



# UNIVERSITY OF ARKANSAS PULASKI TECH

## Assessment Report: 2018-2019 – Program Level

The University of Arkansas – Pulaski Technical College calls for each program (AS, AA, AAS, CP, and TC) to have an assessment plan for each academic year that includes the following:

- Program Learning Objectives
- Procedures for assessing the achievement of student learning
- Procedures for analyzing and interpreting assessment results for the continuous improvement of the program.



A primary goal for each instructional department's assessment is to include at least one direct measure of student learning, which is accomplished usually through the use of locally developed tests, student portfolios, capstone assessment measures, embedded assignments, or through licensure exams and standardized national tests. In addition to direct measures, most areas may also use indirect methods to assess student achievement. Graduation rates and graduation and employer surveys are frequently used as indirect indicators of student achievement.

This form presents template of questions that must, at minimum, be addressed by instructional departments when filing an assessment plan. While an electronic version of this form will be made available, instructional departments may include additional information not specifically addressed in this form as long as the template questions are addressed.

**Other Assessment Considerations:**

- The College expects programs/departments/divisions to make curriculum changes and budget requests based in part upon assessment findings. Assessment of student learning should be a catalyst for quality instruction and improvement across the college community.
- All programs will be asked to submit an annual assessment report to the Assessment Committee by October 10th of each year. (If October 10<sup>th</sup> falls on a weekend, please submit reports on the following Monday.)
- For technical and occupational programs, please consider the role of your advisory committee in your student learning objectives.

This form must be completed by October 10 of each academic year. Complete each part of this form. Please follow highlighted instructions.

**Part A: Identification and Assessment Plan**

1. Name of program: AAS-Business; Entrepreneurship Option
2. Name of individual compiling report: April Hearne
3. Date of submission: 10/02/2019
4. Is the assessment plan (**Check one**)
  - ☐ an initial plan for the program
  - ☒ **a revision of an old plan**
  - ☐ unaltered from previous year

5. Provide a brief description of the program and its purposes, to include a description of the jobs/careers for which students are being prepared.

The Entrepreneurship option is a two-year associate degree designed to inspire critical thinking in students, develop positive approaches to problem-solving, build attributes of creativity, and foster and

enhance entrepreneurial traits in individuals. The Entrepreneurship Degree objectives assist people looking to start a new venture or those currently in school by providing them with the knowledge, skills, and abilities to make their business successful.

Job Opportunities Small Business Owner • Small Business Manager

## Part B: Student Learning Objectives, Assessment Methods, and Data Sources

In this section of the assessment plan, student learning objectives for the program will be defined. Also, assessment methods and data sources for each objective must be defined. Follow the instructions below to define and relate the program learning objectives.

1. Complete the chart below or attach documentation of the assessment process that includes the data included below. Also attach any assessment instruments and grading rubrics used at the program level if applicable.

Program Learning Objectives	Course	Assessment Method and/or Data Source
1. <i>Develop a personal business plan for a small business</i>	ENTR 1003 ENTR 2613	ENTR 1003-Small Business Plan ENTR 2613-Semester long comprehensive business plan project Goal: 70% success rate in each
2. <i>Identify steps in starting a business</i>	ENTR 1003	Test Scores Goal: 70% success rate in each
3. <i>Develop a marketing plan for a small business</i>	ENTR 1103 ENTR 2613	ENTR 1103-Final Project ENTR 2613-Section 2 of the comprehensive business plan project Goal: 70% success rate in each
4. <i>Demonstrate a working knowledge of SWOT within a small business model</i>	ENTR 1103 ENTR 2613	Writing project with assignment scores Goal: 70% success rate in each
5. <i>Identify advertising opportunities within/for a small business venture</i>	ENTR 2003	Discussion Question with assignment scores Goal: 70% success rate in each
6. <i>Identify different selling opportunities within/for a small business venture</i>	ENTR 2003	Discussion questions with assignment scores Goal: 70% success rate in each
7. <i>Identify funding opportunities for individual small business ventures</i>	ENTR 2003 ENTR 1003	ENTR 2003: Multiple written writing assignments throughout the last 8 weeks of the course ENTR 1003-Writing assignment with assignment scores Goal: 70% success rate in each
8. <i>Identify business opportunities through current business trends</i>	ENTR 1003	Chapter 1 critical thinking assignment. Goal: 70% success rate in each
9. <i>Brainstorm new business ideas and concepts</i>	ENTR 1003	Project with presentation Goal: 70% success rate in each
10. <i>Recognize the importance of motivation and leadership within an organization</i>	BUS 2543	Exam over motivation and leadership Goal: 70% success rate in each

2. For each program objective, if applicable, discuss any additional data sources that may be used to gauge success (e.g. charts, graphs, surveys, rates).  
Goal: 70% success rate in each
3. Describe the process of analyzing the assessment data for the last academic year.

*Lead faculty compiled and analyzed the data. The data is reviewed comparing traditional, online and/or hybrid formats as needed. Data is compared to previous semesters and recommendations are made for future semesters based on trends and comparisons.*

4. Complete the chart below or attach documentation of the assessment findings that includes the data included below.

Program Learning Objectives	Assessment Findings/Conclusion
1. <i>Develop a personal business plan for a small business</i>	<p>ENTR 1003: Fall 2018: One Page Business Plan Worksheet: Average Score: 95%; Success Rate: 100%. Business Plan Project: Average Score: 78%; Success Rate: 87%.</p> <p>ENTR 1003: Spring 2019: One Page Business Plan Worksheet: Average Score: 92%; Success Rate: 95%. Business Plan Project: Average Score: 91%; Success Rate: 100%.</p> <p>ENTR 2613: Fall 2018: Average Score: 74%; Success Rate: 80%</p> <p>ENTR 2613: Spring 2019: Average Score: 81%; Success Rate: 90%</p>
2. <i>Identify steps in starting a business</i>	ENTR 1003: Spring 2019: Average Score 75%. Success Rate: 56%
3. <i>Develop a marketing plan for a small business</i>	To be assessed in AY 2019-2020
4. <i>Demonstrate a working knowledge of SWOT within a small business model</i>	<p>ENTR 1103: Fall 2018: Average Score: 79%; Success Rate: 89%.</p> <p>ENTR 1103: Spring 2019: Average Score: 85%; Success Rate: 100%</p> <p>ENTR 2613: Fall 2018: Average Score 74%; Success Rate 75%.</p> <p>ENTR 2613: Spring 2019: Average Score: 97%; Success Rate: 100%</p>
5. <i>Identify advertising opportunities within/for a small business venture</i>	To be Assessed in AY 2019-2020
6. <i>Identify different selling opportunities within/for a small business venture</i>	<p>ENTR 2003: Fall 2018: Week 3 DQ: Average Score: 76%; Success Rate: 56%.</p> <p>Week 4 DQ: Average Score: 67%; Success Rate: 56%.</p>
7. <i>Identify funding opportunities for individual small business ventures</i>	<p>ENTR 2033: Spring 2019: Direct Essay: Average Score: 80%; Success Rate: 81%.</p> <p>Direct-Online Discussion Analysis: Average Score: 68%; Success Rate: 63%.</p>
8. <i>Identify business opportunities through current business trends</i>	To be assessed in AY 2019-2020
9. <i>Brainstorm new business ideas and concepts</i>	To be assessed in AY 2019-2020
10. <i>Recognize the importance of motivation and leadership within an organization</i>	To be assessed in AY 2019-2020

5. What is the action plan for assessment for the next academic year? Explain.  
*In Fall of 2019 we started a revamped and revised assessment plan. Previously this degree was assessed fully over 3 years and we are moving to a 2 year cycle.*

6. What changes were implemented this year based on last year's findings?  
*In Fall of 2019 we started a revamped and revised assessment plan. Previously this degree was assessed fully over 3 years and we are moving to a 2 year cycle.*
7. Please write any additional information here that you think is pertinent to the assessment process for your program that assists stakeholders (i.e. administrators and standing committees) in understanding your report.