



ALAMO
COLLEGES

PALO ALTO COLLEGE

Program Student Learning Assessment Plan/Report

Academic Year 2011-12

Program/Award: Business Management: Entrepreneurship Level 1 AAS Certificate

Program Lead Faculty: Veronica Rosas-Tatum

Department Chair: Dean Shelman

Outcome #1	Demonstrate knowledge and skills for researching, organizing, and operating a successful small business enterprise.
Measures	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.
Targets	70% of assessed students will achieve a passing grade on the case study analyses in BUSG 2309 Small Business Management .
Findings	2011-12: number of students = 41; number passed = 39 ; pass rate: 95 %
Assessment of Previous Cycle's Action Plan	Develop a rubric to assess the case study analyses – Completed Utilize Early Alert resources and instructor-initiated intervention methods as needed – Not needed; Instructor served to intervene in a timely manner Offer an on-campus class to accommodate students whose learning styles do not respond well to on-line classes. – Not Viable 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. – Completed Explore online resources to enhance instruction - Ongoing
New Action Plans	Explore online resources to enhance instruction – Ongoing Review course assignments to ensure students are provided relevant knowledge and instruction in order to construct all aspects of a business plan. - Ongoing Collaborate with Instructor to ensure timeliness of interactions with students - Ongoing