Introduction
We sought to implement an assessment program for the University of Wisconsin – Whitewater Entrepreneurship Program. Our 2016 – 2017 Action Plan was as follows:
1) Finalize assessment for the Introduction to Entrepreneurship course.
2) Create an assessment tool to analyze the knowledge acquired by entrepreneurship students, both within Introduction to Entrepreneurship and at the completion of New Ventures (capstone entrepreneurship course).
3) Locate an assessment tool to analyze the inherent abilities of entrepreneurship students.
4) Conduct a pre and post assessment for the Spring 2017 Introduction to Entrepreneurship course.
5) Plan for implementation of students in the New Ventures (entrepreneurship capstone course) beginning with those completed the assessments in Introduction to Entrepreneurship course.
6) 90 second pre- and post-video pitch by each student in Introduction to Entrepreneurship.

Results
1) Secured approval from Jon Werner, Management Department Chair, to implement assessment.
2) Designed and implemented a knowledge assessment to be piloted in Introduction to Entrepreneurship.
3) Researched an assessment (Entrepreneurial Mindset Profile) to analyze the inherent entrepreneurial abilities of entrepreneurship students.
4) Created a video pitch activity, that was piloted in Fall 2016 and will be incorporated into the assessment in Spring of 2017.
5) Secured funding for the Entrepreneurial Mindset Profile certification and student testing.

Entrepreneurship Mindset Profile
Ability Assessed:
1) Independence
2) Preference for Limited Structure
3) Nonconformity
4) Risk Acceptance
5) Action Orientation
6) Passion
7) Need to Achieve

Entrepreneurship Knowledge Assessment
Knowledge Assessed:
1) Business Model Canvas
2) Revenue Models
3) Cost Structure
4) Value Propositions
5) Customer Segments
6) Customer Relationships
7) Partnerships
8) Key Resources
9) Channels
10) Key Activities
11) Intellectual Property
12) Human Resources
13) Finance
14) Family Entrepreneurship

Conclusion
Assessing entrepreneurship competencies (knowledge, skills and abilities) is no easy task. When we broke-out the three elements of the competencies our path became logical. Knowledge is now being assessed through our internally developed knowledge assessment tool and pitch video. The location of the Entrepreneurship Mindset Profile Tool was of great assistance in assessing ability. We do seek to assess knowledge and skills acquired in the future through co-curricular activities and internships.

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