



UNIVERSITY OF WISCONSIN WHITEWATER

ACADEMIC ASSESSMENT

Entrepreneurship

Mission Statement

In support of the College and University mission to serve as a regional cultural and economic resource through service initiatives and to provide a variety of co-curricular activities to enhance out-of-class learning opportunities, the Entrepreneurship major prepares students for careers as business creators and developers. The major focus on the knowledge and skills required is three-fold. First, the ability to identify and explain issues facing small, family, and entrepreneurial businesses; second, to evaluate the viability of a business; and, third, prepare a start-up business plan emphasizing financing, marketing and organization.

Student Learning Outcomes

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Upon completion of the Entrepreneurship major, graduates will have the abilities and confidence to first, start and grow new business ventures, and/or second, to become a force for innovation and growth within existing companies. The learning outcomes, or skill-based objectives, that support the two broader objectives are to provide students with the ability to:

1. Students will be able to define, identify and/or apply the principles of *entrepreneurial and family business*;
2. Students will be able to define, identify and/or apply the principles of *viability of businesses, new business proposals, and opportunities within existing businesses*;
3. Students will be able to define, identify and/or apply the principles of *entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses*;
4. Students will be able to define, identify and/or apply the principles of *preparing a start-up business plan emphasizing financing, marketing, and organizing*;
5. Students will be able to define, identify and/or apply the principles of *creating and defending an entrepreneurial marketing plan*;
6. Students will be able to define, identify and/or apply the principles of *developing pro forma financial statements*;

7. Students will be able to define, identify and/or apply the principles of *new venture financing, growth financing, and growth financing for existing businesses*;

Courses we offer and their link to student content outcomes:

- MGT 201 is a survey course and as such touches on all of the outcome goals above – but in a cursory way.
- MKTG 360 Entrepreneurial Marketing covers goals #3, #4, and #5
- MGT 321 Growing Entrepreneurial and Family Business covers goals #1, #2, #3, and #5
- FNSBLW 370 Entrepreneurial Finance management covers goals #2, #4, #6, and #7
- MGT 380 Growing Entrepreneurial Organizations covers goals #3, #7
- MKTG 400 Innovation and Technology Marketing covers goals #3, #4, and #5
- MGT 485 Consulting for Entrepreneurial Companies covers goals #1, #2, #3, & #4
- MGT 487 Entrepreneurship: New Ventures covers goals #1, #2, #3, #4, #5, & #6

Content and skill Outcomes and how they will be addressed by the Entrepreneurship Major:

- The Entrepreneurship Faculty has identified the two types of outcomes (content and skill) as being separate areas for assessment and evaluation. The content of the Entrepreneurship major is driven largely by our alignment with many of the highly ranked Entrepreneurship programs in the United States, and the AACSB. The second set of outcomes are skill or process based and while integral to the overall structure, are unique to each course and evaluated and assessed differently.