Provide an example of the program’s most interesting or important assessment finding that demonstrates the program’s success associated with a program learning outcome.

A challenge for all entrepreneurs is to articulate the "business model" of their proposed (or actual) ventures. A business model is a capsule statement of how the venture will succeed economically; in brief, how it will make money. Currently almost 92% of students the required business plan course are assessed as competent or proficient on this criterion and almost 39% do extremely well.

Describe an assessment result that indicates an opportunity for improvement and identify the specific actions the program will take to improve student learning.

We wish to see a larger number of students excel in business plan writing. Currently all students achieve proficiency but only 30.5% excel. We are working on linking more students with practitioner mentors in our Business Plan Competition, and will be launching our first annual "student entrepreneurship fair" for displaying excellent work at the close of the next Spring semester.