

# Introduction to Entrepreneurship Assessment Report Fall 2021

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## 1 INTRODUCTION

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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 2000 *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, by modality, 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](mailto:jfvangaalen@fsw.edu); x16965).

## 2 ENT 2000

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### 2.1 LEARNING OUTCOMES, OBJECTIVES, AND DESCRIPTIVE STATISTICS

The FSW Business Department is beginning an assessment plan for ENT 2000 with a new pilot beginning fall 2021. The focus of the study is to address the following learning outcomes:

- CLO1: Evaluate the ethical dimensions of entrepreneurship along with the impact of the entrepreneurial venture on society.
- CLO2: Investigate the different forms of business.
- CLO3: Examine the history and evolution of entrepreneurship.
- CLO4: Investigate causes of failure in unsuccessful entrepreneurial ventures.
- CLO5: Analyze possible entrepreneurial opportunities using contemporary marketing research.

The objective for AY 2021-2022 is as follows:

- The measure of this assessment is the Business Plan assessment from the ENT2000 Introduction to Entrepreneurship course, where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2021-2022 academic year.

During the Fall 2021 semester, 32 artifacts were collected from 2 of 2 sections of ENT 2000. 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 within this assessment was not met with achievement at 59%. A description of achievement by rubric dimension is shown in Figure 1.

	<i>Paper follows the guidelines and covers all of the requirements of the assignment</i>	<i>Topic supports the required amount of reliable research using proper APA format</i>	<i>Strong Conclusion</i>	<i>Overall</i>
	40%	20%	50%	~
	15%	45%	20%	~
	35%	30%	30%	~
	10%	5%	0%	~
<b>% Achieving 70% or Higher</b>	~	~	~	<b>59%</b>

Table 1. Student achievement level by outcome for ENT 2000.

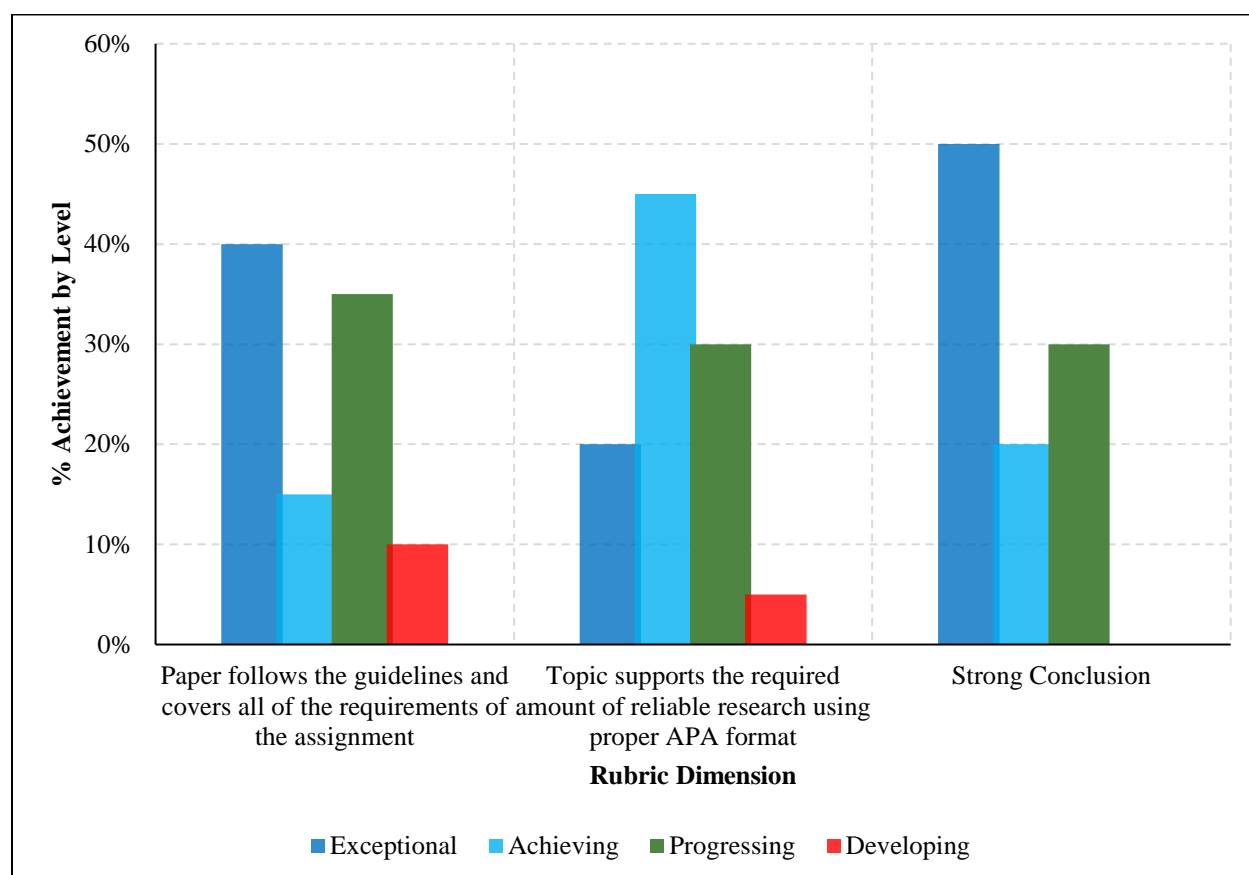


Figure 1. Achievement percentage for each rubric dimension.

## 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 2021 so no comparison study between dual enrollment and non-dual enrollment could be completed.

### 2.2.2 Modality Comparison

During the Fall 2021 semester, 20 total asynchronous online artifacts were collected, along with 0 live online, 0 flex, 0 blended, and 12 traditional. A comparison of basic statistics is provided in Table 2. Asynchronous online scores exhibit an achievement level of 2%-points higher than traditional (60%-to-58%). Results are not statistically significantly different according to a Fisher's exact test.

	<i>N</i>	<i>% Achieving 70%</i>	<i>Mean</i>
<b>Traditional</b>	12	58%	17.3
<b>Asynchronous Online</b>	20	60%	19.3
<b>Live Online</b>	~	~	~
<b>Flex</b>	~	~	~
<b>Blended</b>	~	~	~

Table 2. Comparison by modality.

### 2.2.3 Comparison by Campus/Site

Only one section was offered at a site, the other was asynchronous online, so no cross-site comparison could be completed.

## 2.3 LONGITUDINAL STUDY

Assessment analysis utilizing these rubric criteria began in fall 2021. A longitudinal study will begin with data collection following fall 2022.

## 3 CONCLUSIONS

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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 2000 *Introduction to Entrepreneurship*. The assessment outcomes are intended to provide a baseline and measurement of achievement moving forward.

### 3.1 ENT 2000

A drill-down of ENT 2000 results are as follows:

1. During the Fall 2021 semester, 32 artifacts were collected from 2 of 2 sections of ENT 2000. The goal that 70% of students will illustrate a proficiency of 70% or higher within this assessment was not met with achievement at 59%.
2. No dual enrollment (concurrent) sections of the course were run during fall 2021 so no comparison study between dual enrollment and non-dual enrollment could be completed.
3. During the Fall 2021 semester, 20 total asynchronous online artifacts were collected, along with 0 live online, 0 flex, 0 blended, and 12 traditional. Asynchronous online scores exhibit an achievement level of 2%-points higher than traditional (60%-to-58%). Results are not statistically significantly different according to a Fisher's exact test.
4. Only one section was offered at a site, the other was asynchronous online, so no cross-site comparison could be completed.
5. Assessment analysis utilizing these rubric criteria began in fall 2021. A longitudinal study will begin with data collection following fall 2022.

## 4 REFERENCES

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