



SLO Assessment Cycle for BUS 58

The Business Plan

Assessment Initiated by: [Dan Salah](#) (5563) in BUS

Outcomes:

Outcome 1: Statement

Develop and conduct a feasibility study analysis for a business plan.

Assessment Cycle Records:

Outcome 1: Assessment Planning Modified: [04/08/2011]

Assessment Strategy Used:

Quarter: Spring 2011

Assessors: , Oduro Takyi

Assessment Tools: Exams

Sections being assessed: 64z

Outcome 1: Reflect & Enhance Modified: [04/20/2011]

Number of people involved in Reflection and Enhancement: 2

Changes:

Methods:

Students were required to develop, conduct and submit a feasibility analysis for a business plan using:

1. concept assessment test and buying intentions survey,
2. industry attractiveness and target market timeliness assessment tool,
3. management prowess and resource sufficiency tool, and
4. industry financial analysis database.

Summary:

Almost all the 37 students for the sections being assessed completed their Feasibility Analyses; however, there were drawbacks due to the students' inability to access the requisite fee-based databases to conduct their industry and financial analyses.

Enhancement (Part I):

The requisite fee-based databases are available at local universities. De Anza students writing their business plans may be able to get access to the research tools they need through these other institutions.

Enhancement (Part II):

Additional resources may only be required if students are unable to gain access to the required databases through other public institutions.

Outcome 2: Statement

Write a business plan and deliver an effective presentation to potential investors.

Outcome 2: Assessment Planning Modified: [04/08/2011]

Assessment Strategy Used:

Quarter: Spring 2011

Assessors: , Oduro Takyi

Assessment Tools: Exams

Sections being assessed: 64z

Outcome 2: Reflect & Enhance Modified: [04/20/2011]

Number of people involved in Reflection and Enhancement: 2

Changes:

Methods:

Methods:

- a. Instructor evaluated business plan lessons learned by students from successful startups through weekly assignments
- b. Instructor evaluated business plan lessons learned by students from essay answers to application questions during the Mid-Term (10 essays) and Final Exam (10 essays) for business startup scenarios necessitating writing of business plans
- c. Instructor evaluated and provided constructive feedback to students' written segments of their business plans as they evolved weekly
- d. End of term evaluation by instructor of students' presentations
- e. End of term evaluation by instructor of students' written business plans

Summary:

- a. Over 90% of 37 students assessed for the period under examination identified the correct business plan lessons from successful startups through their weekly assignments
- b. Close to 80% of students assessed identified correctly through their Mid-Term and Final Exam essays business plan lessons learned from business startup scenarios
- c. About 75% of the students made their business plan presentations
- d. With the exception of three students who received a failing grade, all 37 students submitted final written Business Plans either on an individual basis or as a group.

Enhancement (Part I):

None currently planned.

Enhancement (Part II):

None currently required.

[Number of Outcomes for BUS 58: 2]