Western Technical College

10102202 Business - Community Resources

Course Outcome Summary

Course Information

Description	Students will explore community resources for support, education, mentoring, and training. Resources include Chambers of Commerce, Small Business Associations, and not-for-profit agencies. Further investigation on emphasizes additional resources for success.
Career Cluster	Business Management and Administration
Instructional Level	Technical Diploma Courses
Total Credits	1
Total Hours	18

Textbooks

No textbook required.

Course Competencies

1. Explore resources available to achieve entrepreneurial success.

Assessment Strategies

1.1. Written Product

Criteria

You will know you are successful when:

1.1. you research and analyze additional resources available for an entrepreneurial venture.
1.2. you prepare a written product with resources that best suit the needs of proposed business.
1.3. you examine key community resources available to assist in business development.
1.4. you follow written assignment guidelines.

Learning Objectives

1.a. Use SBA website and internet to explore additional resources available for start-up.
1.b. Use a variety of research to support proposed business decisions.
1.c. Explains findings and resources available for entrepreneurial business development.

2. Identify business professionals within targeted industry.

Assessment Strategies

2.1. Written Product
2.2. Interview

Criteria

You will know you are successful when

2.1. you identify community resources, mentors, and/or advisers who can provide insight into business concept.
2.2. you interview two community resources and cite within the written product.
2.3. you summarize findings from interviews.
2.4. you follow written assignment guidelines.
2.5. you includes a minimum of two outside resources.

Learning Objectives

2.a. Understand how to connect and collaborate with community resources, mentors and trusted advisers who can assist with proposed business concept.
2.b. Discuss strategies for implementing a personal community of success.
2.c. Develop a network of professionals within industry and/or market.

3. Align resources to proposed business start-up and growth.

Assessment Strategies

3.1. Written Product

Criteria

You will know you are successful when

3.1. you determine which resources will align with start-up and growth.
3.2. you explain why the resources are appropriate for business concept.
3.3. you incorporate information from interview into written product.
3.4. you follow written assignment guidelines.

Learning Objectives

3.a. Determine additional resources available to assist in each phase of development for entrepreneurs.
3.b. Differentiate among the community resources available for various stages of development.
3.c. Discuss strategies for building a community resource network.