

## **Business Administration Program Assessment: Effects on program learning outcomes with an integrated Small Business Development Center and Technology Incubator**

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### **ABSTRACT**

Gannon University's Dahlkemper School of Business is fortunate to be located in the Center of Business Ingenuity which also houses a Pennsylvania Small Business Development Center (SBDC) and the Erie Technology Incubator (ETI). There are 16 Pennsylvania Small Business Development Centers located on university campuses and recent reports indicate that about 1/3 of U.S. universities have some type of business incubator located on campus. The close proximity of these entities in the same building provides many synergies of integration. Since the directors of both the SBDC and the ETI are adjunct professors for the Dahlkemper School of Business, students often collaborate on class projects for clients of the SBDC and the ETI. Furthermore, Dahlkemper School of Business students often find internship and employment opportunities with SBDC or their clients as well as with the ETI clients.

Since the Dahlkemper School of Business is an accredited ACBSP business program, we perform routine assessment of program learning outcomes. This paper describes the results of a student survey designed to measure the effect of business students' experiences at the SBDC and the ETI on program learning outcomes. Our first hypothesis to test in the survey is whether business students with experiences at the SBDC or the ETI will have higher assessment scores of program learning outcomes. A related second hypothesis to test in the survey is whether the different modes of interaction (class project or internship) with the SBDC or the ETI lead to significant differences in assessment scores. A final hypothesis to test in the survey is whether business students with experiences at the SBDC and the ETI will have higher assessment scores of entrepreneurship skills. While much has been written about the benefits for entrepreneurs to be located on college campuses, this study will provide insight to the benefits that business students receive through their interactions with entrepreneurs.

**Keywords:** assessment, Small Business Development Center, Technology Incubator, entrepreneurship