

Program Assessment Report

Program: Management - Entrepreneurship-Small Business Management -
Associate in Business Studies

Year: 19/20

Division: Business and technology

Contact:

Delta College



Actions Taken in Response to Last Year's Report

No previous reports

Rationale for Current Assessments

Assessment 1 of 2

Goal / Project

Outcome(s)

Use effective business communication skills.

Standard / Objective

80% of students in the ENT-231W Entrepreneurship: Plan & Pitch course receive 70% or better on the semester project.

Method of assessment

Course Embedded Paper(s)/Projects

Comment/Details about the method of assessment

Details of the semester project may change from semester to semester, but the same standards, outcomes and objectives are measured with the same rubric.

Courses Affected

ENT-231W Entrepreneurship: Plan & Pitch

Time Frame

2020

Submitted By

Dawn Fairchild, PhD

Result

Result

(3) Results exceeded expectation/standard

Data Collection (general or specific stats regarding results)

The data results were collected for Fall 2019, Winter & Spring/Summer 2020 semesters. The course is offered year round but does not always make enrollment. The success rate of students completing the business plan is 98%, 17 students.

What We Learned (areas for improvements, strengths, etc.)

Writing skills vary greatly among students.

Use of Data to Improve Student Success

Additional samples of each step in the semester project will be provided.

Institutional Student Learning Outcome	Action plan items of what is planned based on the data and results
<input checked="" type="checkbox"/> Apply Knowledge and Skills	<input type="checkbox"/> Change assignments/activities <input type="checkbox"/> Update course content
<input checked="" type="checkbox"/> Think Critically	<input type="checkbox"/> Change materials provided <input type="checkbox"/> Update course outcomes
<input checked="" type="checkbox"/> Communicate Effectively	<input type="checkbox"/> Adjust grading rubric <input type="checkbox"/> Update prior courses
<input type="checkbox"/> Act Responsibly	<input type="checkbox"/> Continue to Monitor <input type="checkbox"/> Other

Assessment 2 of 2

Goal / Project

Outcome(s)

Apply management principles directly into business environments. (Teamwork skills, initiative, professional attitude, etc.)

Standard / Objective

80% of students in the ENT-231W Entrepreneurship: Plan & Pitch course receive 70% or better on the semester project.

Method of assessment

Course Embedded Paper(s)/Projects

Comment/Details about the method of assessment

Details of the semester project may change from semester to semester, but the same standards, outcomes and objectives are measured with the same rubric.

Courses Affected

ENT-231W Entrepreneurship: Plan & Pitch

Time Frame

Submitted By

Dawn Fairchild, PhD

Result

Result

(3) Results exceeded expectation/standard

Data Collection (general or specific stats regarding results)

The data results were collected for Fall 2018, Winter & Spring/Summer 2019 semesters. The course is offered year round but does not always make enrollment. The success rate of students completing the business plan is 95%, 9 students.

What We Learned (areas for improvements, strengths, etc.)

The course seems to work best as a blended course due to the extensive research. For this outcome, group discussions, sharing research results and working together to design pitches has been successful.

Use of Data to Improve Student Success

Students generally have the most difficulty with financial sections of the course. Plans to include an additional ACC course in the program is under consideration.

Institutional Student Learning Outcome	Action plan items of what is planned based on the data and results	
<input checked="" type="checkbox"/> Apply Knowledge and Skills	<input type="checkbox"/> Change assignments/activities	<input type="checkbox"/> Update course content
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Comments and Action Plan

Discipline/Program Comments

The program is also under review to make sure it is offering the relevant courses for the time by reviewing other college and university curriculums.

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Advisory Board Comments

"The advisory committee met in April 2019. Comments on the program were they were in favor of adding a course based on ICE House Program (ENT-110: Mindset for Success) and to educate secondary school students to increase enrollment"

The advisory committee did not meet in 2020 due to COVID and has not yet had the 2021 meeting.

Assessment Committee Comments

A little confused as hpw one has a 95% pass rate with 9 students? ... should that be 19 students?

Curriculum Council Comments

N/A

N/A

Action Plan

Include interviews and focus groups as part of the marketing and industry plan. This will help to increase practice of Outcome 1.

Review the writing requirement prerequisite for the ENT-231W course. The level is currently Level 2.

Actions Taken in Response to Older Reports