

CTE Outcome Assessment Plan 2022-23 ▪ Business Administration – Entrepreneurship Cert.

1. Outcome	2. Criteria or Target	3. Measurement Tool (course)	4. When/how and by who	5. Results
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*	June 2023	
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	June 2023	
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	June 2023	
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	June 2023	
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	June 2023	

**all certificate outcomes integrated in BA196*

Submitted by:

Date:

Plans to be submitted to Title III Academic Assessment Coordinator (kbooth@cgcc.edu) by Nov 15 of academic year being assessed

Results to be submitted to Academic Assessment Coordinator (kbooth@cgcc.edu) by June 30th the following academic year being assessed

Analysis to be completed as part of the department program review.