

Assessment Report
AY 2023-2024

Semester & Year: Fall and Spring 2024	Degree Program Name: Graduate Certificate in Entrepreneurship
Course Name: New Venture Development I and II and Strategic Management for Entrepreneurs	Course Number: SEVI 5323 and SEVI 541V and SEVI 5313
Faculty Name: Sarah Goforth and David Hinton	Number of Students Assessed: 21
Assessment Method: Written notes on Customer Discovery Interviews and Oral Presentation	
Improvement Activities, Suggestions, Plans (required if results are below 80%, encourage all other times):	

Customer Discovery Rubric – [WCOB]

Evaluators are encouraged to assign a value of zero (0) to any criterion where student's performance was below level 1 achievement.

	<i>Achievement Level Scale</i>		
Criterion	3 - Good	2 - Average	1 - Poor
Interview Information	21/21 (100%)	0/0 (0%)	0/0 (0%)
Purpose of Interview	21/21 (100%)	0/0 (0%)	0/0 (0%)
Hypotheses tested	5/21 (24%)	11/21 (52%)	5/21 (24%)
Interview Summary	21/21 (100%)	0/0 (0%)	0/0 (0%)
Key Takeaways	21/21 (100%)	0/0 (0%)	0/0 (0%)
Insights	18/21 (86%)	3/21 (14%)	0/0 (0%)

Entrepreneurial Communication (Standard Presentation) Rubric – [WCOB]

Evaluators are encouraged to assign a value of zero (0) to any criterion where student's performance was below level 1 achievement.

Criterion	Achievement Level Scale		
	3 - Good	2 - Average	1 - Poor
Problem Explanation	7/21 (33%)	12/21 (57%)	2/21 (10%)
Market Opportunity	10/21 (48%)	11/21 (52%)	0/0 (0%)
Solution	7/21 (33%)	14/21 (67%)	0/0 (0%)
Competitive Advantage	8/21 (38%)	8/21 (38%)	5/21 (24%)
Go-to-Market Strategy	6/21 (29%)	8/21 (38%)	7/21 (33%)
Business Model	10/21 (48%)	4/21 (19%)	7/21 (33%)
Financial Outlook	10/21 (48%)	1/21 (5%)	10/21 (48%)
Management Team Capability	21/21 (100%)	0/0 (0%)	0/0 (0%)
Investment Opportunity	10/21 (48%)	8/21 (38%)	3/21 (14%)
Presentation	18/21 (86%)	3/21 (14%)	0/0 (0%)