

College of Business Entrepreneurship Program Matrix

Entrepreneurship Program				
College of Business Program Goal	Program Outcome	Supporting Course Outcomes	Performance Activity	Type
Demonstrate a Christian worldview.	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective. (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 100).	Internal, formative
Demonstrate business knowledge and application.	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of the Major Field Test (MGT 431).	External, summative
Demonstrate effective oral communication skills.	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of oral presentation of strategic recommendations. (MGT 431).	Internal, summative
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Internal, summative
Demonstrate effective written communication skills.	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	Demonstrate a thorough formation and collection of business research combined with realistic business simulation to develop a business plan (ENT 300).	Completion of a business plan for assigned company (ENT 300).	Internal, summative
Demonstrate the ability to apply entrepreneurial concepts to the development of a business plan and the operations of a company.	Apply and demonstrate an understanding of how to successfully use the Business Model Canvas to implement the Customer Development Process.	Demonstrate a comprehensive understanding of the Business Model Canvas to successfully form a business (ENT 325).	Completion of the Business Model Canvas to launch, manage, and grow a business (ENT 325).	Internal, summative