



OECERT: The Occupational Endorsement Certificate in Entrepreneurship

Academic Assessment Plan

Adopted by

The Management, Marketing, Logistics, & Business Analytics Dept faculty:
November 16, 2020

Reviewed with curriculum changes by the Academic Assessment Committee: 2/19/21
Reviewed by the Faculty Senate as an information item: 3/5/21

Introduction

The purpose of this document is

BA A264	Personal Selling	3
CIS A110	Computer Concepts in Business	3
Total Credits		18

PROGRAM STUDENT LEARNING

- x Changes in faculty/staff assignments
- x Changes in advising methods and requirements
- x Addition and/or replacement of equipment
- x Changes to facilities

Modification of the Assessment Plan

The assessment plan will be reviewed every 3 years by an assigned faculty member who teaches the course, and the AoL committee. The assigned faculty member will review the recommendations and make changes they believe are necessary to enhance the program assessment process after discussion with other faculty members that may be impacted. Every five years the assessment plan will be sent to the UAA Assessment Plan Committee. However, if major revisions are made to the plan during an assessment period, the revised version will be sent to the UAA Assessment Plan Committee for feedback and guidance, prior to the 5 year period. Doing so will ensure the effectiveness of the revised plan.

Appendix A: Course level directassessment
OEC ENTREPRENUERSHIP

Measure Description:

Course instructors will measure the following program objective in this course:

Student Learning Outcomes

- | |
|--------------------------------------------------------------------------------|
| 1. Understand the process to prepare an effective business plan for a startup. |
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COVER SHEET
OEC ENTREPRENEURSHIP ASSESSMENT
BA-A166 Entrepreneurship and Small Business Management

Student Name _____

COVER SHEET
OEC ENTREPRENEURSHIP ASSESSMENT
BA-A286 Entrepreneurship and Innovation

Student Name _____

Objective Measure:

Objective 2 - Learn to proactively search, identify, and evaluate new business, marketing, and technology opportunities

Instruments:

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers		Case Analysis		Group Projects	Exams	
Quizzes		Oral Reports		Other Specify		

Assessment:

How well did the student perform on the objective? Not met Met Exceeded

COVER SHEET
OEC ENTREPRENEURSHIP ASSESSMENT
BA-A386 The Startup Venture

Student Name _____

Objective Measure:

Objective 3 - Determine best financing options and prepare necessary materials for potential investors for funding.

Instruments:

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers		Case Analysis		Group Projects	Exams	
Quizzes		Oral Reports		Other Specify		

Assessment:

How well did the student perform on the objective? Not met Met Exceeded