

BACHELOR OF ARTS IN ENTREPRENEURSHIP ANNUAL ASSESSMENT PLAN & FINDINGS 2021-2022 ACADEMIC YEAR

2021 – 2022 CURRICULUM MAP

	PLO 1 Assess the risks involved in an entrepreneurial venture.	PLO 2 Analyze the impact of the political, legal and ethical environment on entrepreneurial ventures.	PLO 3 Analyze emerging issues facing emerging businesses in competitive markets.	PLO 4 Integrate the functional areas of business in the strategic planning process.	PLO 5 Construct a business plan for an entrepreneurial venture.
<i>MGT 330 Management for Organizations</i>	I		I	I	I
<i>BUS 303 Human Resource Management</i>			I	R	R
<i>BUS 311 Business Law I</i>		R	R		
<i>BUS 330 Principles of Marketing</i>			R	R	R
<i>ECO 204 Principles of Microeconomics</i>	R		R		R
<i>ACC 205 Principles of Accounting I</i>				R	
<i>BUS 362 Introduction to Entrepreneurship</i>	R	R	R		R
<i>BUS 365 Creativity & Innovation</i>		R	R	R	
<i>BUS 368 Venture Capital & Banking</i>	R		R		
<i>BUS 401 Principles of Finance</i>	R		R		
<i>BUS 435 Small Business Ventures</i>	R	I	R	R	R
<i>BUS 433 New Business Strategy</i>	R	I	R	M	R

I (Introduced), R (Reinforced), or M (Mastered).

BUS 455 Internet & Social Media Marketing

R

R

R

BUS 437 Business Plan Development

M

M

M

M

M

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Assess the risks involved in an entrepreneurial venture.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS368 Final Paper	70% of BA Entrepreneurship students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	274	325	344 out of 385 (84.30%) of records evaluated indicate proficient or distinguished performance on this key assignment's	1. EXCEEDS THE ACCEPTABLE TARGET

				content criteria mapped to this PLO at the Reinforced level.	
Direct Measure 2: CPC Comprehensive Exam – Business Finance Section	BA Entrepreneurship students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Finance section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • I effectively assessed the risks involved in an entrepreneurial venture. 	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA

PLO 2 - Analyze the impact of the political, legal and ethical environment on entrepreneurial ventures.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS311 Week 5 Assignment	70% of Bachelor of Arts in Entrepreneurship students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	177	260	177 out of 260 (68.07%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	3. DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Legal Environment of Business Section	BA Entrepreneurship students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Legal Environment of Business section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • I effectively analyzed the impact of the political, legal and ethical environment on entrepreneurial ventures. 	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA

PLO 3 - Analyze emerging issues facing emerging businesses in competitive markets.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 435 Week 5 Final Paper	70% of Bachelor of Arts in Entrepreneurship students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	162	180	162 out of 180 (90.00%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Business Ethics Section	BA Entrepreneurship students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Ethics section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • I effectively analyzed emerging issues facing emerging businesses in competitive markets. 	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA

PLO 4 - Integrate the functional areas of business in the strategic planning process.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS433 Final Paper	70% of Bachelor of Arts in Entrepreneurship students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	4	4	4 out of 4 (100.00%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Management Section	BA Entrepreneurship students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be	4. INSUFFICIENT DATA

	the CPC comprehensive exam when compared to other competitive programs.			reported for the 2021-22 assessment cycle.	
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • I effectively integrated the functional areas of business in the strategic planning process. 	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA

PLO 5 - Construct a business plan for an entrepreneurial venture.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS437 Final Paper	70% of Bachelor of Arts in Entrepreneurship students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	237	265	237 out of 265 (89.40%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Business Ethics in Entrepreneurship Section	BA Entrepreneurship program, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Economics in Entrepreneurship section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • I effectively constructed a business plan for an entrepreneurial venture. 	N/A	N/A	As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2021-22 assessment cycle.	4. INSUFFICIENT DATA

OVERALL RECOMMENDATIONS				
Overall, it is recommended that the Program Lead for the Bachelor of Arts in Entrepreneurship review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2022-2023 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.				
ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO1-5	Continue to monitor student learning outcomes data.	Entrepreneurship Program Lead, key faculty	In progress.	June 2023
Action Details	Review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2022-2023 assessment cycle.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO2-1	Increase of student scoring proficient/distinguished from 68.07 to 70%.	Entrepreneurship Program Lead, key faculty	Upcoming	Feb. 2023
Action Details	Review BUS 311 Week 5 assignment for inconsistencies and make available adjustments if needed.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Adjust PLO 2 & 5 for BUS 433 and 435.	Addition of intro and reinforcement to PLOs map (BUS 435 PLO2, BUS 433 2 & 5).	Entrepreneurship Program Lead, key faculty	Complete	Complete
Action Details	As above.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Review CPC stats/data when available.	Create analysis of data.	Entrepreneurship Program Lead, key faculty	Upcoming	April 2023
Action Details	Gather available CPC survey data to garner additional stats.			