

Entrepreneurship Minor*
2019-2020 Student Learning Outcomes

Outcome		Assessment Methods
1	<i>Students understand knowledge of the context, concepts and process of entrepreneurship.</i>	<i>Weekly quizzes</i> <i>Presentation evaluated with rubric</i>
2	<i>Students develop ability to conceive and develop entrepreneurial opportunities, articulate them using a business model canvas and test them through a feasibility analysis.</i>	<i>Reading quizzes</i> <i>Business model team project</i>
3	<i>Students will gain ability to write and present a complete business plan.</i>	<i>Business plan evaluated with rubric</i> <i>Business plan presentation evaluated on a 4-point scale</i>
4	<i>Students will gain an understanding of the responsibility that businesses have toward society and the environment.</i>	<i>Reflection journal</i> <i>Social change project</i> <i>Written assignment</i> <i>“Giving back” project</i>

*Preliminary Outcomes