

Entrepreneurship Management

Program Learning Outcomes

Learning outcomes represent culminating demonstrations of learning and achievement. In addition, learning outcomes are interrelated and cannot be viewed in isolation of one another. As such, they should be viewed as a comprehensive whole. They describe performances that demonstrate that significant integrated learning by graduates of the program has been achieved.

The graduate has reliably demonstrated the ability to

1. Develop, present, and analyze a comprehensive business plan adapted to the enterprise that adheres to professional standards and practices.
2. Assess and use current concepts/systems and technologies to support business initiatives.
3. Develop strategies for implementing effective marketing plans that reflect an analysis of relevant resources and practices of an enterprise.
4. Use accounting and financial principles to support the management and operations of an enterprise.
5. Select sales and customer service strategies and apply them to the needs of an enterprise.
6. Apply a range of human resource practices that support and promote small business objectives and goals and optimize all functional areas of a small business operation.
7. Implement principles of supply chain management and operations management and analyze their impact on the operations of a small business.
8. Conduct small business activities and transactions in compliance with pertinent legislation, policies, health and safety and other regulations, professional and business standards, as well as tax, insurance and other fiscal requirements.
9. Promote principles of sustainability and corporate social responsibility that apply to small business initiatives.
10. Prepare and follow a plan for ongoing personal and professional development to establish and maintain entrepreneurial networking and business relationships and opportunities.
11. Plan, implement, and evaluate projects by applying project management principles to support the operation and management of a small business.
12. Use market research to optimize the operation of a small business.
13. Select and implement risk management strategies to support all aspects of the operation of a small business.