



2008-2009 Assessment Plan Report

PROGRAM ASSESSMENT REPORT AY 2008-2009

Report Date: June 22, 2009

School/College: USF School of Business and Management

Department/Program: Entrepreneurship Program

Person completing the Report: Mark V. Cannice, Ph.D.,

1. **Overview Statement:** Briefly summarize the assessment activities that were undertaken this academic year, indicating:
 - a. which program learning outcomes were assessed this year.
 - i. Learning Outcome 1: Employ entrepreneurship language & metrics
 - ii. Learning Outcome 2: Identify market opportunities
 - b. who in your department/program was involved in the assessment of the above learning outcomes
 - i. Mark Cannice, the executive director of the entrepreneurship program, led the assessment process. An adjunct professor, Nicole Ngyuen, who taught a class in which the above learning outcomes were assessed also participated.
 - ii. As part of the assessment was done in the context of a formal business plan presentation (elevator pitch by all students) before an executive panel, several executives (not within the department) also provided external assessment of student performance.
2. **Please Answers the Following Questions for Each of the Student Outcomes Assessed:**
 - a. **What did you do?**

Describe clearly and concisely how you assessed the learning outcomes that were evaluated this year (e.g., measures, research methods, etc.). [please use bullet points to answer this question]

 1. Learning Outcome 1 and 2 were assessed with a pretest and post test in the Introduction to entrepreneurship class (BA 375) and a posttest in the capstone entrepreneurship and business plan development class (BA 406)
 2. Learning Outcome 2 was also assessed in a class presentation in BA 375 and BA 406 as well as in a formal presentation to an executive panel.



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b. What did the faculty in the department or program learn?

Summarize your findings and conclusions as a result of the assessment indicating strengths and weaknesses in student learning demonstrated by this assessment.

Department faculty learned that our students do increase their knowledge of entrepreneurship language and metrics (learning outcome 1) as a result of the curriculum. We also learned from the executive panel evaluation that our students do identify innovative market opportunities (learning outcome 2), but should, in general, provide more specific description of the market opportunity and how to profitably serve the identified markets.

c. What will be done differently as a result of what was learned?

Discuss how courses and/or curricula will be changed to improve student learning as a result of the assessment. Include a discussion of how the faculty will help students overcome their weaknesses and improve their strengths.

Based on this assessment and an on-going desire to enhance our curriculum, we have completely redesigned the UG entrepreneurship major – adding several electives courses and carving out a more distinct body of knowledge that each USF UG entrepreneurship major should have upon graduation. (Please see attached new draft curriculum that will be instituted beginning in Fall 2009 for incoming freshman.)

3. Attach a copy of the components of the department/program assessment plan that have been modified since its initial submission:

- a. Program Mission
- b. Program Learning Goals
- c. Program Learning Outcomes
- d. Program Learning Rubrics aligned with outcomes
- e. Curriculum map that shows the courses that pertain to the outcome

We have not changed the assessment plan, but have used it to help create a new curriculum draft (attached). As the new curriculum is implemented, we will revise the program assessment plan (e.g. curriculum map).

Enclosures:

- a. Original assessment plan
- b. New draft undergraduate entrepreneurship major curriculum