



OFFICE OF ACADEMIC ASSESSMENT
The UNIVERSITY of OKLAHOMA

Program Assessment Report

2024 - 2025

COB - Business Entrepreneurship (Graduate
Certificate)

General Information

Program Mission/Description

The mission is to prepare students to identify and evaluate opportunities with the goal of launching successful new ventures

College

Business

Department/School/Division

Price College of Business / Entrepreneurship and Economic Development

Assessment Liaison

Dr. Keith Brigham

COB - Business Entrepreneurship (Graduate Certificate)

SLO 1

Student Learning Outcome (SLO)

Identify potentially viable venture concepts

Outcome Status

Active

Direct - Project

Assessment Method Description

Direct – Written Business Plan: Each student enrolled in ENT 5934 (Strategic Venture Development which is one of the two required classes in the Business Entrepreneurship certificate program) will be required to create a business plan with a small team of other students. Ent 5934 is the only 4 credit hour class in the program (others are 2 or 1 credit hours). Each group is required to submit their plan to the Love's Cup Business Plan Competition which is held towards the end of the semester. Plans are evaluated by industry experts (entrepreneurs and investors) through multiple rounds and only finalists are invited to participate in the final competition. Groups that are not selected as finalists are required to submit and present their business plans to an internal group of industry experts for evaluation. Both groups have standard evaluation criteria and feedback is provided to the instructor and students. In addition, The Love's Cup selects winners from among the finalist groups for the top 3 places with cash awards.

Performance Target

The achievement target is that 50% of our student teams will be selected as finalists in the Love's Cup (graduate division) competition. This is a very competitive competition with students from universities across the state of Oklahoma. We also have set a target that at least one of our groups place in the top three spots at the Love's Cup.

2024 - 2025

Assessment Results Entry Date

09/24/2025

Assessment Results

For spring of 2025, (ENT 5934 is offered only in the spring semester to coincide with Love's Cup) 1 out of 5 teams were selected as finalists (winning \$1,000) which represented 20%. No teams placed in the top 3. One team won a second place award of \$3,000 for Social Entrepreneurship. One student won a \$4,500 award for Outstanding Presentation. For comparative purposes, in spring of 2024, 3 of 4 teams were finalists (75%). In 2023, 3 of 6 teams were finalists (50%). In 2022, 5 of 6 teams were finalists (80%) and one won second place. In 2021 we had 2 of 4 teams selected as finalists (50%) and one team won first place.

Results Status

Target Not Met

Number of Students Assessed

23

USE OF ASSESSMENT RESULTS

Curriculum

The concept of Social Entrepreneurship is becoming more central in Entrepreneurship. As indicated in our assessment results, one team won an award for developing a social venture (Black Oak Social Entrepreneurship Award - \$3,000). Both our students and society at large are becoming more interested in developing social ventures. We have discussed this as a faculty and are presenting more information to students about social entrepreneurship and helping them to develop ideas with a social component through our certificate classes.

Other

COB - Business Entrepreneurship (Graduate Certificate)

While we did not meet our lofty goals in this competition, the faculty in the program all discussed the results. Our 5 year average is well above the target percentage. By nature, our performance in a competition can be affected by external factors (e.g., judges preferences, level of competition) so looking at a rolling average may make more sense. With that said, based on judges' feedback, we are incorporating more Excel and Financial statement analysis in the ENT 5934 course.

SLO 2

Student Learning Outcome (SLO)

Evaluate venture concepts for feasibility

- a) Assess market viability through primary and secondary research.
- b) Assess technological viability through primary and secondary research.
- c) Refine product concepts based on data from research.

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Active

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SLO 3

Student Learning Outcome (SLO)

Create a business plan

- | | |
|----|---|
| a) | Predict the financial viability of the product. |
| b) | Develop a written business plan. |
| c) | Argue the merits of the business plan to potential investors. |

Outcome Status

Active

Direct - Project

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We are now formally incorporating the feedback from the judges/industry experts on the written plans and presentations into the course exercises and curriculum. The mentors of the student teams provided this information to the team mentors and we are ensuring that this additional feedback is explicitly shared with the course instructor. This will help ensure that the feedback (what is working and what can be strengthened) is incorporated in the course. One student won a \$4,500 scholarship for overall presentation. This is a positive indicator of developing presentation skills.

Other

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