

**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.

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