## STUDENT LEARNING OUTCOMES (SLOs)

### Entrepreneurship Minor – School of Business

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Assessment Method</th>
</tr>
</thead>
</table>
| SLO1: Students understand knowledge of the context, concepts and process of entrepreneurship. | **Measure 1.** ENTR 200- Entrepreneurship Theory and Practice: Students take weekly quizzes to develop better understanding of entrepreneurial concepts.  
**Performance Target:** Class average should be above 70%.  
**Measure 2.** ENTR 200- Entrepreneurship Theory and Practice: In the presentation component students are scored on the images, storyline, organization, and clarity of the presentation as indicated in the attached rubric.  
**Performance Target:** Class average on these presentations should be at least 10/20 points.                                                                                                                                                                                                 |
| SLO2: Students develop ability to conceive and develop entrepreneurial opportunities, articulate them using a business model canvas and test them through a feasibility analysis | **Measure 1.** ENTR 200 - New Venture Modeling: Students take regular reading quizzes to develop better understanding of entrepreneurial concepts.  
**Performance Target:** Students average at least 70% on the quizzes. Fall 2018: 93% (30 students) Spring 2019: 95% (24 students) Net: 94%  
**Measure 2.** ENTR 320 - New Venture Modeling: Students research and develop a business model for a new business. The team-based project includes a partnership agreement, research reports, presentations and teammate evaluations.  
**Performance Target:** Students receive at least 70% on the team assignments. Fall 2018: 79% (30 Students) Spring 2019: 85.9% (24 students) Net: 82%                                                                                                                                 |
| SLO3: Students will gain ability to write and present a complete business plan. | **Measure 1.** ENTR 321 - New Venture Planning: Students originate and develop a complete business plan. More than eighty-five individual elements of a business plan are evaluated.  
**Performance Target:** 70% of the students will receive a numerical score > 125.  
**Measure 2.** ENTR 321 - New Venture Planning: Final presentations of the business plans are evaluated on a 4-point scale.  
**Performance Target:** 70% of the students will achieve a numerical score .GE. 3.0.                                                                                                                                                                                                 |
| SLO4: Students will gain an understanding of the responsibility that businesses have toward society and the environment. | **Measure 1.** Students do individual assignments related to basic content of each class  
**Performance Target:** Student average 70% or better.  
**Measure 2.** Students conduct a team project, which includes multiple components  
**Performance Target:** Student average 70% or better.                                                                                                                                                                                                                     |