

**BSBA MANAGEMENT – ENTREPRENEURSHIP SPECIALIZATION
ASSESSMENT PLAN
(REV. 4/6/15)**

Mission/Vision Statement

The mission of the undergraduate program in Management is to educate students on the roles and responsibilities of managing within an organization. For students choosing a specialization in entrepreneurship (ENT), the goal is to provide a foundation in the overall entrepreneurial process with an emphasis on opportunity recognition and evaluation, concept development, resource procurement and implementation.

PROGRAM LEARNING GOALS AND DEGREE LEARNING OUTCOMES

I. Demonstrate knowledge of the international nature of management.

Degree Learning Outcomes:

DLO #1.1: Identify the cultural dimensions that distinguish different countries on work-related attitudes.

DLO #1.2: Analyze how different countries require different strategies.

- **Assessment Method:** Culminating exam (Management Assessment Test (MAT) administered in MGT 405 (capstone course)).
- **Assessment Timing:** Every third fall

II. Demonstrate knowledge of the analysis, formulation and implementation of strategy in established or entrepreneurial organizations.

Degree Learning Outcomes:

DLO #2.1: Identify and apply relevant concepts, frameworks, and techniques to identify opportunities and problems of firms competing in a global business context, and formulate and implement appropriate strategies.

DLO #2.2: Identify and apply relevant concepts, frameworks, and techniques to identify and address strategic business issues from a general management perspective, cutting across functional areas.

- **Assessment Method:** Culminating exam (Management Assessment Test (MAT)) administered in MGT 405 (capstone course).
- **Assessment Timing:** Every third fall

III. Demonstrate knowledge of ethical frameworks and theories and how to apply them in business situations.

Degree Learning Outcomes:

DLO #3.1: Apply 4-6 ethical theories to current business situations.

DLO #3.2: Explain the philosophical arguments for and criticisms of 4-6 ethical

theories.

- **Assessment Method:** Essay exam questions in MGT 444
- **Assessment Timing:** Every third fall

IV. Demonstrate knowledge in the area of leadership.

Degree Learning Outcomes:

DLO #4.1: Analyze the applicability of leadership skills/practices in different situations.

- **Assessment Method:** Individual paper assignment or exam questions in MGT 475
- **Assessment Timing:** Every third spring

DLO #4.2: Describe and apply leadership theories.

- **Assessment Method:** Exam questions in MGT 350
- **Assessment Timing:** Every third fall

V. Demonstrate knowledge of the key elements of the entrepreneurial process related opportunity recognition.

Degree Learning Outcomes:

DLO #5.1: Identify possible sources of new business opportunities.

DLO #5.2: Articulate new business opportunities based on perceived market trends.

- **Assessment Method:** Embedded questions in exams, class assignments, and/or exercises in MGT 358.
- **Assessment Timing:** Every third fall

VI. Demonstrate knowledge of the key elements of the entrepreneurial process related to opportunity evaluation and business concept development.

Degree Learning Outcomes:

DLO #6.1: Identify the key characteristics of a potentially viable business opportunity

DLO #6.2: Design a business model suitable for pursuing a potentially viable business opportunity

DLO #6.3: Articulate underlying assumptions of a business model.

DLO #6.4: Design meaningful experiments to test the underlying assumptions of a business model.

DLO #6.5: Iterate business model based on validated learning

- **Assessment Method:** Embedded questions in exams, class assignments, and/or exercises in MGT 358 or MGT 460.
- **Assessment Timing:** Every third fall

VII. Demonstrate knowledge of the key elements of the entrepreneurial process related to identifying the resource requirements for starting and growing a new venture.

Degree Learning Outcomes:

DLO #7.1: Project the resource requirements associated with launching and growing a new venture

DLO #7.2: Differentiate between the alternative funding sources for a new venture.

DLO #7.3: Analyze the financial sustainability of a new venture.

- **Assessment Method:** Embedded questions in exams, class assignments, and/or exercises in MGT 460.
- **Assessment Timing:** Every third fall

DATA COLLECTION STRATEGY

Data will be collected by instructors teaching in the courses linked to each objective or by instructors teaching in MGT 405 where the Management Assessment Test (MAT) is administered. All possible sections of those courses will be contacted. Unfortunately, due to unforeseen circumstances, not all sections are always able to provide assessment information for all semesters. Therefore, we have a goal of assessing 50% or more of the relevant sections.

Data will be summarized by department assessment committee members. We currently have functionally diverse committee members who organize the instructors in their respective area. For example, we have a strategy committee member who organizes and coordinates data collection from the strategy instructors regarding relevant student learning outcomes.

CONTINUOUS IMPROVEMENT

Relevant members of the Management Department will convene after assessment results are collected to review assessment results and to make recommendations for changes prior to the next assessment period. We expect that the average percentage of correct responses across the items in a particular SLO will be 70% for in-class assessment and 60% for outside of class assessment. It is common practice to have a lower passing rate for in-class assessment due to the longer duration of time that elapses between knowledge acquisition and testing. In addition, we

aim to continually make our assessment plans more strategic and in alignment with new programs.