

Review of Performance: Spring 2014 BU 097 P1 & P2, 33

Submitted by: Shirley P. Jano

SLO#	Program SLO#	I, D, M	Reflection/Comment
1.1 Define entrepreneur.		I, D, M	# of students assessed: 32 # of students passed: 29 or 90% # of students failed: 3 or 37% # of students who didn't participate: 1 Assessment type: question from the final exam.
1.2 List the key traits of a successful entrepreneur.		I, D, M	# of students assessed: 32 # of students passed: 23 or 72% # of students failed: 8 or 25% # of students who didn't participate: 1 Assessment type: question from the final exam.
1.3 Explain social conditions conducive to development of entrepreneurs.		I, D, M	# of students assessed: 32 # of students passed: 14 or 43% # of students failed: 17 or 53% # of students who didn't participate: 1 Assessment type: question from the final exam.
2.1 Explain choice of business the entrepreneurs should go into.		I, D, M	# of students assessed: 32 # of students passed: 20 or 63% # of students failed: 11 or 34% # of students who didn't participate: 1 Assessment type: question from the final exam.
2.1 List the advantages and disadvantages of		I, D, M	# of students assessed: 32 # of students passed: 14 or 43%

different types of business.			# of students failed: 17 or 53% # of students who didn't participate: 1 Assessment type: question from the final exam.
3.1 Develop a simple small business plan in several phases:		I, D,M	# of students assessed: 32 # of students passed: 14 or 43% # of students failed: 13 or 41% # of students who didn't participate: 5 Assessment type: business plan executive summary.
*Phase 1: Draw blue print of the business plan, choosing site, and define market strategy.		I,	Did not assess.
*Phase II—research market, choosing product or service, and forecasting sales revenue.		I, D,M	# of students assessed: 32 # of students passed: 11 or 34% # of students failed: 6 or 19% # of students who didn't participate: 15 Assessment type: business plan project.
*Phase III—plan for accounting system and insurance coverage.		I,	Did not assess.
*Phase IV—explain legal aspects of the business. Define legal forms or organizations. List advantages or disadvantages.		I,	Did not assess.
*Phase V—explain the importance of business		I, D,M	# of students assessed: 32 # of students passed: 15 or 46%

location.			# of students failed: 5 or 16% # of students who didn't participate: 12 Assessment type: business plan project and question from final exam.
*Phase VI—forecast the financing needed in starting the business as well as preparing the budget for the business plan.			# of students assessed: 32 # of students passed: 15 or 46% # of students failed: 5 or 16% # of students who didn't participate: 12 Assessment type: business plan project.
*Final Phase—define the needs of the business in terms of personnel, needed skills to fill positions and how to go about finding the right employee(s).		I,	Did not assess.

Additional observations:

- Frankly, most of the students are found lacking pertinent skills required for this course, i.e. computer skills, reading comprehension skills, writing skills, knowledge of business terms (products, services, sales, revenues, expenses), time management, and business math skills.
- Students spent half of the semester working on the phases of their business plans and they still couldn't produce decent plans. Most of the students didn't submit their business plans, which is the main objective of the course.
- 4 students got B, 7 students got C, 6 students got D, and 16 students got F.

Special comments:

- Certificate level students should not be taking this course.

Recommendations:

- Eliminate BU097 from certificate level programs.
- Should make BU097 an elective course.
- Require CA100 as a pre-requisite for BU097.

Signature: Shirley P. Jano, Instructor
Name typed, position

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