

**Entrepreneurship Minor
2018-2019 Student Learning Outcomes**

| Outcome | | Assessment Methods |
|----------------|--|--|
| 1 | <i>Students understand knowledge of the context, concepts and process of entrepreneurship.</i> | <i>Weekly quizzes</i> <i>Presentation evaluated with rubric</i> |
| 2 | <i>Students develop ability to conceive and develop entrepreneurial opportunities, articulate them using a business model canvas and test them through a feasibility analysis.</i> | <i>Reading quizzes</i> <i>Business model team project</i> |
| 3 | <i>Students will gain ability to write and present a complete business plan.</i> | <i>Business plan evaluated with rubric</i> <i>Business plan presentation evaluated on a 4-point scale</i> |
| 4 | <i>Students will gain an understanding of the responsibility that businesses have toward society and the environment.</i> | <i>Reflection journal</i> <i>Social change project</i> <i>Written assignment</i> <i>“Giving back” project</i> |