

The Business – Entrepreneurship/Small Business Management Option degree was first offered at Oregon Tech in the late 1990s. The focus of the Entrepreneurship/Small Business Management Option is to equip students with the skills necessary to step into a managerial position. Coursework within the degree provides students with both a broad understanding of all aspects of a business as well as more focused learning in key management areas. The Business degree program was awarded accreditation by the International Accreditation Council for Business Education (IACBE) in 2008 and was awarded reaffirmation of accreditation in 2015. This degree was redesigned and renamed fall 2018: B.S. in Business - Management Option. The degree now allows more flexibility for students to pursue paths in entrepreneurship, business analytics or a self-designed option. At the end of the 2019-20 academic year, the degree was offered online.

The Business – Management Option is offered on the Klamath Falls campus. Total enrollment for 2019-20 was approximately 23 students (all based in Klamath Falls). The program graduated 5 students for 2019. The three-year annual starting salaries averaged \$39,900. The program has a 100% success rate (within six months of graduation students are employed or in graduate school).

Industry relationships for the Business Management degree program in the 2018-19 assessment period increased in both depth and breadth. These relationships translate to internships, senior project opportunities, and job offers after graduation. The growing list of industry partners that demonstr

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Business Plan for an Online Business
Location Suitability Study for Coworking Business Concept
Guidebook for IACBE Case Study Competition
Financial Literacy Study for Oregon Tech
Project Management for Coworking Business

In addition, starting January 2020, two Marketing, one Operations Management, and one Business Management student participated in the annual IACBE international business case study competition. The team won two of the competitions. The first case was required the development of a marketing

plan for an innovative medical technology startup and the second case was for a cryptocurrency company. As part of their win, they were provided an opportunity for a paid internship over summer 2020. Students took advantage of the internships. As result of the internships, these students were also offered full time positions following their graduation. This team won the

Business Management students speak highly of the courses they take as evidenced by course

Demonstrate professional communication and behavior using a variety of delivery methods.
Analyze business concepts and apply strategic planning skills to effect change in an integrated manner.

: Describe any actions taken and re-assessment done during (2019-20) in direct response to assessment findings from prior academic years.

: In the 2018-19 academic year the department conducted a qualitative review of senior projects. That review found that the goals among the different majors in the department were not completely aligned. In 2019-20, the department took steps to address this issue.

: During the 2018-19 academic year, the department faculty focused our assessment efforts on a qualitative review of senior projects. A small sample of projects from each major was compiled. Each faculty reviewed multiple projects and completed a qualitative survey tool that was tied to department outcomes and the senior project rubric. The result of this assessment uncovered two areas that need further exploration:

: The senior project rubric was either not being utilized or was being used in an inconsistent way. Based on this discovery, the department brought the senior project faculty together during 2019-20 for a series of meetings to update the rubric used to guide and assess the senior projects. This led to a refocus on common goals among the faculty and an updated rubric that fulfills the goals for all business management majors. This rubric was implemented during the spring of 2020.

(Department-level): In addition, the department updated the Student Learning Outcomes for the department in an effort to update the SLOs to more closely align with the requirements of our assessment body, IACBE. In addition, it was determined that the senio

Faculty did notice that the Covid-19 pandemic did make a significant impact on the students in their senior year. The faculty plan to have further discussions regarding this new normal so we can offer flexibility and resiliency to better support students when uncertainties arise.

: Approximately three years ago the department x

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- : In the 2019-20 assessment year, 83% of students met the minimal acceptable performance level. About four years ago, prior to the update of the curriculum and degree name change, students in this major did not consistently meet the requirements. In fact, this major tended to perform the lowest of all the majors in the Business Management department. Over the last few years there has been a continual increase in performance. Despite the opportunity to have many options in the program, the curriculum has now started to focus on specific set of skills that are consistent within the major.
- : In the 2019-20 assessment year, 100% of students met the minimal acceptable performance level. This was also true for the last three years.
- : The program has continued to make improvement in the business technical tools that students learn and use within the program. For example, there is more focus on research methods, as well as the GIS technology that students often use in their senior projects. It is critical to continue to make improvements in the next several years so students in this major graduate with a series of specific tools that can be applied in their senior project and career after graduation.
- : The department moved into having students compete in business case competitions this past year. This opportunity became a win-win for both students and the