

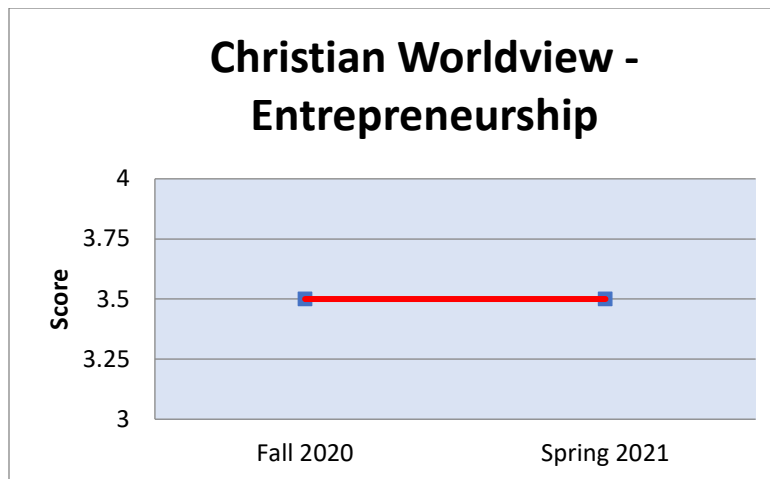
**Oral Roberts University College of Business**  
**Entrepreneurship Program Assessment Outcome Report**  
**2020-2021**

**COB Shared Outcome #1 Assessment**

<b>Program Goal</b>	<b>Program Learning Outcome</b>	<b>Course Outcome</b>	<b>Performance Activity (Artifact)</b>	<b>Criteria for Success</b>
Demonstrate a Christian Worldview	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 100).	Mean of 3.5 or higher

**Longitudinal Data (Direct Measures):**

<b>Semester</b>	<b>N</b>	<b>Score</b>
Fall 2020	5	3.5
Spring 2021	10	3.5



*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

**Analysis - Conclusions Drawn from the Data:**

[1/6/21]: Mean goal was met.

[8/19/21]: Mean goal was met.

**Actions Taken:**

[1/6/21]: No actions taken since the goal was met.

[8/19/21]: No actions needed since goal was met.

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

**FOR FUTURE USE (Since this major was first offered in Fall 2020 there are no upper classman to assess):**

**COB Shared Outcome #2 Assessment**

<b>Program Goal</b>	<b>Program Learning Outcome</b>	<b>Course Outcome</b>	<b>Performance Activity (Artifact)</b>	<b>Criteria for Success</b>
Demonstrate business knowledge and application	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (LMGT 431)	Completion of the Major Field Test (MGT 431).	Overall Score in the 75 <sup>th</sup> percentile; Mean of 3.5 or higher in management

**Longitudinal Data (Direct Measures):**

**Analysis - Conclusions Drawn from the Data:**

See MFT Report for Overall Score conclusions.

**Actions Taken:**

See MFT Report for Overall Score actions taken.

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

### COB Shared Outcome #3 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective oral communication skills	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (MGT 431).	Completion of oral presentation of strategic recommendations (MGT 431).	Mean of 3.5 or higher

#### Longitudinal Data (Direct Measures):

#### Analysis - Conclusions Drawn from the Data:

#### Actions Taken:

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

## COB Shared Outcome #4 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Mean of 3.5 or higher

### Longitudinal Data (Direct Measures):

### Analysis - Conclusions Drawn from the Data:

### Actions Taken:

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

## COB Shared Outcome #5 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective written communication skills.	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	Demonstrate a thorough formation and collection of business research combined with realistic business simulation to develop a business plan (ENT 300).	Completion of a business plan for assigned company (ENT 300).	Mean of 3.5 or higher

### Longitudinal Data (Direct Measures):

### Analysis - Conclusions Drawn from the Data:

### Actions Taken:

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

## COB Discipline Specific Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate the ability to apply entrepreneurial concepts to the development of a business plan and the operations of a company.	Apply and demonstrate an understanding of how to successfully use the Business Model Canvas to implement the Customer Development Process.	Demonstrate a comprehensive understanding of the Business Model Canvas to successfully form a business (ENT 325).	Completion of the Business Model Canvas to launch, manage, and grow a business (ENT 325).	Mean of 3.5 or higher

### Longitudinal Data (Direct Measures):

### Analysis - Conclusions Drawn from the Data:

### Actions Taken:

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*