Western Technical College

10145101 Business - Funding Models Evaluation

Course Outcome Summary

Course Information

Description	Students will research traditional, non-traditional and emerging funding models and evaluate the advantages and disadvantages of each model for the proposed business concept.
Career Cluster	Business Management and Administration
Instructional Level	Technical Diploma Courses
Total Credits	1
Total Hours	18

Textbooks

No textbook required.

Course Competencies

1.   Identify traditional, non-traditional and emerging funding models.

Assessment Strategies
1.1.   Written Product

Criteria

Performance will be satisfactory when:

1.1.   learner defines self-funding, crowd-funding, finance organizations, venture capitalist, angels, and grants.
1.2.   learner provide examples of traditional, non-traditional, and emerging funding models
1.3.   learner narrows down from their list, two potential funding model (sources)
1.4.   learner supports choice of two potential funding model (sources) with a minimum of two outside sources.

Learning Objectives
1.a.   Define traditional, non-traditional, and emerging models
1.b.   Describe types of traditional, non-traditional, and emerging funding sources

2.   Analyze risk and reward and for funding model for proposed business model.

Assessment Strategies
2.1.   Product - Risk/Reward Chart

Criteria

Performance will be satisfactory when:

2.1.   learner includes one risk and one reward for three different funding models

2.2.   learner chooses one funding model to further analyze
2.3.   learner includes the rewards (pros) of funding model they have chosen for their business concept.
2.4.   learner includes the risks (cons) of funding model they have chosen for their business concept
2.5.   learner provides examples of businesses who have used the funding model they are considering for their business concept
2.6.   learner provides a minimum of two research based reasons why the funding model they are considering is best for their business concept.

Learning Objectives
2.a.   Compare risks associated with funding models
2.b.   Compare rewards possible with funding models
2.c.   Summarize risks and rewards associated with selected model for proposed business concept

3.   Evaluate funding models for the proposed business concept.

Assessment Strategies
3.1.   Written Product

Criteria

Performance will be satisfactory when:
3.1.   learner identifies which method they plan to pursue
3.2.   learner includes an estimate of how much money is needed for their business concept

3.3.   learner prepares a list of steps necessary for securing funding via chosen method
3.4.   learner's presentation purpose is clear
3.5.   learner's introduction includes an overview of the main points
3.6.   each main point the learner presents is proven using a variety of supporting material
3.7.   learner has provided sufficient supporting material is used to inform the audience
3.8.   learner provides a minimum of two research based reasons why the funding model they are considering is best for their business concept.

Learning Objectives
3.a.   Identify the different types of funding possible with each model
3.b.   Evaluate the revenue potential and costs for the different models
3.c.   Select appropriate model for business concept