

SBDC offers business students 'real world' experience

By Thomas O. Dekle

For many students in the Business Administration Department at Capitol Campus, "real world" experience is gained in school through the classes they take.

Capitol Campus also has the Small Business Development Center (SBDC), which offers opportunities for students to gain

experience and knowledge while working part-time for the center, in addition to their classes.

The SBDC has thirteen offices throughout Pennsylvania. Capitol Campus' office serves the seven-county Harrisburg region, and with the other offices, is funded through the University of Pennsylvania.

Through the SBDC, small businesses may seek professional counseling for no charge. Local

businesses come to the SBDC for everything from loan packaging to workshops on starting a private business. The SBDC also helps small businesses with setting up their inventories, record keeping and reaching target goals.

Two Capitol Campus students working as counselors for the SBDC are Marty Honegger, senior business major, and Sharon Dougherty, junior business major.

"Next year we will be expanding and plan to go with three student counselors," said Annette Billingsley, SBDC Business Consultant.

Dave Watkin, Assistant Professor of Management and Co-Director of SBDC, said that on January 1, 1984, the SBDC will be placed under the Business Administration Department.

Presently, the small business management course uses students as consultants for the SBDC. Cases are selected from the SBDC with the goal of producing results in class.

"It gives students a chance to see the pieces fit together," said Watkin. They work on the cases and then provide an in-class presentation to give their recommendations.

"We request that the client be there for the presentation," said Watkin.

Having the client there reaffirms the "real world" situation, according to Watkin. Clients then take the reports and implement those they wish into their business.

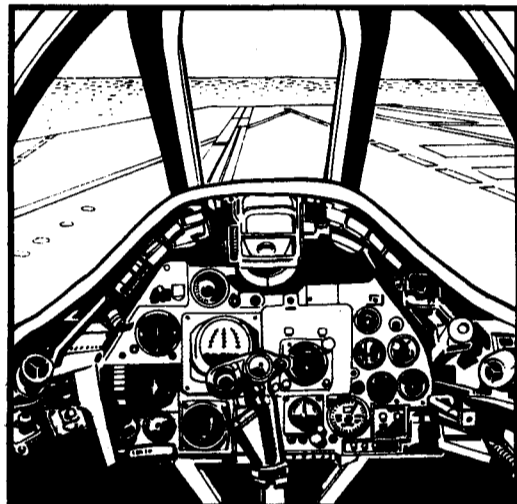
The classroom is not the only place that student consulting takes place. There are incidents where community organizations come to the Business Department requesting help in research and marketing practices.

The Middletown Chamber of Commerce has expressed a desire to use students of Capitol Campus' classes, clubs or independent studies to help construct an organizational fair.

The Chamber of Commerce would like us to use students to conduct surveys of the factors involved in opening a business in the area to help bring businesses here.

Watkin finds the projects done through or with the SBDC as a benefit to the students involved. He likes to see the "SBDC used as a resource for the campus."

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