

**COURSE SLO ASSESSMENT REPORT, SCC**

Department: Business Course: Bus 175 – Online Entrepreneurship

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
Recognize and identify problems faced in an online business environment.	Self-assessment and project analysis	76% students achieved this outcome.	76% students achieved this outcome. 24% students were unable to do this at least half the time. This objective was mostly met but could use some improvement	Improve presentation of materials and reinforce the concepts with projects
Determine the best type of online business for themselves and identify what is needed to start and operate that business.	Self-assessment and project analysis	93% of students achieved this outcome	93% of students achieved this outcome – 7% were unable to do this adequately. This objective was met to a satisfactory level	Improve individual help for students who are struggling with this objective and provide more individual explanations and examples.
Apply business and Ecommerce strategies to increase success for an online business.	Self-assessment and project analysis	100% achieved this objective	100% of students demonstrated the ability to do this. This objective was met to a satisfactory level	Continue to monitor student understanding and ability to apply the concepts

<p>Analyze the differences between online and traditional business and adapt traditional business considerations and marketing strategies to an online business environment.</p>	<p>Self-assessment and project analysis</p>	<p>100% of the students demonstrated the ability to analyze the differences and have achieved this half of the objective – 7% students were not strong in their ability to adapt and apply the concepts to online business for the second half of the objective</p>	<p>100% of the students demonstrated the ability to analyze the differences and have achieved this half of the objective – 7% students were not strong in their ability to adapt and apply the concepts to online business for the second half of the objective. The second half of this objective could be improved.</p>	<p>Improve presentation of materials and reinforce the concepts with projects. Identify which students are struggling with the second half and give them extra help to improve their skills.</p>
<p>Develop startup procedures for an online business and learn how to implement them.</p>	<p>Self-assessment and project analysis</p>	<p>73% demonstrated this skill and were confident of being able to adequately implement this objective.</p>	<p>73% of students were able to demonstrate this skill but 27% were not strong enough in their abilities and were not confident of being able to adequately implement this objective. This objective was mostly met but could use some improvement</p>	<p>Improve presentation of materials and reinforce the concepts with projects</p>