



ALAMO
COLLEGES

PALO ALTO COLLEGE

Career and Technical Education Degrees and Certificates

Business Management: Entrepreneurship Level I AAS Certificate

#1	<p>Entrepreneurship Certificate Student Learning Outcome</p> <p>Demonstrate knowledge and skills for researching, organizing, and operating a successful small business enterprise.</p> <p><u>BUSG 2309 Small Business Management</u> Starting and operating a small business. Includes facts about a small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues.</p>
	<p>Courses in the degree/certificate plan that address this outcome BUSG 2309</p>
	<p>Assessment Measure for this Outcome: Concept- and hands-on skill performance assessments through case study analyses will be used to appropriately assess the total set of knowledge, skills, and abilities of the students.</p>
	<p>Achievement Target for this Measure: 70% of assessed students will achieve a passing grade on the case study analyses in BUSG 2309 Small Business Management .</p>
	<p>Findings</p>
	<p>Related Action Plans:</p> <ul style="list-style-type: none">• Develop a rubric to assess the case study analyses• Utilize Early Alert resources and instructor-initiated intervention methods as needed.• Offer an on-campus class to accommodate students whose learning styles do not respond well to on-line classes.• Review course assignments to ensure students are provided relevant knowledge and instruction in order to construct all aspects of a business plan.• Continue monitoring delivery methodology and use of course materials.