

CTE Outcome Assessment Plan 2022-23:

Business Administration – AAS Entrepreneurship/ Business Mgmt.

1. Outcome	2. Criteria or Target	3. Measurement Tool (course and assignment) Year 2 classes in bold	4. When /how	5. Results
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 - Entrepreneurship/Small Business Mgmt. degree, students will be able to:				
1. Prepare a comprehensive business plan including prospective balance sheet, income statement, cash flow statement, funding sources and the capital structure of a business.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Fall-BA150 Intro to Entrepreneurship Win-BA211 Principles of Accounting I Fall-MTH65/98 Beg. Algebra/Quant. Math Spr-BA212 Principles of Accounting II Spr-BA196/296 Entrepreneurship Capstone I & II*	June 2023	
2. Apply an understanding of the management process, inclusive of planning, organizing, leading, and controlling resources within organizations.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Win-BA285 Human Relations in Organizations Spr-BA206 Management Fundamentals Fall-BA224 Intro to Human Resource Mgmt Win-BA250 Small Business Management	June 2023	
3. Differentiate between operational and organizational structures for business.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	<i>These structures are discussed at length in BA101, BA150, and BA250</i>	June 2023	
4. Construct a marketing plan based on objectives developed from a strategic market assessment.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Win-BA223 Principles of Marketing Spr-BA205 Business Communication Win-EC201 Principles of Econ: Microeconomics Spr-BA207 Intro to E-Commerce	June 2023	
5. Utilize technology skills with business software applications to facilitate efficiency and quality.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Fall-BA131 Intro to Business Technology Fall-OS131 10-Key for Business	June 2023	
6. Analyze and apply the legal, ethical, and economic standards of business.	<ul style="list-style-type: none"> 80% of students earn a "C" or higher 	Win-BA226 Business Law Win-BA208 Business Ethics Spr-BA225 Intro to Entrepreneurship Law	June 2023	
7. 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-BA188 Customer Service Skills Win-EC202 Principles of Econ: Macroeconomics	June 2023	

**all AAS outcomes integrated in BA196 & BA296*

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 30 the following academic year being assessed

Analysis to be completed as part of the department program review