



WISCONSIN  
INDIANHEAD  
TECHNICAL  
COLLEGE

# Experiential Learning Portfolio for 10105100 Introduction to Business

## Student Contact Information:

Name: \_\_\_\_\_ Student ID# \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*It is highly recommended that you speak with the Academic Dean or instructor who teaches this course prior to completing a portfolio.*

## Directions

Consider your prior work, military, volunteer, education, training and/or other life experiences as they relate to each competency and its learning objectives. Courses with competencies that include speeches, oral presentations, or skill demonstrations may require scheduling face-to-face sessions. You can complete all of your work within this document using the same font, following the template format.

1. Complete the Student Contact Information at the top of this page.
2. Write an Introduction to the portfolio. Briefly introduce yourself to the reviewer summarizing your experiences related to this course and your future goals.
3. Complete each "Describe your learning and experience with this competency" section in the space below each competency and its criteria and learning objectives. Focus on the following:
  - What did you learn?
  - How did you learn through your experience?
  - How has that learning impacted your work and/or life?
4. Compile all required and any suggested artifacts (documents and other products that demonstrate learning).
  - Label artifacts as noted in the competency
  - Scan paper artifacts
  - Provide links to video artifacts
  - Attach all artifacts to the end of the portfolio
5. Write a Conclusion for your portfolio. Briefly summarize how you have met the competencies.
6. Proofread. Overall appearance, organization, spelling, and grammar will be considered in the review of the portfolio.
7. Complete the Learning Source Table. Provide additional information on the business and industry, military, and/or volunteer experiences, training, and/or education or other prior learning you mentioned in your narrative for each competency on the Learning Source Table at the end of the portfolio. Complete this table as completely and accurately as possible.

The portfolio review process will begin when your completed portfolio and Credit for Prior Learning Form are submitted and nonrefundable processing fees are paid to your local Credit for Prior Learning contact. Contact Student Services for additional information.

Your portfolio will usually be evaluated within two weeks during the academic year; summer months may be an exception. You will receive an e-mail notification regarding the outcome of the portfolio review from the Credit for Prior Learning contact. NOTE: Submission of a portfolio does not guarantee that credit will be awarded.

You have 6 weeks to appeal any academic decision. See your student handbook for the complete process to appeal.

**To receive credit for this course, you must receive “Met” on 6 of the 7 competencies.**

### **10105100 Introduction to Business, 3 Associate Degree Credits**

**Course Description:** This is an introductory course designed to develop an understanding of the activities, functions, and principles of business enterprises. The course helps to gain insight into the responsibilities and challenges of operating a business. Emphasis is on the interaction of the various functions required to operate businesses of all sizes. Specifically, the areas of business trends, ownership models, leadership, human resources, marketing, information management, and finance will be explored.

**Introduction: Briefly introduce yourself to the reviewer summarizing your experiences related to this course and your future goals.**

**Competency 1: Summarize the latest trends in business**

Criteria: Performance will be satisfactory when:

- Written report critiques major sources of business information.
- Written report interprets key issues in the current business environment
- Oral presentation evaluates one key business trend
- Oral presentation predicts the impact of selected trend

Learning Objectives:

- a. Select current sources of business trade information
- b. Interpret the business information available
- c. Summarize the key themes of the business information

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 2: Analyze the forms of business ownership available today**

Criteria: Performance will be satisfactory when:

- Written report identifies a specific form of ownership to research with accompanying tax and liability considerations.
- Oral presentation investigates sources of legal information regarding the form of ownership.

Learning Objectives:

- a. Identify sources of legal information for industry.
- b. Explore the key legal cases currently facing businesses.
- c. Defend the major forms of legal ownership.

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 3: Appraise the function of financial resource management**

Criteria: Performance will be satisfactory when:

- Written document explains the function of financial resource management
- Written document describes common methods of asset management to include t-bills, CD's, and commercial paper
- Case study prescribes a defensible solution to the case study

Learning Objectives:

- a. Explain the role of finance within an enterprise.
- b. Summarize the responsibilities of financial managers.
- c. Contrast the steps in financial planning.

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 4: Outline management strategies for businesses**

Criteria: Performance will be satisfactory when:

- Written plan dictates key factors that define the various management strategies.
- Oral presentation portrays appropriate management strategies for specific situations.

Learning Objectives:

- a. Summarize the major functions of management.
- b. Specify the skills managers need in order to be successful.
- c. Model a systematic approach to decision making.

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 5: Develop strategies to manage human resources**

Criteria: Performance will be satisfactory when:

- Oral presentation communicates alternative organizational structures.
- Written report incorporates the recruiting, selection, training, and performance appraisal process.

Learning Objectives:

- a. Explain the role of human resource management within an enterprise.
- b. Summarize the human resource planning process.
- c. Specify employee recruitment and retention techniques.
- d. Depict employee training and development methods.

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 6: Evaluate business marketing alternatives**

Criteria: Performance will be satisfactory when:

- Oral presentation reports on marketing information resources for businesses.
- Oral presentation assesses marketing alternatives.

Learning Objectives:

- a. Weigh the role of product in the marketing mix.
- b. Defend the importance of a pricing strategy.
- c. Contrast distribution decisions.
- d. Decide on promotion activities.

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**



**Competency 7: Critique current information management techniques**

Criteria: Performance will be satisfactory when:

- Written report evaluates digital media and digital marketing

Learning Objectives:

- a. Decide the key technological innovations impacting business.
- b. Explain legal and ethical considerations in digital media.
- c. Investigate social networking and how businesses use different types of social networking media.

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

