

# Academic Program Assessment Report

**Assessment** is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

**Be sure to SAVE your progress as you work!**

**Academic Program**  
Entrepreneurship, B.A.

**Submission Due Date**  
2023-2024

**Assessment Coordinator Name**  
Mick Fekula

**Enter Assessment Coordinator Email**  
mfekula@lander.edu

## Program Goal

### Goal

#### Goal 1

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

#### Program Goal

To comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education

#### Pillar of Success Supported

High-Demand, Market-Driven Programs

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

BA in Entrepreneurship enrollment

**Timeframe for this Outcome**

2022-2023

**Performance Target for "Met"**

Using a five-year rolling average, the number of students enrolled in the BA in Entrepreneurship is at least 25.

**Performance Target for "Partially Met"**

11-24 students

**Performance Target for "Not Met"**

10 or fewer students

**Assessment Measure Used**

Annual Productivity Report  
Reviewed Power BI Enrollment data

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

9 students were enrolled in Fall 2022 and the 5-year rolling average is 5.5.

**Score (Met=3, Partially Met=2, Not Met=1)**

1

**Comments/Narrative**

The B.A. is still a relatively new program. The number of students increased from 6 to 9 by Fall 2022, so the growth rate supports remaining optimism for partially meeting the target and potentially the target of 25 students in the future.

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not applicable

## Goal Summary

**Goal Summary/Comments**

The B.A. is still a relatively new program. The number of students increased from 6 to 9 by Fall 2022, so the growth rate supports remaining optimism for partially meeting the target and potentially the target of 25 students in the future.

**Changes Made/Proposed Related to Goal**

None.

**Upload Rubrics/Other Files**

## Goal 2

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

## Program Goal

BA in Entrepreneurship students will acquire the basic business knowledge necessary for success in their ventures.

## Pillar of Success Supported

High-Demand, Market-Driven Programs

# Outcomes

## Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

### What type of Outcome would you like to add?

Student Learning Outcome

### Enter Outcome

Students will know management principles

### Timeframe for this Outcome

2024-2025

### Performance Target for "Met"

Mean percent Correct equal to or greater than 50%

### Performance Target for "Partially Met"

Mean percent Correct equal to or greater than 44%

### Performance Target for "Not Met"

Mean percent Correct less than 44%

### Assessment Measure Used

MFT Indicator: Management

### Frequency of Assessment

Annually

### Data Collected for this Timeframe (Results)

The first students will not take this exam until around 2024-2025.

### Score (Met=3, Partially Met=2, Not Met=1)

### Comments/Narrative

8 students are enrolled, and 6 are second or first-year students who will not take this exam until about 2025-2027. There are two Juniors who will take the MFT around 2024-2025.

### Resources Needed to Meet/Sustain Results

None.

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 2**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will know marketing principles

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 50%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 42%

**Performance Target for "Not Met"**

Mean percent Correct less than 42%

**Assessment Measure Used**

MFT Indicator: Marketing

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

The first students will not take this exam until around 2024-2025.

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take this exam until about 2025-2027. There are two Juniors who will take the MFT around 2024-2025.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

## Outcome 3

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will know management of finance principles

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 45%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 35%

**Performance Target for "Not Met"**

Mean percent Correct less than 35%

**Assessment Measure Used**

MFT Indicator: Finance

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

The first students will not take this exam until around 2024-2025.

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take this exam until about 2025-2027. There are two Juniors who will take the MFT around 2024-2025.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable

## Outcome 4

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will know accounting principles

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 42%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 32%

**Performance Target for "Not Met"**

Mean percent Correct less than 32%

**Assessment Measure Used**

MFT Indicator: Accounting

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

The first students will not take this exam until around 2024-2025.

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take this exam until about 2025-2027. There are two Juniors who will take the MFT around 2024-2025.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

## Outcome 5

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of

performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will have business knowledge

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items on the exit survey.

**Performance Target for "Partially Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items on the exit survey.

**Performance Target for "Not Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items on the exit survey.

**Assessment Measure Used**

Indirect: Student Program Exit Survey

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

The first students will not complete this survey until around 2024-2025.

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take this survey until about 2025-2027. There are two Juniors who will take the survey around 2024-2025.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

## Goal Summary

**Goal Summary/Comments**

8 students are enrolled, and 6 are second or first-year students who will not take the MFT exam or Exit Survey until about 2025-2027. There are two Juniors who will take the take the MFT exam and Exit Survey around 2024-2025.

The attached file shows the BA current enrollment by L-Number and the progression status of each.

**Changes Made/Proposed Related to Goal**

None.

### Upload Rubrics/Other Files

BA in Entrep Majors as of 10-1-2023.xlsx

## Goal 3

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

### Program Goal

BA in Entrepreneurship students will be able to apply the principles of small business and entrepreneurship strategies.

### Pillar of Success Supported

High-Demand, Market-Driven Programs

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

### What type of Outcome would you like to add?

Student Learning Outcome

### Enter Outcome

Students will know entrepreneurship principles

### Timeframe for this Outcome

2023-2024

### Performance Target for "Met"

Average score of 4 or better on a 5-point rubric

### Performance Target for "Partially Met"

Average score of 3 or better on a 5-point rubric

### Performance Target for "Not Met"

Average score of less than 3 on a 5-point rubric

### Assessment Measure Used

Direct: MGMT 325 Essay Assignment

### Frequency of Assessment

Annually



**Data Collected for this Timeframe (Results)**

Students will not enroll in MGMT 325 until 2023-2024

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take MGMT 325 until about 2024-2025. One Junior will take MGMT 325 around 2024-2025. One Junior took MGMT 325 in spring 2023 but will not be assessed until their assignment results are aggregated with a larger sample.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 2**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will apply entrepreneurship strategy

**Timeframe for this Outcome**

2023-2024

**Performance Target for "Met"**

Average score of 80% or higher on the Business Plan assignment

**Performance Target for "Partially Met"**

Average score of 70% or higher on the Business Plan assignment

**Performance Target for "Not Met"**

Average score less than 70% on the Business Plan assignment

**Assessment Measure Used**

Direct: Business Plan Assignment in MGMT 320

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

Students will not enroll in MGMT 320 until 2023-2024

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take MGMT 320 until about 2024-2025. The two Juniors did not yet take MGMT 320, but will around 2023-2025.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 3**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will know and apply entrepreneurship principles

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items related to Entrepreneurship principles on the exit survey.

**Performance Target for "Partially Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items related to Entrepreneurship principles on the exit survey.

**Performance Target for "Not Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items related to Entrepreneurship principles on the exit survey.

**Assessment Measure Used**

Indirect: Student Program Exit Survey

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

The first students will not complete this survey until

**Score (Met=3, Partially Met=2, Not Met=1)**

around 2024-2025.

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take this survey until about 2025-2027. There are two Juniors who will take the survey around 2024-2025.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

## Goal Summary

**Goal Summary/Comments**

8 students are enrolled, and 6 are second or first-year students who will not complete the related courses or Exit Survey until about 2025-2027. One Junior will take MGMT 325 around 2024-2025. One Junior took MGMT 325 in spring 2023 but will not be assessed until their assignment results are aggregated with a larger sample. The two Juniors did not yet take MGMT 320. The two Juniors will take the Exit Survey around 2024-2025.

The MGMT 320 and MGMT 325 Assignment Rubrics will be developed.

The attached file shows the BA current enrollment by L-Number and the progression status of each.

**Changes Made/Proposed Related to Goal**

None.

**Upload Rubrics/Other Files**

BA in Entrep Majors as of 10-1-2023.xlsx

## Goal 4

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

**Program Goal**

BA in Entrepreneurship students will know the legal, ethical, and social aspects of beginning and operating a new venture.

**Pillar of Success Supported**

High-Demand, Market-Driven Programs

## Outcomes

**Outcome 1**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will know legal principles applicable to entrepreneurship

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 50%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 41%

**Performance Target for "Not Met"**

Mean percent Correct less than 41%

**Assessment Measure Used**

MFT Indicator: Legal and Social Environment

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

The first students will not take the MFT exam until around 2024-2025.

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take this exam until about 2025-2027. There are two Juniors who will take the MFT around 2024-2025.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will determine ethical, legal, and social issues applicable to entrepreneurship

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Average score of 4 or better on a 5-point rubric

**Performance Target for "Partially Met"**

Average score of 3 or better on a 5-point rubric

**Performance Target for "Not Met"**

Average score of less than 3 on a 5-point rubric

**Assessment Measure Used**

Direct: MGMT 325 and MGMT 320 Essay Assignments

**Frequency of Assessment**

Annually.

**Data Collected for this Timeframe (Results)**

Students will not enroll in MGMT 320 and MGMT 325 until 2023-2024

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not complete the related courses until about 2025-2026. One Junior will take MGMT 325 around 2024-2025. One Junior took MGMT 325 in spring 2023 but will not be assessed until their assignment results are aggregated with a larger sample.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

## **Outcome 3**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

### What type of Outcome would you like to add?

Student Learning Outcome

### Enter Outcome

Students will know the legal, ethical, & social aspects of entrepreneurship

### Timeframe for this Outcome

2024-2025

### Performance Target for "Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items related to the legal, ethical, & social aspects of entrepreneurship on the exit survey.

### Performance Target for "Partially Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items related to the legal, ethical, & social aspects of entrepreneurship on the exit survey.

### Performance Target for "Not Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items related to the legal, ethical, & social aspects of entrepreneurship on the exit survey.

### Assessment Measure Used

Indirect: Student Program Exit Survey

### Frequency of Assessment

Annually.

### Data Collected for this Timeframe (Results)

Students will not complete this survey until 2024-2025.

### Score (Met=3, Partially Met=2, Not Met=1)

### Comments/Narrative

8 students are enrolled, and 6 are second or first-year students who will not take this survey until about 2025-2027. There are two Juniors who will take the survey around 2024-2025.

### Resources Needed to Meet/Sustain Results

None.

### Explanation of How Resources Will Be Used

Not applicable.

## Goal Summary

### Goal Summary/Comments

8 students are enrolled, and 6 are second or first-year students who will not complete the related courses, MFT, or Exit Survey until about 2025-2027. One Junior will take MGMT 325 around 2024-2025. One Junior took MGMT 325 in spring 2023 but will not be assessed until their assignment results are aggregated with a larger sample. The two Juniors who will take MGMT 320, MFT, and Exit Survey around 2024-2025.

The attached file shows the BA current enrollment by L-Number and the progression status of each.

MGMT 320 and MGMT 320 Assignment Rubrics will be developed.

### **Changes Made/Proposed Related to Goal**

None.

### **Upload Rubrics/Other Files**

BA in Entrep Majors as of 10-1-2023.xlsx

## **Goal 5**

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

### **Program Goal**

BA in Entrepreneurship students will study concepts in Human and Social Discovery, and Creativity and Innovation.

### **Pillar of Success Supported**

High-Demand, Market-Driven Programs

## **Outcomes**

### **Outcome 1**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

### **What type of Outcome would you like to add?**

Student Learning Outcome

### **Enter Outcome**

Students will describe creative problem-solving methods in entrepreneurship

### **Timeframe for this Outcome**

2023-2024

### **Performance Target for "Met"**

Average score of 4 or better on a 5-point rubric

### **Performance Target for "Partially Met"**

Average score of 3 or better on a 5-point rubric

### **Performance Target for "Not Met"**

Average score of less than 3 on a 5-point rubric

**Assessment Measure Used**

Direct: MGMT 325 Essay Assignment

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

Students will not enroll in MGMT 325 until 2023-2024

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take MGMT 325 until about 2024-2025. One Junior will take MGMT 325 around 2024-2025. One Junior took MGMT 325 in spring 2023 but will not be assessed until their assignment results are aggregated with a larger sample.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 2**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will be able to identify entrepreneurial opportunities

**Timeframe for this Outcome**

2023-2024

**Performance Target for "Met"**

Average score of 4 or better on a 5-point rubric

**Performance Target for "Partially Met"**

Average score of 3 or better on a 5-point rubric

**Performance Target for "Not Met"**

Average score of less than 3 on a 5-point rubric

**Assessment Measure Used**

Direct: MGMT 325 Essay Assignment

**Frequency of Assessment**

Annually



**Data Collected for this Timeframe (Results)**

Students will not enroll in MGMT 325 until 2023-2024

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take MGMT 325 until about 2024-2025. One Junior will take MGMT 325 around 2024-2025. One Junior took MGMT 325 in spring 2023 but will not be assessed until their assignment results are aggregated with a larger sample.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 3**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will complete four courses in Human & Social Discovery

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Students completed four courses from the approved Human & Social Discovery course list

**Performance Target for "Partially Met"**

Not applicable.

**Performance Target for "Not Met"**

Students completed less than four courses from the approved Human & Social Discovery course list

**Assessment Measure Used**

Indirect: Transcript

**Frequency of Assessment**

Annually.

**Data Collected for this Timeframe (Results)**

The first students will not complete these courses until 2024-2025

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take the relevant courses until about 2024-2027. These students will not complete their courses until 2024-2025 (2 Juniors) or 2025-2027 (first and second-year students).

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 4**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will complete four courses in Creativity & Innovation

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Students completed four courses from the approved Creativity & Innovation course list

**Performance Target for "Partially Met"**

Not applicable.

**Performance Target for "Not Met"**

Students completed less than four courses from the approved Creativity & Innovation course list

**Assessment Measure Used**

Indirect: Transcript

**Frequency of Assessment**

Annually.

**Data Collected for this Timeframe (Results)**

The first students will not complete these courses until 2024-2025

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take the relevant courses until about 2024-2027. These students will not complete their courses until 2024-2025 (2 Juniors) or

2025-2027 (first and second-year students).

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 5**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will have the capacity for discovery, creativity, and innovation

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items related to discovery, creativity, and innovation on the exit survey.

**Performance Target for "Partially Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items related to discovery, creativity, and innovation on the exit survey.

**Performance Target for "Not Met"**

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items related to discovery, creativity, and innovation on the exit survey.

**Assessment Measure Used**

Indirect: Student Program Exit Survey

**Frequency of Assessment**

Annually.

**Data Collected for this Timeframe (Results)**

The first students will not complete this survey until around 2024-2025.

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

8 students are enrolled, and 6 are second or first-year students who will not take this survey until about 2025-2027. There are two Juniors who will take the survey around 2024-2025.

**Resources Needed to Meet/Sustain Results**

None.

**Explanation of How Resources Will Be Used**

Not applicable.

## Goal Summary

**Goal Summary/Comments**

8 students are enrolled, and 6 are second or first-year students who will not complete the related courses or Exit Survey until about 2025-2027. One Junior will take MGMT 325 around 2024-2025. One Junior took MGMT 325 in spring 2023 but will not be assessed until their assignment results are aggregated with a larger sample. The two Juniors will complete the related courses and Exit Survey around 2024-2025.

The attached file shows the BA current enrollment by L-Number and the progression status of each.

The MGMT 325 Assignment Rubrics will be developed.

**Changes Made/Proposed Related to Goal**

None.

**Upload Rubrics/Other Files**

BA in Entrep Majors as of 10-1-2023.xlsx

**Dean's Email Address**

mfekula@lander.edu

**Approved by Dean?**

Yes

**Signature of Dean**

Michael J. "Mick" Fekula

**Comments from Dean's Review**

I Concur. Aggregated assessment data, results, and analysis will not be available until 2025-2027 because the program is still early in its development.

**Thank you for reviewing and approving this report. The approval and a copy of the report will be emailed to you and the Assessment Coordinator.**