

1. Outcome	2. Criteria or Target	3. Measurement Tool (course)	4. When/how and by who analysis of assessment will be accomplished
Students who successfully complete the Entrepreneurship Certificate will be able to:			
1. Develop a business plan which plans and allocate resources effectively, creates a budget/forecast and create a funding plan for prospective business, details operational information and a summary of business objectives.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Fall-BA131 Intro to Business Technology Fall-BA150 Intro to Entrepreneurship Win-BA211 Principles of Accounting I Spr-BA196 Entrepreneurship Capstone I*	Analysis by business administration will take place in 2022-23 Program Review
2. Communicate effectively with customers, suppliers, employees, and other stakeholders, using standard business terminology.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Fall-BA101 Intro to Business Win-BA208 Business Ethics	Analysis by business administration will take place in 2022-23 Program Review
3. Design a marketing/promotions plan based on a critical analysis of the factors influencing a particular business.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Spr-BA205 Business Communication Win-BA223 Principles of Marketing	Analysis by business administration will take place in 2022-23 Program Review
4. Evaluate the legal environment for business and what legal steps business owners can help protect their investment/business.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Win-BA226 Business Law Spr-BA225 Intro to Entrepreneurship Law	Analysis by business administration will take place in 2022-23 Program Review
5. Establish a plan to manage employee and other business-related items.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Win-BA285 Human Relations in Organizations Spr-BA206 Management Fundamentals	Analysis by business administration will take place in 2022-23 Program Review

**all certificate outcomes integrated in BA196*

Submitted by: Todd Meislahn

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