



## Program Assessment Report (PAR)

Entrepreneurship (ENTR) Baccalaureate Degree

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ACADEMIC YEAR COVERED BY THIS REPORT: 2020-2021

### I. PROGRAM LEARNING OUTCOMES

Graduates will be able to 1. Evaluate and plan new business opportunities 2. Demonstrate that they know how to start and manage a venture 3. Demonstrate that they can solve real business challenges for entrepreneurial ventures

### II. PROCEDURES USED FOR ASSESSMENT

#### A. Direct Assessment

Learning outcome and courses 1. Evaluate and plan new business opportunities 2. Demonstrate that they know how to start and manage a venture 3. Demonstrate that they can solve real business challenges for entrepreneurial ventures Course grades on exams or projects in the following courses indicate achievement of the corresponding learning outcomes 1. MKT 4300, BUS 4000 2. MGT 4750, MKT 4300 3. BUS 4000, MKT 4720 Any methods you use to assess the major's effectiveness indirectly 1. Client/company input following team projects 2. Number of students entering Wright Venture from the major 3. Successful ventures (program new – future metric)

#### B. Scoring of Student Work

LO/Course Assessment Type\* Assessment (0-100, class avg) 2020-21 1. Evaluate and plan new business opportunities MKT 4300 Q 71.2 BUS 4000 P 79.8 2. Demonstrate that they know how to start and manage a venture MGT 4750 Q 2.83/4 MKT 4300 P 92.4 3. Demonstrate that they can solve real business challenges for entrepreneurial ventures BUS 4000 P 87.6 MKT 4720 P 93.0 For MKT 4300, measurement on LO1 was based on a final exam grade. LO2 was measured using the grade for a final business plan project. The professor completed the

scoring. For MGT 4750 and LO2, the professor measured the grades for the small business management assignments in a 4.0 grade point format. These can be translated approximately into other formats if needed. For BUS 4000 and LO1 and LO3, performance outcomes were measured by average class scores on the main assignments/components of the commercialization planning project for the client. LO1 was measure by formative assignments using tools like mkt. research, Business Model Canvas, & Customer Discovery. L03 was measured by the final business "pitch presentation", which included main elements of a business plan. The professor completed the scoring, based on input from the client. For MKT 4720 and LO3, the professor provided grades for the final marketing plan developed for a local small business client.

### **C. Indirect Assessment**

For BUS 4000 and MKT 4720, input from the client on student team performance provided indirect assessment of performance, after which professor assigned scores. There are also perceptions of student learning to provide indirect assessment from the student's perspective.

### **III. ASSESSMENT RESULTS/INFORMATION:**

1. Evaluate and plan new business opportunities 2. Demonstrate that they know how to start and manage a venture 3. Demonstrate that they can solve real business challenges for entrepreneurial ventures 1. MKT 4300, BUS 4000 2. MGT 4750, MKT 4300 3. BUS 4000, MKT 4720

LO/Course Assessment Type\* Assessment (0-100, class avg) 2020-21 1. Evaluate and plan new business opportunities MKT 4300 Q 71.2 BUS 4000 P 79.8 2. Demonstrate that they know how to start and manage a venture MGT 4750 Q 2.83/4 MKT 4300 P 92.4 3. Demonstrate that they can solve real business challenges for entrepreneurial ventures BUS 4000 P 87.6 MKT 4720 P 92.9

[Analysis]

### **IV. ACTIONS TO IMPROVE STUDENT LEARNING**

For BUS 4000, Students seemed reticent on the "Customer DIsccovery" component (interviewing current and potential customers of the client), so extra time and guidance will be spent on "best practices" and strategies for Customer Discovery. For MKT 4720, the instructor will work more in-depth with students on the marketing planning process for each client. For MKT 4300, there greater emphasis on fundamentals of entrepreneurship, which are assessed on exams.

## **V. SUPPORTING DOCUMENTS**

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.