

## BACHELOR OF ARTS IN ENTREPRENEURSHIP ANNUAL ASSESSMENT PLAN & FINDINGS 2022-2023 ACADEMIC YEAR

### 2022 – 2023 CURRICULUM MAP

	<b>PLO 1</b> Assess the risks involved in an entrepreneurial venture.	<b>PLO 2</b> Analyze the impact of the political, legal and ethical environment on entrepreneurial ventures.	<b>PLO 3</b> Analyze emerging issues facing emerging businesses in competitive markets.	<b>PLO 4</b> Integrate the functional areas of business in the strategic planning process.	<b>PLO 5</b> Construct a business plan for an entrepreneurial venture.
<i>MGT 330 Management for Organizations</i>	<b>I</b>		<b>I</b>	<b>I</b>	<b>I</b>
<i>PHI 445 Personal and Organizational Ethics</i>		<b>R</b>			
<i>BUS 303 Human Resource Management</i>			<b>I</b>	<b>R</b>	<b>R</b>
<i>BUS 311 Business Law I</i>		<b>R</b>	<b>R</b>		
<i>BUS 330 Principles of Marketing</i>			<b>R</b>	<b>R</b>	<b>R</b>
<i>ECO 204 Principles of Microeconomics</i>	<b>R</b>		<b>R</b>		<b>R</b>
<i>ACC 205 Principles of Accounting I</i>				<b>R</b>	
<i>BUS 362 Introduction to Entrepreneurship</i>	<b>R</b>	<b>R</b>	<b>R</b>		<b>R</b>
<i>BUS 365 Creativity &amp; Innovation</i>		<b>R</b>	<b>R</b>	<b>R</b>	
<i>BUS 368 Venture Capital &amp; Banking</i>	<b>R</b>		<b>R</b>		
<i>BUS 401 Principles of Finance</i>	<b>R</b>		<b>R</b>		
<i>BUS 435 Small Business Ventures</i>	<b>R</b>	<b>I</b>	<b>R</b>	<b>R</b>	<b>R</b>

<i>BUS 433 New Business Strategy</i>	<b>R</b>	<b>I</b>	<b>R</b>	<b>M</b>	<b>R</b>
<i>BUS 455 Internet &amp; Social Media Marketing</i>	<b>R</b>	<b>R</b>	<b>R</b>		
<i>BUS 437 Business Plan Development</i>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>

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

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Assess the risks involved in an entrepreneurial venture.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
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.	180	199	180 out of 199 (90.45%) 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 2022-23 assessment cycle.	4. INSUFFICIENT DATA (Not Met)
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 2022-23 assessment cycle.	4. INSUFFICIENT DATA (Not Met)
Indirect Measure 1: End of Program Survey	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:  • 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 2022-23 assessment cycle.	4. INSUFFICIENT DATA (Not Met)

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.	7	14	7 out of 14 (46.67%) 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

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<p>Direct Measure 2: CPC Comprehensive Exam – Legal Environment of Business Section</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>
<p>Indirect Measure 1: End of Program Survey</p>	<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"> <li>• I effectively analyzed the impact of the political, legal and ethical environment on entrepreneurial ventures.</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>

<b>PLO 3 - Analyze emerging issues facing emerging businesses in competitive markets.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
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.	104	114	104 out of 114 (91.23%) 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

<p>Direct Measure 2: CPC Comprehensive Exam – Business Ethics Section</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>
<p>Indirect Measure 1: End of Program Survey</p>	<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"> <li>• I effectively analyzed emerging issues facing emerging businesses in competitive markets.</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>



<b>PLO 4 - Integrate the functional areas of business in the strategic planning process.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b> <b>2. MEETS THE ACCEPTABLE TARGET</b> <b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b> <b>4. INSUFFICIENT DATA</b>
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.	27	30	27 out of 30 (90.00%) 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 (Not Met)

	the CPC comprehensive exam when compared to other competitive programs.			reported for the 2022-23 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 2022-23 assessment cycle.	4. INSUFFICIENT DATA (Not Met)
Indirect Measure 1: End of Program Survey	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:  • 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 2022-23 assessment cycle.	4. INSUFFICIENT DATA (Not Met)

<b>PLO 5 - Construct a business plan for an entrepreneurial venture.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
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.	82	85	82 out of 85 (96.47%) 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

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<p>Direct Measure 2: CPC Comprehensive Exam – Business Ethics in Entrepreneurship Section</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>
<p>Indirect Measure 1: End of Program Survey</p>	<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"> <li>• I effectively constructed a business plan for an entrepreneurial venture.</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA in Entrepreneurship was not available, findings will not be reported for the 2022-23 assessment cycle.</p>	<p>4. INSUFFICIENT DATA (Not Met)</p>

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 2023-2024 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO. Additionally, it is recommended to review BUS311 as the target for PLO 2 was not met.				
ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	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 2023-2024 assessment cycle.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 4	Direct measure	Entrepreneurship Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	BUS433 was recently revised, monitor the data to ensure learning outcomes are still being achieved.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 5	Direct measure	Entrepreneurship Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	BUS437 was recently revised, monitor the data to ensure learning outcomes are still being achieved.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	Assignment direct measure	Entrepreneurship Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	As the BA Entrepreneurship has converted to an emphasis, consider changing an assignment direct measure to BUS362, Introduction to Entrepreneurship. BUS362, BUS433 and BUS437 are the three emphasis courses, including all three courses as direct measures is useful for interpreting student learning and maintaining focus of the subject.			