

COURSE SLO ASSESSMENT REPORT, SCC

Department: Business Course: Business 171

Year: 2011 Semester: Fall

1) Outcome to be assessed	2) Means of assessment and criteria of success	3) Summary of data collected	4) Analysis of data	5) Plan of action/what to do next
<p>SLO #1 - Students will be able to recognize and identify elements of a small business plan. They will be able to locate resources available for gathering data and assisting them with a small business plan.</p> <p>SLO #2 - Students will be able to identify and apply business and marketing strategies to increase success for a small business and implement them in a comprehensive small business plan.</p> <p>SLO #3 - Students will be able to analyze the needs of a specific small business including basic considerations such as site location, customer identification, legal, organization and financial requirements. Students will be able to address those needs in a comprehensive business plan.</p> <p>SLO #4 - Students will analyze startup procedures for small business and learn how to implement them into a comprehensive and complete business plan.</p>	<p>Portfolio Strategy - Completion of Phase One of Business Plan with at least 60/100 points.</p> <p>Portfolio Strategy - Completion of Phase Two of Business Plan with at least 60/100 points.</p> <p>Portfolio Strategy - Completion of Phase Three of Business Plan with at least 60/100 points.</p> <p>Portfolio Strategy - Completion of Phase Four of Business Plan with at least 60/100 points.</p>	<p>21 students out of 21 students with at least 60 points earned.</p> <p>14 students out of 20 students with at least 60 points earned.</p> <p>12 students out of 20 students with at least 60 points earned.</p> <p>16 students out of 20 students with at least 60 points earned.</p>	<p>100% success.</p> <p>70% success.</p> <p>60% success.</p> <p>80% success.</p>	<p>Continue with Business Plan portfolio concept.</p> <p>Continue with Business Plan portfolio concept.</p> <p>Continue with Business Plan portfolio concept.</p> <p>Continue with Business Plan portfolio concept.</p>

Conclusion: Eighty percent of the students finish this course with their own written Business Plan completed.