

MSEI AY2022 - 2023 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

MSEI Learning Outcome 1: Launch scalable disruptive new product or venture

MSEI Learning Outcome 2: Comprehensive understanding of Silicon Valley workplace culture

MSEI Learning Outcome 3: Approach business / social problems with an entrepreneurial Ft if de mindset

Assessment Method:

Reviewing students' final projects in MSEI 606 New Venture Launch course

Students are required to work in teams to create a new venture & prepare to launch a business or social enterprise using the tools & skills acquired throughout the program.

Targeted performance based on rubrics:

Based on the MSEI curriculum; coaching in MSEI 506 Mentoring, and experiential learning in MSEI 510 Practicum; and learnings from various co-curricular activities ([VCIC](#), [Hult Prize](#), etc.) we would expect 80% of students to meet or exceed expectations.

Evaluation Process:

MSEI 606 students were expected to work in teams to create a startup or social enterprise using the knowledge gained throughout the MSEI program. For their final project, students pitched their ventures to visiting professors, venture capitalists, and Silicon Valley operators and displayed their work at the New Venture Launch Expo

Rubric:

The MSEI Learning Outcomes also served as rubrics for the final project, that is: 1) launch a scalable disruptive new product or venture, 2) display a comprehensive understanding of the unique Silicon Valley workplace culture; 3) approach a business / social problem with an entrepreneurial mindset.

Course where learning outcome was assessed:

MSEI 606 - 01 New Venture Launch

Evaluator(s):

[Shomit Ghose](#), Partner @ Clearvision Ventures, adjunct professor @ UC Berkeley & USF, Advisor to Nordic Innovation House Silicon Valley

Phase 2: Results Assessment and Planned Action

Results:**MSEI 606 New Venture Launch Rubric Results**

Number of student teams achieving target

	Exceeds Expectations	Meets Expectations	Below Expectations	Novice	% Students Meeting or Exceeding Expectations
Categories:	= 4	3 - 4	2 - 3	< 2	
Launch scalable disruptive new product or venture	0	1	2	0	33%
Comprehen sive understand ing of Silicon Valley workplace culture	0	0	3	0	0%
Approach business / social problems with an entreprene urial mindset	0	0	3	0	0%

Suggested Actions:

Replace 2023 MSEI 606 instructor (COMPLETED in 2024)

Share w/ MSEI Faculty (including incoming MSEI 606 instructor) to ensure that students are well-prepared for MSEI 606 in their fall & spring semester classes.

Prof. Johnathan Cromwell: *The structure of pitches and conducting a strong analysis of competition to find the unique value proposition are part of the basics I teach in MSEI 501. **Those absolutely should be reinforced in 606 and not the first time students see or apply them.***

Revise MSEI curriculum reducing from 36 to 30 units & from 12 months to 10.

- Narrow the focus of the MSEI program to focus on key outcomes
- Match other USF Graduate School of Management offerings (MSMI)
- Lower opportunity cost of the program
- Allow students to start full-time jobs in July
- Allow Program Director / Staff adequate time to prepare for incoming class

Phase 3: Closing the Loop

Future assessments should be conducted by Prof. Ghose or another active Silicon Valley venture capitalist to ensure that student outcomes are matching what the market is seeking. Criteria as written in this assessment should remain the same, with an understanding that prevailing market forces and what constitutes “unique Silicon Valley workplace culture” will shift from year to year. If individual student work is not relevant to be assessed, perhaps a larger pool of projects should be examined (4 - 6?).