

MS-Entrepreneurship Assessment Matrix			Required Courses							
Learning Goal	Learning Objective	Assessed	Selection	GEB 6115	FIN 6476	GEB 6116	GEB 5118	*GEB 5214	*GEB 5215	Program Final Exam
Demonstrate competency in and across business disciplines.	Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility.	Selection: We will target 50% of our admissions as students with undergraduate business majors. Program Final Exam (scored using rubric and faculty committee)	A							A
	Demonstrate ability and capacity to critically evaluate and question the feasibility of potential new venture opportunities.	Program Final Exam (scored using rubric and faculty committee)		I		R	R			A
Think critically and analytically in formulating business solutions.	Demonstrate and apply knowledge and understanding of the analysis and management of financial information in the valuation of new venture opportunities.	Program Final Exam (scored using rubric and faculty committee)			I	R	R			A
Possess effective communication skills.	Demonstrate ability to write business documents clearly, concisely and analytically.	Program Final Exam (scored using rubric and faculty committee)		I	R	R	R	R		A
	Demonstrate ability to speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.	Program Final Exam (scored using rubric and faculty committee)		I	R	R	R		R	A

* We plan to phase these two courses into the curricula of our Weekend Professional and Internet tracks (currently they are included in the curriculum for the On-Campus Traditional track)

Last revised June 15 2010