AAS Small Business Entrepreneurship   
(2011-2012 Catalogue)

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| Program Learning Outcomes | What evidence has been presented? Is there evidence the student has engaged with all program learning outcomes | 4 -Program related content *contains a* variety of superior demonstrations of applied learning | 3 - Program related content *contains s*ome variety and demonstrates solid applied learning | 2 - Program related content *contains* little variety | 1 - Program related content *contains* limited evidence and/or is not a demonstration of applied learning. |
| Demonstrates appropriate & effective communication skills |  |  |  |  |  |
| Operates as a team member and/or leader using effective communication strategies |  |  |  |  |  |
| Proficiency in computer apps appropriate for a small business |  |  |  |  |  |
| Analyze financial statements, recognize problems, suggest appropriate action |  |  |  |  |  |
| Develop an effective business plan |  |  |  |  |  |
| Identify entrepreneurial potential |  |  |  |  |  |

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| **The Portfolio** | **4** | **3** | **2** | **1** |
| **Academic artifacts:** Is there evidence the student has engaged with all program learning outcomes | Program related content *contains a* variety of superior demonstrations of applied learning | Program related content *contains s*ome variety and demonstrates solid applied learning | Program related content *contains* shows little variety and demonstrates adequate applied learning | Program related content *contains* limited evidence and/or is not a demonstration of applied learning. |
| **Reflections**: Is there evidence the student has learned? | The reflectionconsistently articulates depth, fullness, and complexity of thought | The reflection isthoughtful and covers several levels and/or perspectives | The reflection isapparent but remains on a surface level | The reflection islimited or non-existent |
| **Personalization & Connections**: does the student demonstrate connections between course learning and other areas in their personal or professional life? | A variety of connections are made; expressiveness of personality is clearly apparent, and creativity in this expression is evident. | Some connections are made between the coursework and other parts of the student’s life; expressiveness of personality is evident. | A few connections are made between the coursework and other parts of the student’s life; expressiveness of personality is noticeable | No connections are made between the coursework and anything else; expressiveness of personality is limited or non-existent |
| **Organization**: Does the ePortfolio’s organization readily inform the viewer of its purpose? Is it easy to navigate? | Organization and purpose of the ePortfolio is readily apparent to the viewer. | Organization reveals clarity of thought and purpose. | There is some disjointedness and lack of focus in the organization. | Organization of the ePortfolio is not easily discernable. |
| **Mechanics**  Are sentence level errors at a minimum (grammar, spelling & punctuation)? Is syntax and word choice appropriate? | There are very few, or none, errors of writing mechanics. Syntax and word choice are exemplary. | There are some sentence level errors. Syntax errors are minor and/or word choice is average. | There are many sentence level errors. Syntax is inconsistent and/or word choice is not appropriate. | Sentence level errors are so egregious that they distract from the content. Syntax and/or word choice are confusing and/or inappropriate. |