plans were on record from Fall 2005. Therefore the focus of this year's assessment activity was to establish a departmental assessment committee and to develop goals and objectives for the MSBA Entrepreneurship major. Please see the attached goals and objectives for this major.

- II. **What information was collected, how much, and by whom?**

Not applicable.

- III. **What conclusions were drawn on the basis of the information collected?**

Not applicable.

- IV. **How will the information be used to inform decision-making, planning, and improvement?**

We will be assessing one of the MSBA Entrepreneurship goals for the Spring 07-Fall 07 year.

Report completed by Beth Chung-Herrera Date 1/2/07

Goals for the MSBA program in Entrepreneurship (ver. 11_3_06)

I. Demonstrate an understanding of key elements of the entrepreneurial process including opportunity recognition, evaluation, resource mobilization etc.

Relevant courses: MGT724 and FIN641

- Objective 1: Understand the link between the entrepreneurial process and entrepreneurial success

Assessment: case analysis & class exercises in MGT724

- Objective 2: Understand the link between the financial aspects of entrepreneurial startup experience and entrepreneurial success

Assessment: exam questions in FIN641

II. Demonstrate an appreciation of the ethical issues in business and entrepreneurial situations.

Relevant courses: MGT722, FIN641 and MGT724

- Objective 1: Understand the importance of value, purpose, goals and visions in the entrepreneurial process

Assessment: test questions

Linked to: MGT724 and FIN641

- Objective 2: Understand the ethical and social aspects of current issues in business and society and their application in entrepreneurship

Assessment: test questions or discussion exercise.

Linked to: MGT722

III. Demonstrate skills to develop business plans.

Relevant courses: MGT724 and MGT743

- Objective 1: Understand the significance of a feasibility study and its link to business plans

Assessment: student projects in MGT724

- Objective 2: Understand the principles and techniques to develop a business plan

Assessment: case analysis or student projects in MGT743