# PORTFOLIO ASSESSMENT GUIDE for

# BUS 101: Introduction to Business

**What is a Portfolio**:

A Portfolio is a formal means of requesting assessment of your prior work/life experience from which you have developed sufficient college-level learning to earn credit for a specific class.

**Purpose of this Guide**:

This document is intended for student self-assessment purposes only. Review it carefully to determine if you are ready to write and submit a Portfolio for the course indicated above. Your self-assessment is not a guarantee that you will be awarded credit for the course. Faculty with expertise in the subject matter will evaluate whether your Portfolio provides sufficient evidence that you have demonstrated appropriate college-level mastery of the course content through experiential learning.

# General Guidelines:

* All work must be word-processed, except for documentation provided.
* Written portions should demonstrate college-level writing skills, including appropriate citations for any quoted or paraphrased material from other sources.
* Use the provided template, located on **page 3** of the guide, to format the portfolio appropriately.
* Your Portfolio will not be returned. Make copies of the contents before you submit. You may include clear copies of documentation and keep the originals.
* Submit your completed Portfolio, along with the approved Course Portfolio Assessment Form, to the Adult Learning Coordinator.

# Determination of Portfolio Assessment Outcome:

You will need to do the following to be awarded credit through Portfolio Assessment for this course:

* Provide all required documentation as listed within the template to support the Learning Outcomes.
* Possibly participate in an interview with the Portfolio evaluator.
* When evaluated, students must demonstrate experience or proficiency in >=70% to earn credit in the course.

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| BUS 101: Portfolio Assessment |
| Skill/Outcome | Score |
| **Demonstrates an understanding of taking risks and making profit within the dynamic business environment*** Describe the relationship between profit and risk
* Analyze the effects of the business environment on the development of businesses.
 |  |
| **Understanding Economics and how it affects business** * Demonstrates an understanding of Economics and how it affects business
* Describe the economic concept of demand, supply, and equilibrium/market price.
 |  |
| **Respect and appreciate ethical behavior in business*** Demonstrates an understanding of the importance of ethics in business
* Describe management’s role in setting ethical standards
 |  |
| **Create a Business Plan*** Demonstrates an understanding of the different forms of business, and what it takes to start and manage a small business
* Demonstrates proficiency in the creation of a comprehensive business plan
 |  |
| **Management and leadership*** Demonstrates an understanding of the four functions of management
 |  |
| **Developing and Implementing Customer-Oriented Marketing Plans*** Describe how marketers use environmental scanning to learn about the changing marketing environment
* Explain how marketers apply the tools of market segmentation, relationship marketing, and the study of consumer behavior
* Describe the four Ps of marketing
 |  |
| **Developing Product and pricing*** Demonstrates an understanding of how new products are developed
* Describe various pricing objectives and strategies
 |  |
| **Distributing products*** Demonstrates an understanding of the importance of marketing intermediaries
* Describe the various utilities created by marketing intermediaries
 |  |
| **Effective promotions** * Demonstrates an understanding of the various promotion tools available for business owners
 |  |
| **Understanding Accounting/Financial Information & Financial Management*** Demonstrates the application of ratio analysis in reporting financial information
* Demonstrates an understating of the key financial statements and how they differ
* Demonstrates an understanding of the importance of finance in business
* Identify and describe the different sources of short and long-term financing
* Demonstrates an understanding of forecasting financial needs, developing budgets and establishing financial controls
 |  |
| Total Score | /100 |



CREDIT FOR PRIOR LEARNING PORTFOLIO

BUS 101: INTRODUCTION TO BUSINESS

(DATE)

BY

(YOUR NAME)

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Statement of Academic Honesty

The material contained in this Portfolio honestly and accurately reflects my life, learning, and work experience. I understand that the penalty for falsifying any information or documentation will result in an award of no credit for the Portfolio with no resubmission allowed and may result in other sanctions as described in the Student Code of Conduct.

Print Name LCSC ID Number

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Signature Date

Course Description

BUS 101: Introduction to Business

Increases student awareness of business functions and the business environment.

Learning Outcomes

1. Apply course vocabulary and concepts correctly in context when discussing business environment, functions, and practices;
2. Explain the important effects of the global market;
3. Analyze the effects of the economic environment on businesses;
4. Compare and contrast being an entrepreneur and working for others;
5. Demonstrate an appreciation of ethical, business behavior;
6. Demonstrate an understanding of requirements for starting, owning, and/or managing a business; &
7. Recognize ways business leaders can meet and beat competitors.

Educational Goals

**Goals, Motivation, and Time Frame**

What are your goals? What are the reasons (professional and personal) you are pursuing your goals? What is a realistic time frame for completing your education?

**Prior Learning to Goals**

How will the prior learning credit you are requesting fit into their future educational and career goals?

Chronological Resume

Include a chronological resume that will support your request for prior learning. List all jobs held, including volunteer, as they relate to the course that you are trying to receive credit. List duties, skills and expertise used in performing job tasks. When possible, use language similar to that used in the outcomes for the courses.

Examples of Experience:

* Employment, Work Experience
* Workshops, Webinars, Training, Seminars, Professional Development
* Volunteer Activities, Community Service, Committees, Groups
* Military Experience, Occupations, Training
* Licenses, Certificates, Industry Credentials
* Non-credit Courses
* Publications

Learning and Experience Autobiography

The autobiography will serve as an introduction to the evaluator and help them understand the context of your learning for the particular course you are requesting. It is a complete picture of you and your experiences as it relates to the course for which you are creating this portfolio. Relate the relevant experiences to the course in a general explanation (Specifics will be included in the Acquired Learning and Knowledge Narrative). Demonstrate why you have selected this particular course and detail your work and life experiences using your resume as a guide.

This should be two+ pages and summarize the significant learning experiences in your life and describe how your experiences will validate your knowledge of the course content and meet the course outcomes being petitioned for credit.

Acquired Learning and Knowledge Narrative

The narrative is a detailed explanation of how your activities and the resulting competencies were achieved. This is to complement your resume and autobiography. Be sure to link your accomplishments to the course learning outcomes. This will be similar to your autobiography, but will detail your chronological work and life experience history while focusing on the things you have already learned through training and experiences, as it relates to your target course.

Note that a key goal of this section is the learning process itself as you reflect on how your experience relates to key concepts within the learning outcomes in the target course. Clearly focus on the learning objectives (what you know and can do) rather than the experience.

For each experience indicated within the Portfolio, the student must:

* Label each heading, Learning Outcome 1, Learning Outcome 2, etc.
* Include the experience; time spent in activity; description of duties and activities.
* Describe the learning and how it relates to the Learning Outcomes for the course.
* Describe how the learning was acquired.
* Provide documentation as evidence of the experience in relation to the course learning outcomes, and as an indication of the level and appropriateness of content.
* Describe how this experience has influenced and impacted other areas of your life.

This will be 2+ pages in length. Make sure it is clear, concise, and free of errors in sentence structure, grammar, and spelling. It needs to demonstrate college-level writing and critical thinking.

Bibliography

**This is not required.** The bibliography will include any reading done on the course subject. If you have studied manuals or used other texts to gain your prior learning, include them here. References should be cited in American Psychological Association (APA) style, but your instructor may suggest another format.

Documentation

Each of your experiences and competencies will require verification (evidence). This evidence can take several forms:

* Completion of training programs, workshops, seminars, etc., may be verified through:
	+ Certificates
	+ Personnel records
* Performance reviews showing competencies
* Job descriptions
* Transcripts
* Samples of work
* A videotape of your speech, theatre work, or music recital
* Licenses
* Honors or award
* Samples of your painting, drawing, photography, or ceramics for a studio art course
* Certificates of attendance
* Letters of verification listing proven competencies from instructors or employers
* Products designed or created by you
* Military records

Each piece of documentation for a workshop or training program must be accompanied by a description page of content for each workshop, training program, or seminar and must show how the evidence relates to the course learning outcomes.