



SADDLEBACK COLLEGE

Division of Business Science and Workforce Development

CTE/Entrepreneurship Modules (Contextualized Entrepreneurship)

2012-2013, 2013-2014 Perkins Project

Project Coordinator: Barbara Cox, Ph.D.

An Invitation

The goal of this Perkins IV project is to assist CTE programs/courses with the inclusion of entrepreneurship instruction specific to their disciplines. Business/Entrepreneurship instructors will provide participating CTE instructors with resources and guidance for the development of an instructional module of approximately 3 hours, plus assignments. The module may be designed as in-class, online, or hybrid instruction. It may include related media, such as videos or podcasts, as deemed desirable or appropriate for the CTE program.

Each CTE program is invited to create this module specific to their industry and then implement the instruction prior to the end of Fall semester. CTE programs do NOT have to follow the module outline exactly if they prefer a different approach.

The Business Department participants in this project (Barbara Cox and Rebecca Knapp) will meet with each CTE partner to provide orientation and resources and then during the crafting of the module to provide any guidance they can prior to the module's implementation.

After implementation, CTE participants are asked to report on the outcomes (delivery and effectiveness) of their module, in time for the Perkins second quarter report.

At completion of the Fall Semester, CTE participants will also provide their modules to the Business Department BUS 160 Entrepreneurship instructor(s) for inclusion as optional assignments for BUS160 students. In addition, the CTE participating instructors will be invited to present their perspectives on the process, results, and guidance for others during the College's Spring in-service.

Module developers will also receive benefit of outside reviewer comments and suggestions for their modules.

Beginning on the next page is a *sample* outline for a potential CTE/Entrepreneurship module or design for a 3-hour (+/-) teaching/learning experience. Remember, this is a starting point. Use it however it suits you and your program.

IDEA FOR MODULE INSTRUCTION OUTLINE/COMPONENTS

Potential Instructional Content

What do **you** want to do?

I. Careers: Jobs or Businesses? What's for you?

II. Types of *businesses* in this field

What are they?

Descriptions; Major characteristics, pros, cons

III. Profile(s) of these businesses in the OC or South OC

Numbers

Locations

Sizes

Economic data

Financial data

Conclusions about the above for startups

IV. Where to get data

Associations

SBA

Pathways (Business Dept. Pathway with links to general business research information will be provided. Links for research in specific industries need to be provided by the CTE programs.)

V. Preparation: Making the Leap; Other as created by CTE participant

Transition: What do **you** want to do?

ASSIGNMENT IDEAS

Activity to help students clarify their goals and ideas

See **Workbook** prepared by Rebecca Knapp

Interview an entrepreneur

Shadow an entrepreneur

Guest Speaker (provide questions)

Videos, podcasts, other related links

Discussion boards, wikis, journals, etc.

Other