## Marquette University
## Learning Assessment Plan

### Entrepreneurship

**Program:** Entrepreneurship  
**Degree:** BS  
**Date submitted:** May 15, 2006

<table>
<thead>
<tr>
<th>Program Learning Outcomes Students will be able to:</th>
<th>Performance Indicators</th>
<th>Measures</th>
<th>Use of the Information</th>
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</table>
| 1. Start a for-profit or non-profit company          | 1. Identify vision and mission, and articulate why these are right for the student  
2. Identify the characteristics of an entrepreneurial career that fit with such a vision and mission, and articulate why this is so.  
3. Develop a business plan that would fit the above requirements | 1. ENTP 150 - Personal evaluation using an assessment rubric developed by the faculty  
2. ENTP 150 - Personal evaluation using an assessment rubric developed by the faculty  
3. ENTP 151 - Written business plan using an assessment rubric developed by the faculty | Assessment data will be collected by the teachers in the classes in which assessment takes place. The data will be collated by Konz and fed back to the Entrepreneurship faculty for analysis and curricular improvement. |