Assurance of Student Learning Report
2023-2024

Gordon Ford College of Business	Management
1773 – Creativity and Innovation Management, Certificate	
Replace this with the program director and/or assessment coordinator	

Is this an online program? ☐ Yes ☒ No

*** Please include Curriculum Map as part of this document (at the end), NOT as a separate file.

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.

Student Learning Outcome 1:   Identify US government-recognized forms of intellectual property protection.

Instrument 1	Students will be given questions related to intellectual property protection on the exit exam administered in the BA 495 assessment section.
Instrument 2	
Instrument 3	

Based on your results, check whether the program met the goal Student Learning Outcome 1.	☒ Met	☐ Not Met

Student Learning Outcome 2: Recognize the creative process.

Instrument 1	Students will be given questions related to the creative process on the exit exam administered in the BA 495 assessment section.
Instrument 2	
Instrument 3	

Based on your results, check whether the program met the goal Student Learning Outcome 2.	☒ Met	☐ Not Met

Student Learning Outcome 3:   Identify sources of innovative opportunity.

Instrument 1	Students will be given questions related to innovative opportunity on the exit exam administered in the BA 495 assessment section.
Instrument 2	
Instrument 3	

Based on your results, check whether the program met the goal Student Learning Outcome 3.	☒ Met	☐ Not Met

Student Learning Outcome 4:   Describe how entrepreneurial strategies are developed.

Instrument 1	Students will be given an assessment related to entrepreneurial strategies in the ENT 308 course.
Instrument 2	
Instrument 3	

Based on your results, check whether the program met the goal Student Learning Outcome 4.	☐ Met	☐ Not Met

Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

There was only one student enrolled in the certificate graduating in spring 2024, given the certificate launched in fall 2023. This was a good opportunity to pilot the certificate exams to examine them for any issues.

The student scored above 70% for SLOs 1 through 3 above, but SLO #4 was not assessed. In reviewing the questions post-exam, there are a few that could be tweaked for improved understanding. We will tweak those questions and assess again in late spring 2025. Further, SLO #4 are largely captured in SLO 3 and will be incorporated as such in the Spring 2025 assessment.

Student Learning Outcome 1				
Student Learning Outcome	**Identify US government-recognized forms of intellectual property protection.**			
Measurement Instrument 1	**Exit Exam from BA 495**			
Criteria for Student Success	**A score of 70% or higher on the senior exit exam, discipline-specific questions.**			
Program Success Target for this Measurement	**70%**		**Percent of Program Achieving Target**	**100%**
Methods	The student enrolled in the certificate final course (BA 495), graduating in spring 2024, took the exit exam for the certificate. That student scored 71% for this SLO, getting 5 of the 7 related questions correct.			
Measurement Instrument 2				
Criteria for Student Success				
Program Success Target for this Measurement			**Percent of Program Achieving Target**	
Methods				
Measurement Instrument 3				
Criteria for Student Success				
Program Success Target for this Measurement			**Percent of Program Achieving Target**	
Methods				
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.			☒ **Met**	☐ **Not Met**
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)				
Results and Conclusion: The department appears on target with the information and methods for assessment of SLO 1. **Next Assessment Cycle Plan:** This outcome will be assessed again this time next year, around April 2025. Senior exit exam results will be collected in May 2025. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts and questions will be analyzed for relevance to SLO 1.				

Student Learning Outcome 2			
Student Learning Outcome	**Recognize the creative process.**		
Measurement Instrument 1	**Exit Exam from BA 495**		
Criteria for Student Success	**A score of 70% or higher on the senior exit exam, discipline-specific questions.**		
Program Success Target for this Measurement	**70%**	**Percent of Program Achieving Target**	**100%**
Methods	The student enrolled in the certificate final course (BA 495) graduating in spring 2024, took the exit exam for the certificate. That student scored 80% for this SLO, getting 4 of the 5 related questions correct.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		☒ **Met**	☐ **Not Met**
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
Results and Conclusion: The department appears on target with the information and methods for assessment of SLO 2. **Next Assessment Cycle Plan:** This outcome will be assessed again this time next year, around April 2025. Senior exit exam results will be collected in May 2025. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts and questions will be analyzed for relevance to SLO 2.			

Student Learning Outcome 3			
Student Learning Outcome	**Identify sources of innovative opportunity.**		
Measurement Instrument 1	**Exit Exam from BA 495**		
Criteria for Student Success	**A score of 70% or higher on the senior exit exam, discipline-specific questions.**		
Program Success Target for this Measurement	**70%**	**Percent of Program Achieving Target**	**100%**
Methods	The student enrolled in the certificate final course (BA 495) graduating in spring 2024, took the exit exam for the certificate. That student scored 75% for this SLO, getting 6 of the 8 related questions correct.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		☒ **Met**	☐ **Not Met**
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
Results and Conclusion: The department appears on target with the information and methods for assessment of SLO 3. **Next Assessment Cycle Plan:** This outcome will be assessed again this time next year, around April 2025. Senior exit exam results will be collected in May 2025. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts and questions will be analyzed for relevance to SLO 3.			

Student Learning Outcome 4			
Student Learning Outcome	**Describe how entrepreneurial strategies are developed.**		
Measurement Instrument 1	Students will be given an assessment related to entrepreneurial strategies in the ENT 308 course.		
Criteria for Student Success	**A score of 70% or higher on the senior exit exam, discipline-specific questions.**		
Program Success Target for this Measurement	70%	**Percent of Program Achieving Target**	Not yet assessed
Methods	This particular SLO is largely captured in SLO 3. As such, it will be assessed as part of SLO 3 in spring 2025 as part of the BA 495 assessment.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		☐ **Met**	☐ **Not Met**
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
Results and Conclusion: The department did not separately assess this element in spring 2024 as we piloted our assessment process for the certificates. Given that this SLO is largely covered in SLO 3, we will assess as part of that SLO in the upcoming academic year. **Next Assessment Cycle Plan:** This outcome will be rolled into SLO 3 next year, around April 2025. Senior exit exam results will be collected in May 2025.			

*** Please include Curriculum Map (below/next page) as part of this document

Creativity and Innovation Management Certificate
Updated Curriculum Map

Where are SLOs Introduced, Developed, and Mastered?

	COURSE Introduced	COURSE Introduced /Developed	COURSE Developed	COURSE Developed/ Mastered	COURSE Mastered
SLO 1 Identify US government-recognized forms of intellectual property protection.	MGT200		ENT 312		ENT 308
SLO 2: Recognize the creative process.		ENT 312		MGT 305	ENT 308
SLO 3: Identify sources of innovative opportunity		ENT 312		MGT 305	ENT 308

Place an I, D, or M in each cell above to indicate where the program content related to each SLO is introduced (I), developed (D), and/or mastered (M). SLO content may be delivered in more than just six courses as indicated in the above table.