

Assurance of Learning Assessment Measure Guidance - MSE

Program Overview

The UF Center for Entrepreneurship and Innovation's Master of Science in Entrepreneurship (MSE) is a non-thesis program designed to provide students with the skills necessary to successfully identify, evaluate and pursue the launch of new venture opportunities. With an emphasis on opportunity assessment, venture valuation, and business planning, the program draws on a number of courses to get students thinking creatively, innovatively and sustainably. Graduates typically follow a variety of career tracks including the launch of their own businesses, serving as corporate innovators inside larger organizations, and establishing themselves within the non-profit and social sector.

Program Goals and Objectives

- 1.) Demonstrate competency in and across business disciplines.
 - a. Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility.

Assessment Method: Selection/Course-embedded measure (Program final exam)

- 2.) Apply appropriate problem solving and decision-making skills.
 - a. Demonstrate ability and capacity to critically evaluate and question the feasibility of potential new venture opportunities.

Assessment Method: Course-embedded measure (Program final exam)

- 3.) Think critically and analytically in formulating business solutions.
 - a. Demonstrate and apply knowledge and understanding of the analysis and management of financial information in the valuation of new venture opportunities.

Assessment Method: Course-embedded measure (Program final exam)

- 4.) Possess effective communication skills.
 - a. Demonstrate ability to write business documents clearly, concisely and analytically.
 - b. Demonstrate ability to speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.

Assessment Method: Course-embedded measure (Program final exam)

Assessment Details

Two assessment measures will be used to assess the Assurance of Learning program goals and objectives:

- 1) Selection of all applicants - we will target 50% of our admissions as students with business undergraduate degrees.
- 2) Program Final Exam Case Study

The following information outlines the methods used for each measure.

Selection

The Entrepreneurship Master's Program Office will gather information on each student admitted to the program. We will target 50% of our admissions as students with undergraduate business majors.

Program Final Exam Case Study

The Program Final Exam is required by all students completing the program and is reviewed by the program's faculty steering committee. The case will be selected by the steering committee each year and will be used to assess attainment of the program learning goals and objectives.

The case will present data surrounding a potential new venture opportunity and will be distributed 1-month prior to graduation. The students will have 1-month to complete the following 4 exercises:

- Evaluate the feasibility of the new venture opportunity
- Assign a value the new venture opportunity
- Develop a business plan for the new venture opportunity (no more than 10 pages)
- Develop an investor pitch for the new venture opportunity (no more than 5 minutes)

The students will turn in the assignment containing #1-3 (feasibility analysis, valuation and business plan) and deliver an individual investor pitch.

The faculty steering committee and third party assessors will score the case analyses utilizing the defined rubrics by the following September for review by the Entrepreneurship Master's Program office. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the MSE program.

(see attached rubrics MSE Feasibility Rubric, MSE Pitch Rubric, MSE Plan Rubric, MSE Valuation Rubric)