

# Assurance of Learning Assessment Measure Guidance - MSE

## Program Overview:

The UF Entrepreneurship and Innovation Center's Master of Science in Entrepreneurship (MSE) is a non-thesis program designed to provide students with the skills necessary to successfully identify, evaluate and pursue the launch of new venture opportunities. Specifically, the emphasis is on 13 key entrepreneurship competencies:

- Recognizing Opportunity
- Assessing Opportunity
- Vision/Seeing the Future
- Creative Problem-solving
- Resource Leveraging/Bootstrapping
- Mitigating and Managing Risk
- Planning/Modeling When Nothing Exists
- Innovation---Value-driven New Product and Concept Development
- Building and Managing Networks
- The Ability to Maintain Focus Yet Adapt
- Action Orientation/Implementation
- Tenacity/Perseverance
- Ability to Learn from Experiences

Graduates typically follow a variety of career tracks including the launch of their own businesses, serving as corporate entrepreneurs inside larger organizations, and establishing themselves within the non-profit and social sector.

## Program Goals and Objectives:

- 1.) Apply appropriate entrepreneurial opportunity identification and communication skills.
  - a. Demonstrate ability to creatively recognize and assess potential value-driven new venture opportunities while conveying a vision.

Assessment Method: Program Oral Exam

- 2.) Act entrepreneurially and exhibit entrepreneurial behavior in the pursuit of new venture opportunities.
  - a. Demonstrate ability to leverage resources, manage risk, plan when nothing exists, develop an action orientation and be tenacious in the face of setbacks.

Assessment Method: Program Oral Exam

- 3.) Leverage entrepreneurial reflection skills and build networks in the pursuit of new venture opportunities.

- a. Demonstrate ability to learn from experiences, both first-hand and from others, adapt, and build action-oriented networks in the pursuit of entrepreneurial opportunities.

Assessment Method: Program Oral Exam

**Assessment Details:**

A program oral exam will be used to assess the Assurance of Learning program goals and objectives. The following information outlines the method used for the measure.

Program Oral Exam

The Program Oral Exam is required by all students completing the program and is reviewed by the program's faculty steering committee.

At the end of their program, as part of their oral exam, the students are expected to present their portfolio of experience outlining all of the activities that they completed and addressing the entrepreneurial competencies as follows:

- Providing their definition of the competency
- Identifying approaches or techniques to be used on an ongoing basis
- Providing relevant examples of competency demonstration and application

The faculty steering committee scores this portfolio presentation utilizing the defined rubrics. Scores are then totaled and tabulated by the MSE Program office and provided to the students. This exam serves as the Program Oral Exam for completion of the student's master's program as well as for assurance of learning. The data is stored in a secure location and used for making decisions about future changes or adaptations to the MSE program.

(see attached rubrics MSE Rubric for Entrepreneurial Opportunity, MSE Rubric for Entrepreneurial Action, MSE Rubric for Entrepreneurial Experience)