

MSEI AY 2024 - 2025 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

MSEI LO 1: Launch scalable disruptive new product or venture

MSEI LO 2: Comprehensive understanding of Silicon Valley workplace culture

MSEI LO 3: Approach business / social problems with an entrepreneurial mindset

Assessment Method:

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

In the past, we assessed students' New Venture Launch group projects. The decision was made to add an individual assessment to the course and that this final exam would be reviewed for the purposes of the Assurance of Learning.

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 took a final exam on the last day of class before presenting their New Venture Launch final group projects. The MSEI 606 course final exam was designed specifically to ensure that MSEI students were meeting the learning outcomes for the MSEI program.

Rubric:

The MSEI Learning Outcomes also served as rubrics for the final exam, 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 (instructor Prof. [Kurt Keilhacker](#))

Evaluator(s):

[Thomas Englis](#), Investor @ Clearvision Ventures

Thomas is a colleague of Shomit Ghose, who served as evaluator for our previous round of the MSEI Assurance of Learning Assessment.

Phase 2: Results Assessment and Planned Action

Results:

MSEI 606 New Venture Launch Rubric Results

Number of student teams achieving target:

Learning Outcome	Exceed Expectations	Meets Expectations	% Meet /Exceeding
Launch scalable disruptive new product or venture	0	6	60%
Comprehensive understanding of Silicon Valley workplace culture	4	3	70%
Approach business / social problems with an entrepreneurial mindset	3	5	80%

Suggested Actions:

*“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.**”*

Prof. Jonathan Cromwell’s advice from our previous assessment remains relevant. **The MSEI Program Director must explicitly reinforce these Learning Outcomes with each instructor before every semester of the course.**

Feedback received during the MSEI New Venture Launch Expo on June 23, 2025 indicated that students should pay attention to developing a “moat” around their innovative ideas. The rapid introduction of new AI-fuelled tools make it relatively easy to create a slick presentation and launch a new business. How will MSEI students distinguish their work from potential competitors?

The MSEI 510 Organizational Practicum course offers student “real-world” professional experience; further opportunities for experiential learning will help students achieve the prescribed learning outcomes. The new fall practicum partnership with Carnegie Mellon Silicon Valley launching in August 2025 provides a great opportunity for students to get closer to the program targets.

Phase 3: Closing the Loop

The addition of individual assessments to MSEI 606 gives us a closer look at MSEI student achievement. While significant progress was made towards our goal of 80% of students meeting or exceeding expectations according to our three learning outcomes, we still fell short.

Future assessments should be conducted by Prof. Ghose, Mr. Englis or another active Silicon Valley venture capitalist to ensure that student outcomes match the ever-evolving demands of Silicon Valley startups.