



Assessment Plan for Student Program Outcomes

Business Administration: Small Business Entrepreneurship

For Academic Year 2026/2027

Purpose of the Assessment Plan

This plan describes how student learning outcomes for the Associate of Science in Business Administration: Small Business Entrepreneurship program are assessed across the two-year curriculum. The plan supports continuous improvement.

Program-Level Student Learning Outcomes

Upon completion of the Business Administration: Small Business Entrepreneurship program, graduates will be able to:

1. Identify entrepreneurial opportunities and assess risks through the development of a theoretical business plan.
2. Prepare, communicate, and present a business plan to a professional audience.
3. Conceptualize, plan, finance, manage, and grow a mock small business.
4. Apply research and analytical skills by developing a comprehensive business plan for a new business venture.
5. Develop tactical, operational, and strategic plans for a small business.
6. Use and interpret basic financial statements in accordance with generally accepted accounting principles to manage company resources effectively.
7. Utilize promotional and public relations concepts, theories, and models to develop marketing strategies.
8. Demonstrate professional, ethical, and responsible decision-making in entrepreneurial contexts.

Assessment Philosophy

Assessment is systematic, outcomes-based, and embedded within required coursework. Both formative and summative assessments are used to evaluate student achievement and inform program-level improvement.

Curriculum-Embedded Assessment Across the Two-Year Program

Year 1 – Foundational Assessment:

Introductory courses assess opportunity recognition, ethical awareness, research skills, basic financial literacy, and marketing fundamentals.

Year 2 – Mastery Assessment:

Advanced courses and the capstone experience assess application, integration, and synthesis of entrepreneurial knowledge and skills.

Assessment Methods

Direct Measures include:

- Embedded exam questions aligned to specific outcomes
- Business plan components evaluated using common rubrics
- Case study analysis evaluated with common rubrics
- Professional presentations

Indirect Measures include:

- Course evaluations and graduate exit surveys
- Advisory board, employer, and community partner feedback
- Transfer, internship, and employment outcome data

Assessment Timeline

Semester 1–2: Foundational assessment of Outcomes will be done in the following courses:

- ACCT101: Financial Accounting I
- ACCT102: Financial Accounting II
- BUS110: Principles of Management
- BUS104: Principles of Marketing

Direct Assessment Measures to be used:

- Embedded exam questions aligned to specific outcomes
- Case study analysis evaluated with common rubrics

Semester 3: Advanced assessment of Outcomes will be done in the following courses:

- BUS201: Human Resource Management
- BUS207: Sales
- BUS213: Principles of Advertising

Direct Measures to be used:

- Embedded exam questions aligned to specific outcomes
- Case study analysis evaluated with common rubrics
- Professional presentations

Semester 4: Capstone-level assessment of outcomes will be done in the following course:

- BUS204: Small Business Management

Direct Measures include:

- Business plan components evaluated using common rubrics
- Professional Presentations

Performance Benchmarks

The program benchmark is that at least 70% of students meet or exceed expectations for each program-level outcome. Results below benchmark prompt faculty review and documented action planning.

Use of Results for Continuous Improvement

Faculty review assessment data annually to identify strengths, gaps, and trends. Results are used to revise curriculum, enhance experiential learning opportunities, refine assignments, and improve student learning outcomes.

Roles and Responsibilities

Faculty collect and submit assessment data. The program coordinator compiles results and facilitates annual assessment review discussions. Advisory board members and community partners provide external feedback on outcome relevance and workforce alignment.