

## **Student Learning Outcomes Committee 2010 Department/Program Assessment Results Report**

Department/Program: Management

Degree/Program: BSBA in Management, Entrepreneurship specialization

Date Submitted: 3/23/10

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

### **I. Working from your assessment report of last year, please discuss some changes made or strategies implemented in response to last year's results.**

The Entrepreneurship (ENT) specialization started as a new program in the Management Department in Fall 2008. There were an insufficient number of students to evaluate the program last year so there are no results to respond to.

The ENT specialization is housed under the Management major and both share four common goals (Goals 1-4). The ENT specialization also includes three additional unique goals (Goals 5-7). We did revise the plan based on feedback regarding use of action verbs. Please see the assessment plan attached in Appendix A.

### **II. 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?**

- A. This section should list the student learning goals and objectives that were the focus for the report year (selected from your complete set of goals and objectives).

The assessment effort this year has focused on the development of an appropriate assessment instrument and collection of data for students in the entrepreneurship specialization related to the evaluation of Goal 5. Specifically, an assignment was developed (see Appendix B) that would allow us to evaluate student learning outcomes related to Goal 5 stated as "Display knowledge of the key elements of the entrepreneurial process including opportunity recognition and evaluation, concept development, resource procurement, and implementation leading to the creation and capture of value."

Student learning outcomes for Goal 5 are as follows:

SLO #5.1: Identify possible sources and characteristics of viable business opportunities.

SLO #5.2: Develop alternative business concepts for pursuing viable opportunities.

SLO #5.3: Identify the types of human, information, and financial resources required for launching and managing a new venture.

SLO #5.4: Identify alternative strategies for capturing the accumulated value of a business venture.

- B. It would also be helpful to note here the student learning goals and objectives that you intend to assess during the next year.

In Fall 2010 and Spring 2011, we plan to develop an instrument and collect data for Goal VI, “Identify the financial requirements and fund raising processes for starting and growing a new venture.” and the following three learning outcomes associated with this goal.

SLO #6.1: Project the financial requirements associated with launching and growing a new venture

SLO #6.2: Differentiate between the alternative funding sources for a new venture.

SLO #6.3: Analyze the financial sustainability of a new venture.

### **III. What information was collected, how much, and by whom?**

All students taking MGT 460 in Spring 2010 completed the assessment assignment. The total number of assignments was 130, with a subset of students being entrepreneurship specializations. We expect the numbers of entrepreneurship specialization students to be suitable for data analysis and plan on conducting additional comparative analyses.

A team of 3 reviewers using a rubric developed for assessing SLO’s 5.1, 5.2, 5.3 and 5.4 is currently evaluating each assignment. Expected completion of this process is April 6, 2010. The grading rubric utilized in the evaluation is attached as Appendix C. Upon completion of the evaluations of the assignments by the raters, the data will coded and analyzed. One of the specific focuses of the analysis will be what, if any, changes should be made to the course sequence for the BSBA Mgmt Entrepreneurship specialization. Currently there are no formal pre-requisites for the entrepreneurship courses within the specialization although MGT 460 is generally viewed as the capstone course in the specialization. If the results of the assessment being undertaken indicate that students who have completed more, lower numbered entrepreneurship courses prior to taking MGT 460 perform better, the institution of formal pre-requisites will be considered.

### **IV. What conclusions were drawn on the basis of the information collected?**

We will report assessment results and conclusions in next year’s report.

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

Not applicable at this time

**Report completed by:** John Francis

**Date:** March 22, 2010

**Appendix A**  
**BSBA MANAGEMENT – ENTREPRENEURSHIP SPECIALIZATION**  
**ASSESSMENT PLAN**  
**(REV. 3/18/10)**

**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.

**GOALS AND STUDENT LEARNING OUTCOMES:**

**I. Employ knowledge of the international nature of management.**

**Student Learning Outcomes:**

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

**SLO #1.2:** Analyze how different countries require different strategies.

**SLO #1.3:** Explain how business practices vary in different countries.

- **Content Delivered in:** MGT 350, MGT 405, & MGT 357.
- **Assessment Method:** Culminating exam (Management Assessment Test (MAT) administered in MGT 405 (capstone course)).

**II. Analyze, formulate, and develop methods for implementing strategies in established or entrepreneurial organizations.**

**Student Learning Outcomes:**

**SLO #2.1:** Apply strategic theories and frameworks to organizations in a global context.

**SLO #2.2:** Integrate functional areas into strategic business problems from a general management perspective.

- **Content Delivered in:** MGT 405, MGT 450, and/or MGT 401
- **Assessment Method:** Culminating exam (Management Assessment Test (MAT)) administered in MGT 405 (capstone course).

**III. Apply ethical frameworks and theories in business situations.**

**Student Learning Outcomes:**

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

**SLO #3.2:** Explain the philosophical arguments for and criticisms of 4-6 ethical theories.

- **Content Delivered in:** MGT 356
- **Assessment Method:** Essay exam questions in MGT 356.

#### **IV. Apply leadership theories and competencies in business situations.**

##### **Student Learning Outcomes:**

**SLO #4.1:** Describe and apply leadership theories.

- **Assessment Method:** Exam questions in MGT 350.

**SLO #4.2:** Analyze the applicability of leadership skills/practices in different situations.

- **Assessment Method:** Individual paper assignment or exam questions in MGT 475.

- **Content Delivered in:** MGT 475 and MGT 350.

#### **V. Display knowledge of the key elements of the entrepreneurial process including opportunity recognition and evaluation, concept development, resource procurement, and implementation leading to the creation and capture of value.**

##### **Student Learning Outcomes:**

**SLO #5.1:** Identify possible sources and characteristics of viable business opportunities.

- **Content Delivered in:** (Required) - MGT 401, MGT 450, MGT 460; (Elective) - MGT 453, MGT 455, MGT 456, MGT 459

**SLO #5.2:** Develop alternative business concepts for pursuing viable opportunities.

- **Content Delivered in:** (Required) - MGT 450, MGT 460; (Elective) - MGT 453, MGT 455, MGT 456, MGT 459

**SLO #5.3:** Identify the types of human, information, and financial resources required for launching and managing a new venture.

- **Content Delivered in:** (Required) - MGT 450, MGT 460; (Elective) - MGT 455, MGT 456, MGT 459

**SLO #5.4:** Identify alternative strategies for capturing the accumulated value of a business venture.

- **Content Delivered in:** (Required) - MGT 450, MGT 460

- **Assessment Methods:** Exercise in MGT 460.

#### **VI: Identify the financial requirements and fund raising processes for starting and growing a new venture.**

##### **Student Learning Outcomes:**

**SLO #6.1:** Project the financial requirements associated with launching and growing a new venture

- **Content Delivered in:** (Required) MGT 450, MGT 460; (Elective) – MGT 459
- **SLO #6.2:** Differentiate between the alternative funding sources for a new venture.
- **Content Delivered in:** (Required) MGT 460; (Elective) – MGT 455, MGT 459
- **SLO #6.3:** Analyze the financial sustainability of a new venture.
- **Content Delivered in:** (Required) - MGT 460
- **Assessment Method:** Embedded questions in exams and exercise in MGT 460.

## **VII. Employ knowledge of the components of a new venture business plan.**

### **Student Learning Outcomes:**

**SLO #7.1:** Identify the key elements of a business plan for the launch of a new venture.

- **Content Delivered in:** MGT 460.

**SLO #7.2:** Design a business model to generate revenues and profits associated with the launch of a new venture.

- **Content Delivered in:** (Required) - Mgt 450, MGT 460.
- **Assessment Methods:** Embedded questions in exams and exercise in MGT 460.

## Assessment Timeline

Timeline represents a three year cycle.

GOAL	SLO	1 <sup>st</sup> Cycle	2 <sup>nd</sup> Cycle
1	1.1, 1.2	Fall 2010	Fall 2013
2	2.1, 2.2	Fall 2011	Fall 2014
3	3.1, 3.2	Fall 2009	Fall 2012
4	4.1, 4.2	Spring 2009 (SLO 4.2) Fall 2009 (SLO 4.1)	Spring 2012 (SLO 4.2) Fall 2012 (SLO 4.1)
5	5.1, 5.2, 5.3, 5.4	Development Fall/Assess Spring 2010	Fall 2012
6	6.1, 6.2, 6.3	Fall 2010	Fall 2013
7	7.1, 7.2	Fall 2011	Fall 2014

## BSBA Management - Entrepreneurship Specialization Map

Course/ SLO	REQUIRED							*ELECTIVES				
	MGT 350	MGT 356	MGT 401	MGT 405	MGT 450	MGT 460	MGT 475	MGT 452	MGT 453	MGT 455	MGT 456	MGT 459
1.1	X			X							X	
1.2				X							X	
2.1				X							X	
2.2			X	X		X		X		X	X	X
3.1		X										
3.2		X										
4.1							X					
4.2	X											
5.1			X		X	X			X	X	X	X
5.2					X	X			X	X	X	X
5.3					X	X				X	X	X
5.4					X	X						
6.1					X	X						X
6.2						X				X		X
6.3						X						
7.1						X						
7.2					X	X						

*(X indicates courses in which content related to SLO is delivered. \*Management majors specializing in entrepreneurship are required to take three of these electives.)*

## **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**

The assessment committee will convene after every semester to review assessment results and to make recommendations for changes prior to the next assessment period. We aim to achieve a passing rate of 70% or better for each goal. In addition, we aim to continually make our assessment plans more strategic and in alignment with new programs.

## **APPENDIX B**

### **MGT 460 - Student Assignment One Page Business Plan**

#### **Overview**

Developing business ideas and evaluating them properly are the foundation of successful entrepreneurship. In this assignment you are responsible for generating an idea for your group project for the purpose of showing your understanding of opportunity recognition and evaluation, concept development, resource procurement, and implementation leading to the creation and capture of value.

Please answer in paragraph form the questions below concerning a potential business opportunity. Your paper should be no longer than 2 pages single-spaced, (double spaced between paragraphs) with 12-point font. You should provide any references in an additional attachment.

#### **Assignment Components**

1. Describe a product or service that you believe constitutes a viable business opportunity. What makes this opportunity feasible?
2. What are the sources and characteristics of this opportunity? Describe two other business concepts that could take advantage of the same opportunity.
3. Identify the types of human, information, and financial resources required for launching and managing the venture described in question 1.
4. Identify alternative strategies for capturing the accumulated value of a business venture.



**APPENDIX C**  
**Assessment Rubric**  
**First Screen Idea Generation and Evaluation**

Student \_\_\_\_\_

<b>Evaluation Criteria</b>	<b>Did Not Address in Write-up</b>	<b>Minimally Addressed in Write-up</b>	<b>Adequately Addressed in Write-up</b>	<b>Demonstrated Outstanding Insights in Write-up</b>
<b>Description of product or service which may constitute a viable business opportunity</b>				
<b>Effectively provided rationale as to the feasibility of the opportunity</b>				
<b>Clearly identified sources and characteristics of this opportunity.</b>				
<b>Clearly described two other business concepts that could take advantage of the same opportunity.</b>				
<b>Identified the types of human, information, and financial resources required for launching and managing the venture described above.</b>				
<b>Identified alternative strategies for capturing the</b>				

<b>accumulated value of the business venture.</b>				
---	--	--	--	--

Comments: