

# Concurrent Enrollment Assessment Report Fall 2011

## *Entrepreneurship 160*

The Entrepreneurship major within the Department of Management at Wichita State University offers concurrent enrollment credit for ENTR 160 (Entrepreneurship), which is a General Education Introductory course. In this course students are introduced to the world of small business with considerable attention to elementary concepts of planning, financing, starting and managing a new business. The course objectives for 160 classes offered on campus as well as in local high schools are as follows:

- Analysis of personal strengths and weaknesses as they relate to launching an entrepreneurial career
- Overview: entrepreneur profile (traits and behaviors), planning the business, legal requirements
- Business Research: researching the market, industry analysis, competitive analysis, location/facilities
- Marketing: customer pricing, promotional activities
- Managing/Financing: human resource management, financial plan, capitalization and financial projections, management control tools

In order to assess whether these objectives have been met, the Center for Entrepreneurship with the department faculty, designed an Assessment Plan in the spring of 2011 centered The assessments for this class centered around each individual student's selection of a hypothetical business which they named, researched and "created". The assessments for this class included:

- 19 Class work/Homework assignments
- 7 Tests and Quizzes
- 7 Projects
- 2 Record Keeping exercises

Final Exam which consisted of a shortened business plan and a PowerPoint presentation. Each of the above categories was worth 20% of the student's overall grade.

The decision points are as follows: A = 100-93; A- = 92.9-90; B+ = 89.9-87; B = 86.9-83; B- = 82.9-80; C+ = 79.9-77; C = 76.9-73; C- = 72.9-70; D+ = 69.9-67; D = 66.9-63; D- = 62.9-60; F = Below 60

### Fall 2011 Grades (9 total students):

	Concurrent Students:	Non-Concurrent Students:	WSU Class
Credit Grades:	A (1), A-(4),B+(4)	N/A	A(4), A-(2), B(2), B-(3), C(2), C-(1), F(6), W(8)
Credit Average	A-	N/A	2.065 (C)
Overall Class Average:	A-		

We conclude from this assessment that the concurrent enrollment students are receiving solid instruction in Entrepreneurship from our partner high school, Trinity Academy.