

Intro. to Entrepreneurship Assessment Report Fall 2018

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1 INTRODUCTION

Florida SouthWestern State College's Business Department gathers a multitude of data from various courses as assessment tools in support of the Florida Department of Education Curriculum Framework. The course included in assessment in this report is ENT 1000 *Introduction to Entrepreneurship*. The assessment outcomes are intended to provide a baseline and measurement of achievement moving forward as well as investigate the strength and performance of items in the exam. The assessment plan also provides comparisons between dual enrollment (concurrent) and non-dual enrollment students, online versus traditional students, and by site, where possible. Where data is sufficient, additional analyses are provided including distribution studies and longitudinal studies.

For additional detail or further analysis not provided in this report, please contact Dr. Joseph F. van Gaalen, Asst. Vice President, Institutional Research, Assessment & Effectiveness, Academic Affairs (jfvangaalen@fsw.edu; x16965).

2 ENT 1000

2.1 LEARNING OUTCOMES, OBJECTIVES, AND DESCRIPTIVE STATISTICS

The FSW Business recently began assessing ENT 1000 (in AY 2018-2019). The outcome which is the focus of this study is that students will successfully pitch a proposal.

The objective for AY 2018-2019 is as follows:

- The measure of this assessment is the Elevator Pitch 3 assessment from the ENT 1000 Introduction to Entrepreneurship course, where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2018-2019 academic year.

During the fall 2018 semester, 40 artifacts were collected from 2 of 2 sections of ENT 1000. Descriptive statistics for achievement of outcomes are shown in Table 1. The goal that 70% of students will illustrate a proficiency of 70% or higher was met for all criteria and the overall score. A graphic representation of achievement is shown in Figure 1.

<i>Rubric Dimensions & Outcomes</i>	<i>n</i>	<i>Mean</i>	<i>% Meets 70%</i>
Students sufficiently address the following aspects of their venture: the problem, the solution, the market, put it all together, and a call to action	40	24.5	78%
Presentation Style	40	16.3	88%
Students have sufficiently analyzed and critiqued 2 of their peers elevator pitches	40	29.5	98%
LO-2 Apply the entrepreneurial process to an actual or simulated venture	40	9.7	100%
LO-3 Describe local, regional, and global entrepreneurial opportunities	40	9.7	100%

Table 1. Student achievement level by outcome for ENT 1000.

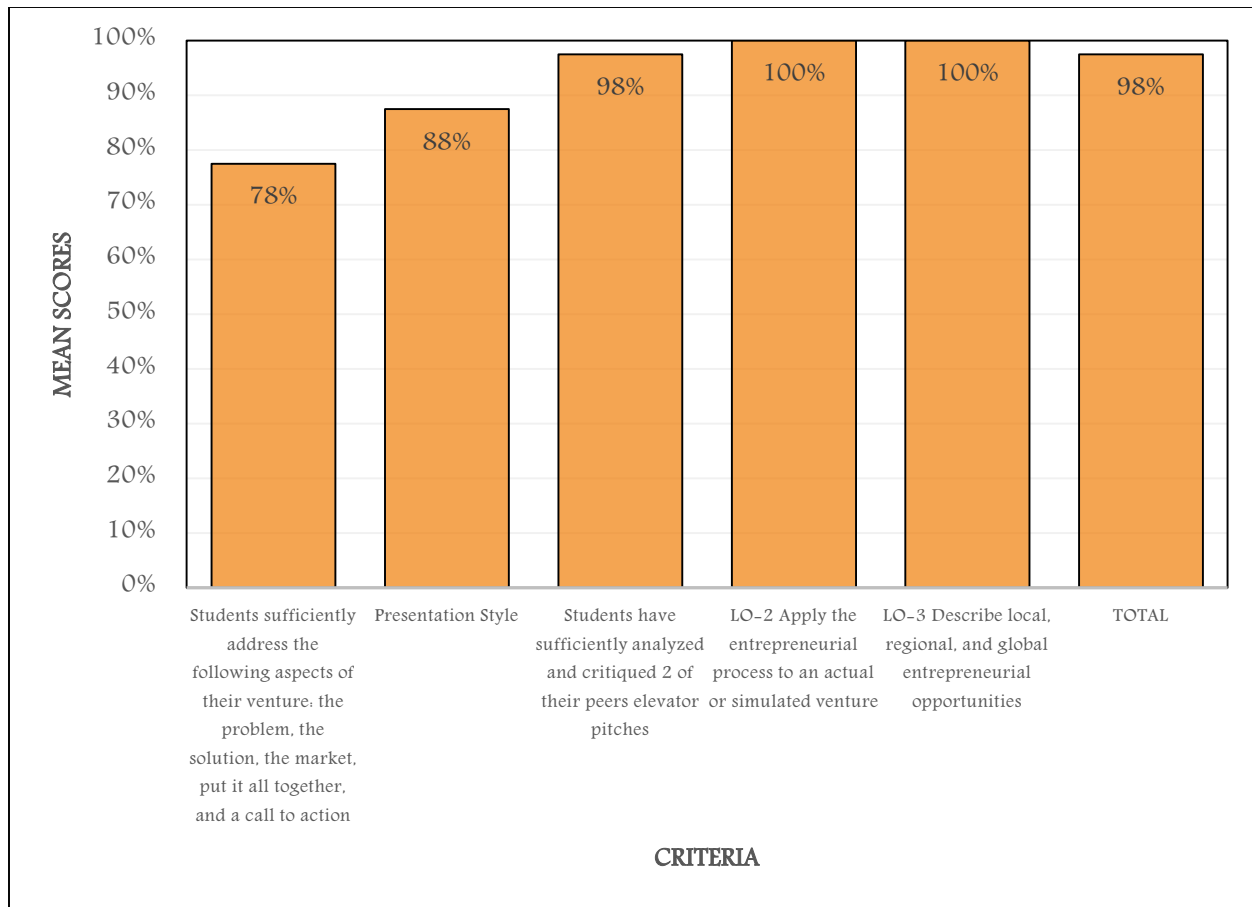


Figure 1. Bar graph of percentage of students meeting expectations of 70% or higher.

2.2 EXPLORATORY ANALYSIS AND SIGNIFICANCE TESTING

Multiple comparisons of artifact scores across varying formats, campuses, and student types were made, where possible, in order to add depth to the causes of the distribution of the artifacts. Each course was divided into the appropriate subgroups to perform the analysis. In cases where a subgroup is not represented in the course comparisons were not conducted and are noted for comprehensiveness.

2.2.1 Dual Enrollment (Concurrent) to Non-Dual Enrollment Comparison

No dual enrollment (concurrent) sections of the course were run during fall 2018 so no comparison study between dual enrollment and non-dual enrollment could be completed.

2.2.2 Online to Traditional Comparison

Only online sections of the course were run during fall 2018, so no comparison between online and traditional artifacts could be completed.

2.2.3 Comparison by Campus/Site

Only one site ran courses for fall 2018 (FSW Online) so no cross-site comparison could be completed.

2.3 LONGITUDINAL STUDY

Assessment analysis utilizing these rubric criteria began in fall 2018. A longitudinal study will begin with data collection following fall 2019.

3 CONCLUSIONS

FSW's Business Department gathers a multitude of data from various courses as assessment tools in support of the Florida Department of Education Curriculum Framework. The course included in assessment in this report is ENT 1000 *Introduction to Entrepreneurship*. The assessment outcomes are intended to provide a baseline and measurement of achievement moving forward.

3.1 ENT 1000

A drill-down of ENT 1000 results are as follows:

1. In a study of outcome achievement, "The measure of this assessment is the Elevator Pitch 3 assessment from the ENT 1000 Introduction to Entrepreneurship course, where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2018-2019 academic year." the goal that 70% of students will illustrate a proficiency of 70% or higher was met for all criteria and the overall score.
2. Only online sections of the course were run during fall 2018, so no comparison between online and traditional artifacts could be completed.
3. Only one site ran courses for fall 2018 (FSW Online) so no cross-site comparison could be completed.
4. Assessment analysis utilizing these rubric criteria began in fall 2018. A longitudinal study will begin with data collection following fall 2019.

4 REFERENCES

- McDonald, J.H. 2009. *Handbook of Biological Statistics* (2nd ed.). Sparky House Publishing, Baltimore, Maryland.
- Wilkinson, L. 1999. APA Task Force on Statistical Inference. *Statistical Methods in Psychology Journals: Guidelines and Explanations*. *American Psychologist* 54 (8), 594–604.