

Western Technical College

## 10145103 Entrepreneurial - Challenges

### Course Outcome Summary

#### Course Information

<b>Description</b>	Students will investigate the challenges of entrepreneurs including the intense commitment of time, money and effort. Students will also explore the competitive global environment and realities of competition.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Technical Diploma Courses
<b>Total Credits</b>	1
<b>Total Hours</b>	18

#### Textbooks

No textbook required.

#### Course Competencies

##### 1. Investigate the challenges entrepreneurs face.

###### Assessment Strategies

- 1.1. Written Product

###### Criteria

*You will know you are successful when:*

- 1.1. you identify five challenges entrepreneurs face
- 1.2. you determine which of the challenges you face with your proposed business concept
- 1.3. you rank the challenges facing you
- 1.4. you prepare a written document that is free of grammatical and spelling errors

###### Learning Objectives

- 1.a. Document challenges facing entrepreneurs.
- 1.b. Determine which challenges affect your proposed business concept

##### 2. Assess strategies to overcome challenges.

###### Assessment Strategies

- 2.1. Written Product

###### Criteria

*You will know you are successful when:*

- 2.1. you identify at least two strategies to overcome a challenge you have identified for your proposed

- business concept
- 2.2. you include research to support your choice for a strategy to overcome the challenge you face for your proposed business concept
- 2.3. you include specific tasks you will complete that align with the strategy you have chosen
- 2.4. you produce a written product free of grammatical and spelling errors

**Learning Objectives**

- 2.a. Explore strategies to overcome the challenges you have identified to being an entrepreneur
- 2.b. Determine which is the best strategy for you to pursue based on your proposed business concept

**3. Explore the competitive global environment.**

**Assessment Strategies**

- 3.1. Written Product

**Criteria**

*You will know you are successful when:*

- 3.1. you identify three risks of doing business in the global marketplace
- 3.2. you summarize whether your proposed business concept is suited for the global marketplace
- 3.3. you compare two strategies for doing business in the global marketplace
- 3.4. you produce a written product which is free of grammatical and spelling errors

**Learning Objectives**

- 3.a. Identify risks and challenges of conducting business in the global marketplace.
- 3.b. Compare strategies to entering the global marketplace.