



ALAMO
COLLEGES

PALO ALTO COLLEGE

Program Assessment Report

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

Academic Year Assessed: 2012-13

Program Lead Faculty: Veronica Rosas-Tatum

Department Chair: Dean Shelman

Program Learning Outcome #1	Demonstrate knowledge and skills for researching, organizing, and operating a successful small business enterprise.
Courses in the degree plan that address this	BUSG 2309
Assessment Method	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 for Achievement	70% of assessed students will achieve a passing grade on the case study analyses in BUSG 2309 Small Business Management .
Results	2012-13: number of students = 56; number passed = 43; pass rate: 77% 2011-12: number of students = 41; number passed = 39 ; pass rate: 95 %
Target Met or Not Met	Met
New action plan for improvement of student learning	Explore simulations and case studies to supplement instructional materials. Collaborate with Instructor to ensure relevancy of content and integration of concepts. Monitor mid-term progress of students each semester. Continue to explore online resources to enhance instruction.
Evaluation of previous cycle's 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. - completed Collaborate with Instructor to ensure timeliness of interactions with students - completed