

**Assessment Plan for the School of Entrepreneurship
Master of Science in Entrepreneurship and Graduate Certificate in Entrepreneurship
Spears School of Business
2017 Academic Year**

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Degree Program: This plan outlines what criteria and methodologies are used to assess how well the (1) Master of Science in Entrepreneurship and the (2) Graduate Certificate in Entrepreneurship programs in the School of Entrepreneurship at Oklahoma State University's Spears School of Business (SSB) is meeting the following learning goals.

School of Entrepreneurship Vision

The mission of the School of Entrepreneurship is to foster the entrepreneurial spirit of entrepreneurship across the Oklahoma State campus, enabling a truly entrepreneurial university, while also fostering entrepreneurial behavior throughout the State of Oklahoma and in our nation. We seek to champion the adoption of entrepreneurial attitudes and behaviors in all facets of life.

Learning Goals

Seven learning goals will be assessed in the (1) Master in Science in Entrepreneurship and the (1) Graduate Certificate in Entrepreneurship Programs. These learning goals are:

- Learning Goal #1: Opportunity Recognition
- Learning Goal #2: Responsible Risk-Taking
- Learning Goal #3: Resource Leveraging/Bootstrapping
- Learning Goal #4: Creative Problem Solving
- Learning Goal #5: Ability to Maintain Focus Yet Adapt
- Learning Goal #6: Guerilla Skills
- Learning Goal #7: Career Placement

Assessment Standard

Learning goals 1-6 will be assessed by asking students to fill out a Likert scale that has been designed for each individual learning goal. Each Likert scale is a five point scale. A mean score of 4.00 on a 5 point scale will meet the standard. Learning Goal #7 will be assessed by asking students if they have (1) started a business (2) accepted full-time employment or (3) are not currently employed. If 90% of students have started a business or accepted full-time employment the standard will have been met.

Learning Goal No. 1: Opportunity Recognition

- Objective: Students will demonstrate an ability to discover and evaluate new market opportunities.
- Assessment Method: A five point Likert scale will be used to evaluate student responses with regard to Opportunity Recognition. Results will be compiled separately for the Masters in Entrepreneurship degree and the Graduate Certificate Program.

Learning Goal No. 2: Responsible Risk-Taking

- Objectives:

- Students will demonstrate the ability to recognize and assess risks and pursue the responsible course of action in either a New Venture Context or within the context of an existing firm.
- Assessment method: A five point Likert scale will be used to evaluate student responses with regard to Responsible Risk-Taking. Results will be compiled separately for the Masters in Entrepreneurship degree and the Graduate Certificate Program

Learning Goal No. 3: Resource Leveraging/Bootstrapping

- Objectives:
 - Students will demonstrate an awareness that being able to access resources is more important than owning them.
 - Students will recognize that without sufficient savings or access to money, it is very hard to start a business.
 - Students will demonstrate an awareness of the need to use well-planned and calculated market research tools when investigating the need and interest in a product or service.
- Assessment Method: A five point Likert scale will be used to evaluate student responses with regard to Resource Leveraging/Bootstrapping. Results will be compiled separately for the Masters in Entrepreneurship degree and the Graduate Certificate Program

Learning Goal No. 4: Creative Problem Solving

- Objectives:
 - Students will demonstrate a propensity to propose creative solutions to problems.
 - Students will demonstrate a propensity to identify opportunities for new products and services.
- Assessment method: A five point Likert scale will be used to evaluate student responses with regard to Creative Problem Solving. Results will be compiled separately for the Masters in Entrepreneurship degree and the Graduate Certificate Program

Learning Goal No. 5: Ability to Maintain Focus Yet Adapt

- Objectives:
 - Students will demonstrate a propensity to maintain focus yet adapt.
 - Students will demonstrate a propensity for flexibility in decision making.
- Assessment method: A five point Likert scale will be used to evaluate student responses with regard to Ability to maintain Focus Yet Adapt. Results will be compiled separately for the Masters in Entrepreneurship degree and the Graduate Certificate Program

Learning Goal No. 6: Guerrilla Skills

- Objectives:
 - Students will demonstrate a propensity to think and act in guerrilla ways.
 - Students will show an ability to identify guerrilla ideas to help a startup venture.

- Assessment method: A five point Likert scale will be used to evaluate student responses with regard to Guerrilla Skills. Results will be compiled separately for the Masters in Entrepreneurship degree and the Graduate Certificate Program.

Learning Goal No. 7: Career Placement

- Objectives:
 - Learn whether students have (1) started a business, (2) accepted full-time employment, (3) are not currently employed.
- Assessment method: A simple three option question will be developed to measure this learning goal.

Curriculum Map for Master’s in Entrepreneurship Program and Graduate Certificate in Entrepreneurship Program

	Learning Goal 1: Opportunity Recognition	Leaning Goal 2: Responsible Risk- Taking	Learning Goal 3: Resource Leveraging/ Bootstrapping	Learning Goal 4: Creative Problem Solving	Learning Goal 5: Ability to Maintain Focus Yet Adapt	Learning Goal 6: Guerilla Skills
EEE 5080	X	X	X	X	X	X
EEE 5113		X	X			
EEE 5333			X	X	X	X
EEE 5403	X	X	X	X		X
EEE 5513		X	X	X	X	X
EEE 5610		X		X	X	
EEE 5653		X	X			
EEE 5663	X			X		
EEE 5703			X		X	
EEE 5863	X		X	X	X	X