PROGRAM OBJECTIVES AND ASSESSMENT
For Department of Management and Marketing

MANAGEMENT

Entrepreneur Emphasis

OBJECTIVES:

Students completing the Entrepreneur Program Emphasis within the comprehensive Management Major:

Will be able to identify new business opportunities and conduct feasibility analysis to determine whether an opportunity provides a viable business opportunity.

Will be able to produce a complete business plan suitable for submission to potential funding sources, incorporating material on the marketing, operations, management/human resources, legal considerations, information systems, and accounting systems involved in the proposed new venture and a set of pro forma financial statements for the business.

MEASUREMENT:

These objectives are measured through an evaluation of students’ business plans by third-party graders drawn from the broader business community and from the current pool of entrepreneurship mentors associated with the Entrepreneur Program.

The measurement process involves the application of a business plan grading rubric by these third-party graders who, based on their real-world expertise, judge the extent to which students have succeeded in demonstrating the outcomes identified in the Objectives above.