

CTE Outcome Assessment Plan 2019-20:

Business Administration – AAS Entrepreneurship/Small Business Mgmt.

1. Outcome	2. Criteria or Target	3. Measurement Tool (course and assignment) <b>Year 2 classes in bold</b>	4. When/how and by who analysis of assessment will be accomplished
<p>An Entrepreneurship/Small Business Management graduate is ready to start and run their own business, invigorate a family or other small business, or bring value to employment in any management position. Upon successful completion of this AAS - <b>Entrepreneurship/Small Business Mgmt.</b> degree, students will be able to:</p>			
<p>1. Prepare a comprehensive business plan including prospective balance sheet, income statement, cash flow statement, funding sources and the capital structure of a business.</p>	<ul style="list-style-type: none"> <li>80% of students earn a "C" or higher</li> </ul>	<p>Fall-BA150 Intro to Entrepreneurship                      Win-BA211 Principles of Accounting I  <b>Fall-MTH65/98 Beg. Algebra/Quant. Math</b>  <b>Spr-BA212 Principles of Accounting II</b>  <b>Spr-BA196/296 Entrepreneurship Capstone I &amp; II*</b></p>	<p>Analysis by business administration will take place in 2022-23 Program Review</p>
<p>2. Apply an understanding of the management process, inclusive of planning, organizing, leading, and controlling resources within organizations.</p>	<ul style="list-style-type: none"> <li>80% of students earn a "C" or higher</li> </ul>	<p>Win-BA285 Human Relations in Organizations                      Spr-BA206 Management Fundamentals  <b>Fall-BA224 Intro to Human Resource Mgmt</b>  <b>Win-BA250 Small Business Management</b></p>	<p>Analysis by business administration will take place in 2022-23 Program Review</p>
<p>3. Differentiate between operational and organizational structures for business.</p>	<ul style="list-style-type: none"> <li>80% of students earn a "C" or higher</li> </ul>	<p><i>These structures are discussed at length in BA101, BA150, and BA250</i></p>	<p>Analysis by business administration will take place in 2022-23 Program Review</p>
<p>4. Construct a marketing plan based on objectives developed from a strategic market assessment.</p>	<ul style="list-style-type: none"> <li>80% of students earn a "C" or higher</li> </ul>	<p>Win-BA223 Principles of Marketing                      Spr-BA205 Business Communication  <b>Win-EC201 Principles of Econ: Microeconomics</b>  <b>Spr-BA207 Intro to E-Commerce</b></p>	<p>Analysis by business administration will take place in 2022-23 Program Review</p>
<p>5. Utilize technology skills with business software applications to facilitate efficiency and quality.</p>	<ul style="list-style-type: none"> <li>80% of students earn a "C" or higher</li> </ul>	<p>Fall-BA131 Intro to Business Technology  <b>Fall-OS131 10-Key for Business</b></p>	<p>Analysis by business administration will take place in 2022-23 Program Review</p>
<p>6. Analyze and apply the legal, ethical, and economic standards of business.</p>	<ul style="list-style-type: none"> <li>80% of students earn a "C" or higher</li> </ul>	<p>Win-BA226 Business Law                      Win-BA208 Business Ethics                      Spr-BA225 Intro to Entrepreneurship Law</p>	<p>Analysis by business administration will take place in 2022-23 Program Review</p>
<p>7. Communicate effectively with customers, suppliers, employees, and other stakeholders, using standard business terminology.</p>	<ul style="list-style-type: none"> <li>80% of students earn a "C" or higher</li> </ul>	<p>Fall-BA101 Intro to Business  <b>Win-BA188 Customer Service Skills</b>  <b>Win-EC202 Principles of Econ: Macroeconomics</b></p>	<p>Analysis by business administration will take place in 2022-23 Program Review</p>

*\*all AAS outcomes integrated in BA196 & BA296*