



## Curriculum and Instruction

### CTE Course of Study Outline

**Title of Course of Study**

**Virtual Enterprise, Business Management & Personal Finance CTE**

**Course Number:** \_\_\_\_\_ (Assigned by Curriculum Department)

CTE Course of Study Adoption Process		
<b>PROCEDURES:</b>		
1		Write/revise Course of Study
2		Review with CTE Principal and acquire signature
3		Technology review/sign prior to submission required if any technology components used
4		Course of study MUST be complete, including required signatures, and submitted to Curriculum Dept. 2 weeks prior to the scheduled Curriculum Council meeting.
5		Assistant Superintendent, Curriculum & Instruction - Review/Sign
6		Assistant Superintendent, Secondary Education - Review/Sign
7		Present course of study to Curriculum Council
8		Curriculum Council Recommends
9		Board of Education Approves

**Note: Please complete all sections. Enter "none" or "n/a" as appropriate.**

**I. Course Title: Virtual Enterprise, Business Management & Personal Finance CTE**

**II. Industry Sector: Business and Finance**

**Pathway Name: Business Management Pathway Number: 182**

**Calpads #: 7412**

**CTE Course Level:**

- Introductory Course
- Concentrator Course
- Capstone Course
- Capstone Course (standalone 360 hours)

**Course of Study Proposal Reason:**

- New Course
- Curriculum Update
- Textbook Update
- UC/CSU a-g Update
- Course Title Change

**III. Length of Course: 1 Year Credit Value: 20 Credits**

- Meets Lodi USD high school graduation requirement credits (CTE)
- Elective course credit
- No credit

**IV. Grade:**

- 9<sup>th</sup>
- 10<sup>th</sup>
- 11<sup>th</sup>
- 12<sup>th</sup>

V. **Course Level:**       General     CP     Honors     Pre-AP     AP

VI. **Is this an Internet-based course?**     Yes     No (e.g. Apex, Odysseyware...)

**VII. UC/CSU Approved Course:**

Do you wish to submit this course to the UCOP to obtain UC/CSU a-g approval?

Yes     No

Is this course modeled after a UC-approved course from another district?

Yes     No    If so, which school/district? Dos Palos High School, Dos Palos Oro

Loma Unified School District

**VIII. Recommended UC/CSU Subject Area Pathway:**

*(Please complete each section as required by the UC system)*

A. History/Social Science

E. Languages Other than English

B. English

F. Visual/Performing Art

C. Math

G. Elective

D. Lab Science

**IX. Subject Area Code for Lodi USD Graduation Requirements (select all that apply):**

B. Fam Lvg/World Geography

L. Life Science

C. Economics

M. Mathematics

D. Driver's Ed

P. Physical Education

E. English

S. Physical Science

F. Fine Arts/World Lang/CTE

U. US History

G. Government

W. World History

H. Health/Safety

Y. Elective

**X. COURSE DESCRIPTION:** *Use this section to emphasize the core knowledge and skills students are expected to learn in the course, including concepts, theory and texts. There should be clear evidence of the course's level of rigor and the development of essential critical thinking skills.*

*The Course Description is comprised of three sections:*

1. **COURSE OVERVIEW:** *The Course Overview provides a snapshot of the course content for all users browsing courses in the Course Search section. You will be asked to provide a brief summary/snapshot (3-5 sentences) of the course's content.*

Guided by a task-based curriculum rather than a textbook, students produce the key deliverables that are required in a real business. Students conduct market research, work cooperatively to develop and write a business plan, design and implement an e-commerce website, recruit and market to clients/customers, and pay wages and taxes. Firms engage in international trade with other Virtual Enterprise firms on a continuous basis, participating in a global economy of over 7,500 firms across 42 countries. The transfer of funds is made electronically through a web-based banking system that links firms worldwide. The

simulation environment encourages risk-taking and continuous cycles of improvement and innovation. This simulation enables students to understand how employees, workgroup teams, and departments interact with each other and work together to meet the goals of the company while at the same time conveying the expectations of the workplace and developing an entrepreneurial mindset. Students will also be paid a virtual paycheck and have to manage household expenses, learning the fundamentals of personal finance to set them up for successful outcomes as an adult.

**2. HIGHLY RECOMMENDED CTE PATHWAYS:**

*This is a standalone course in the Business Management Pathway which satisfies the requirements of a Career Technical Education Introductory, Concentrator and Capstone.*

**3. COURSE CONTENT:** *The Course Content section will request information in a unit-by-unit style. For each unit of the course, you will be asked to provide:*

**Unit I: Orientation**

- A. Introduction to Virtual Enterprises**
  - a. Learn about VE and the goals of the program
  - b. Explore the types of activities that will be performed and how students will be evaluated
  - c. Review the VE website
  - d. Navigate Canvas and task resources
  - e. Prepare and deliver a personal elevator pitch
- B. Work as a Team**
  - a. Practice concepts of group problem solving to complete the challenge
  - b. Collaborate with a group to complete the Marshmallow Challenge
  - c. Recognize and practice elements of teamwork and strategy
  - d. Recognize and practice techniques for effective communication
- C. Understand Time Management**
  - a. Create a personal calendar to record daily tasks
  - b. Manage their time to successfully fulfill their responsibilities in Virtual Enterprises, as well as other courses, extra-curricular activities, after school jobs, etc...
  - c. Explain strategies for successfully managing time.
- D. Communication Strategies**
  - a. Write professional business letters
  - b. Master the format and structure of business letters
  - c. Demonstrate proper email and video etiquette
  - d. Use email to send attachments
  - e. Practice appropriate business etiquette
- E. Establish Meeting Procedures**
  - a. Recognize the importance of having regular meetings
  - b. Recognize the purpose of an agenda and minutes
  - c. Distinguish between a formal and an informal meeting
  - d. Conduct a meeting which includes an agenda and minutes

**Unit 2: Design Thinking**

- A. Introduction to Design for Delight (D4D) Design Thinking Process**



- a. Explore the concept of Design Thinking
- b. Apply the Design for Delight methodology for creative problem solving
- c. Discuss how Design Thinking encourages innovation and creates business opportunities
- B. Deep Customer Empathy (Empathize and Define Problem)
  - a. Identify a clear problem and frame it into a business opportunity
  - b. Apply D4D's Principle #1 - Deep Customer Empathy to understand users' needs and desires that will drive solutions and business opportunities
- C. Go Broad to Go Narrow (Ideate)
  - a. Explore the concept of brainstorming
  - b. Apply D4D's Principal #2 - Go Broad to Go Narrow - to generate lots of ideas (Go Broad) for a product/service or business that will solve users' problem(s), then narrow options to a single choice (go narrow).
  - c. Apply D4D's "100 Point Narrowing" method to identify the best idea
- D. Rapid Experimentation (Prototype & Test)
  - a. Apply D4D's Principal #3 - Rapid Experiments with Customers --to test ideas through experimentation and prototyping
  - b. Use D4D's Fast Cycle Sketch Test to sketch a prototype

### Unit 3: Career Development

- A. Matching Skills and Abilities with Job Traits
  - a. Identify personality traits, abilities, and interests
  - b. Identify jobs in which their skills, interest, and abilities would be used to their advantage
  - c. Learn about the different jobs that exist within the VE Firm
  - d. Identify the VE job that suits them best
- B. Applying for the Job Positions in the VE
  - a. Explain the purpose of a resume, cover letter, and employment application
  - b. Prepare a cover letter and resume
  - c. Complete a job application
- C. Interview and Placement Process
  - a. Develop interviewing techniques
  - b. Practice interviewing for their VE jobs

### Unit 4: Business Registration

- A. Forms of Business Ownership
  - a. Define sole proprietorship, partnership, and a corporation
  - b. Identify characteristics of a C Corporation, S Corporation, B Corporation, and LLC
- B. Develop Your Business Idea, Business Rationale & Target Market
  - a. Explain their business idea
  - b. Develop their business rationale
  - c. Identify the firm's target market
- C. Develop a Preliminary Company Budget & Financing Request
  - a. Define fixed costs and variable costs
  - b. Identify anticipated expenses for their startup firm
  - c. Calculate or estimate costs associated with each identified expense
  - d. Prepare a preliminary budget
- D. Submit Registration Form
  - a. Complete and submit the VE Business Registration Form



## Unit 5: Accounting

- A. Establish an Accounting System
  - a. Describe the system used to keep accounting records for their company
  - b. Implement an accounting system for their firm
  - c. Identify accounting source documents
  - d. Recognize why the recommended forms are necessary for the company to maintain an adequate financial record-keeping system
- B. Set-Up Your Business in Quickbooks
  - a. Open an online QuickBooks account for the firm
  - b. Establish settings in QuickBooks for fiscal year, sales tax, and chart of accounts
- C. Prepare a 10/31 Balance Sheet in QuickBooks
  - a. Review the components of a balance sheet
  - b. Examine the balance sheet equation
  - c. Review the purpose and how to record a journal entry
  - d. Distinguish between a debit and credit in accounting
  - e. Record journal entries in QuickBooks Online Plus (QBO+)
- D. Record Sales Using Sales Invoice Function in QuickBooks
  - a. Explore “Just-in-time” and “Just-in-case” inventory methods
  - b. Evaluate pros and cons of Just-in-time and Just-in-case inventory methods
  - c. Record a sale on account that will be paid later (invoice) in QBO+
  - d. Record a sale from a direct deposit or cash payment (sales receipt) in QBO+
- E. Record Payment Transactions to Vendors in QuickBooks
  - a. Practice and perform recording loan repayment (principal vs. interest expense)
  - b. Interpret an expense summary
  - c. Practice and perform recording bill payments
  - d. Practice and perform recording acquired fixed assets - on account
  - e. Practice and perform recording acquired fixed assets - direct debit (cash)
  - f. Demonstrate recording payment of sales tax collected
- F. Record Payroll Transactions on QuickBooks
  - a. Record payroll journal entries in firm QuickBooks Online account
- G. Reconcile Cash Balance in Bank Account to QuickBooks
  - a. Reconcile the firm bank account to the QBO+ firm account
- H. Update Accounts Receivable Records
  - a. Establish procedures for recording sales according to accounting principles.
  - b. Design a workflow diagram showing the flow of information between the VE departments as it relates to receivable accounts
  - c. Create a sales journal and accounts receivable record for the firm
  - d. Create a cash receipts and cash payments journal for the firm
- I. Update Accounts Payable Records
  - a. Establish procedures for paying vendors’ invoices
  - b. Establish procedures for paying monthly expenses
  - c. Enter payments into VE firm bank account
  - d. Record payments made to vendors into the accounting records
  - e. Record payments made for monthly expenses into accounting records
- J. Establish Payroll Procedures
  - a. Ensure that employees wages meet federal minimum wage guidelines
  - b. Prepare a memo verifying that wages paid to employees conform to federal minimum wage guidelines

- c. Develop payroll procedures that ensure that employees are paid correctly and that the proper withholdings and deductions are subtracted from employees' pay
  - d. Develop procedures that ensure that withholdings and deductions from employees' pay are properly accounted for and are remitted to the appropriate recipient
  - e. Develop procedures to ensure that payroll reporting requirements will be met
  - f. Prepare work flow charts that diagram the payroll procedures
  - g. Prepare a memo that identifies the effective cost of each employee's hourly/daily wage
- K. Complete Payroll Register & Process Appropriate Payments**
- a. Consult with HR to determine wages and hours/days worked
  - b. Enter data accurately into payroll register
  - c. Pay employees out of firm bank account
  - d. Print earnings statements
  - e. Submit 941 data utilizing the payroll register
  - f. Pay taxes utilizing the payroll register
  - g. Maintain accurate records of employees' 401(k) VE contributions
  - h. Remit the correct amount of 401(k) VE contributions to the plan administrator
  - i. Record all payroll related transactions into the accounting records
- L. Reconcile Cash Balance in Bank Account with the Entered Transactions**
- a. Balance the accounting record's cash balance with the checking account balance
- M. Establish or Update Inventory Records**
- a. Prepare an inventory form for each item of inventory that the company owns
  - b. Prepare an inventory control form that summarizes the contents of each of the individual inventory forms
  - c. Ensure that the inventory information reported in the accounting records is consistent with the information contained in the inventory control form
  - d. Create a workflow diagram representing the inventory process that outlines which departments will be responsible for each activity.
- N. Create an Asset Log for Company Assets**
- a. Prepare an asset log
- O. Review and Revise Accounting Procedures**
- a. Review the accounting department's workflow diagrams for the year
  - b. Evaluate outcomes and compare with workflow
  - c. Recommend ways to increase the department's effectiveness and/or efficiency
- P. Prepare W2 and W3 Forms**
- a. Identify the source of information contained in the W-2 and W-3 forms
  - b. Prepare a W-2 form for each employee in the firm and a W-3 form for the company
  - c. Submit the completed forms, via the Web, using the VE Submittal forms
- Q. Record Stock Transactions on Balance Sheet**
- a. Review a transaction post public offering

## **Unit 6: Finance**

### **A. Introduction to the U.S. Network Bank**

- a. Open a US Network Bank account
- b. Check their bank account balance
- c. Make payments using their bank account
- d. Verify receipt of paycheck

- B. Create a Detailed Budget to Determine the Financial Needs of the Business**
  - a. Demonstrate understanding of how businesses prepare budgets to manage their finances
  - b. Prepare a detailed budget for the VE firm
  - c. Use the firm budget to determine the financial needs of the business
- C. Identify Sources of Debt and Equity Financing**
  - a. Determine the sources of financing the firm will pursue
- D. Apply for a Small Business Loan**
  - a. Complete a small business loan application
- E. Identify and Pitch Angel Investors for Equity Financing**
  - a. Identify and pitch angel investors requesting equity funding
  - b. Submit an equity investment application
- F. Establish Out-of-Network Sales Contract**
  - a. Identify and pitch non-VE Entities to obtain sales
  - b. Submit payment request form
- G. Create an Initial Company Balance Sheet**
  - a. Define the terms “asset”, “liability”, and “equity”
  - b. Identify and explain the purpose of the accounting equation
  - c. Define the essential elements of a balance sheet
  - d. Create an initial company balance sheet
- H. Prepare a Break-Even Analysis**
  - a. Complete a break-even analysis
- I. Prepare Monthly Sales Projections for the Business**
  - a. Research industry sales performance
  - b. Prepare a monthly sales forecast spreadsheet and graph
  - c. Compare sales projections to actual figures
- J. Prepare a Projected (Pro-Forma) Profit and Loss Statement**
  - a. Define the essential elements of a profit and loss statement
  - b. Prepare a profit and loss statement including actual and projected monetary amounts
  - c. Analyze and update the profit and loss statement on a monthly basis
- K. Prepare a Projected Monthly Cash Flow Statement**
  - a. Define and understand the essential elements of a cash flow statement
  - b. Prepare a projected cash flow statement
  - c. Compare projected figures in the cash flow statement to actual amounts at the close of each month to ensure that the firm is remaining in budget
- L. Prepare Financial Statements and Financial Summary for the Business Plan and Presentation**
  - a. Add financial statements created in finance tasks 7-11 to business plan
  - b. Write a financial summary based on firm financial statements
  - c. Summarize financials in business plan presentation
- M. Review Monthly Sales Reports and Analyze Variances**
  - a. Analyze variances in the monthly sales reports
- N. Review Monthly Expense Budget and Analyze Variances**
  - a. Analyze variances in the monthly expense budgets
- O. Update Projects Based on Variance Analysis**
  - a. Use variance analysis to make appropriate changes to firm projects
- P. Determine Corporate Debt and Make Loan Payments**
  - a. Determine corporate debt
  - b. Make monthly loan payments



- Q. Prepare and Submit the Monthly Sales Tax Form
  - a. Prepare a monthly sales tax form
  - b. Submit a monthly sales tax form
  - c. Pay sales tax collected to appropriate regional account
- R. Prepare and Submit the 941 Payroll Tax Withholding Form
  - a. Prepare the 941 Payroll Tax Withholding
  - b. Submit the 941 Payroll Tax Withholding
  - c. Pay the 941 Payroll Tax Withholding to appropriate regional account
- S. Prepare End-of-Year Financial Statements for the Annual Report
  - a. Prepare and analyze end of the year financial statements for the annual report
- T. Create Summary of Financial Highlights for the Annual Report
  - a. Create a summary of the financials for the annual report utilizing task 19 financial statements
- U. Complete the Corporate Tax Return
  - a. Complete a corporate tax return
  - b. Pay yearly taxes owed to appropriate VE Regional Account
- V. Prepare for Transition
  - a. Prioritize items to be saved in the department
  - b. Back up all computerized work
  - c. Create a checklist of necessary items/information needed to reopen the company in September
  - d. Store files in a central location and provide a “transition memo” that gives direction to new managers as to where to find needed items
- W. Going Public through VE Stock Market
  - a. Set up firm in the VE Stock Market
  - b. Purchase tokens from other VE firms

#### Unit 7: Operations

- A. Manage Firm Correspondence & Company Calendar
  - a. Understand the process for distributing incoming and outgoing mail and email
  - b. Develop a workflow for processing incoming and outgoing mail and email
  - c. Identify mail from foreign countries
  - d. Recognize proper mailing addresses for outgoing mail and email, particularly international mail
  - e. Create a mail log and procedure for logging incoming mail
  - f. Create email folders
  - g. Recognize and use different types of mail
- B. Develop Procedures to Manage Employees' Trading & Firm Purchasing
  - a. Identify benefits of business-to-business trading
  - b. Develop and implement procedures to maintain employee trading and firm purchasing
  - c. Develop a database containing employees' trades and firm purchases
  - d. Develop a requisition form
- C. Create a Presentation on Trading Procedures for Employees
  - a. Use the Marketplace Tools to engage in e-commerce
  - b. Purchase merchandise from an employee's personal bank account using a VE company's website
  - c. Submit a purchase requisition to the Accounting department to initiate the purchase of a product or service from the firm's bank account

- d. Create a presentation to inform the entire staff of the procedures for making purchases
- D. Coordinate Company Newsletter Project
  - a. Design a company newsletter
  - b. Coordinate the production of a company newsletter
- E. Organize Trade Show Activities
  - a. Register for the trade show
  - b. Prepare a checklist of required trade show tasks and materials
  - c. Develop a schedule for employees to follow during trade show preparation and for the day of the event
- F. Prepare for Transition
  - a. Prioritize items in the department that need to be saved
  - b. Back up all computerized work
  - c. Create a checklist of necessary items/information needed to reopen the company in September or begin a new company
  - d. Store files in a central location and provide a “transition memo” that gives directions to new managers as to where to find needed items.

## **Unit 8: Information Technology**

- A. Establish Procedures for Saving Files
  - a. Explore options for saving files
  - b. Recognize the benefits and risks of saving files in various locations
  - c. Create a flowchart for managing files
  - d. Communicate protocols for saving and managing files to staff
- B. Create an IT Security Plan
  - a. Identify IT security tools, both digital and physical, used in businesses
  - b. Determine which IT security measures are appropriate for the firm’s needs
  - c. Develop an IT security plan and share it with their firm
- C. Develop an Inventory and Budget
  - a. Create an accurate inventory of the firm’s technology, including both hardware and software
  - b. Develop a recommended technology budget
- D. Develop an Equipment Use Policy/Technology Policies
  - a. Identify the various ways that employees need to freely utilize technology to complete their daily tasks
  - b. Recognize the potential misuses and abuses of information technology systems that are important for employees to avoid
  - c. Communicate a practical and relevant Acceptable Use Policy (AUP) for technology
- E. Develop an E-Commerce Website
  - a. Plan a website design that is in keeping with the company’s brand
  - b. Evaluate several different web design platforms and choose an application that best meets the firm’s website development needs
  - c. Develop a professional website for the firm
  - d. Create a mobile website for the firm
  - e. Embed links to the firm’s social media accounts and other company resources to the website and mobile site
- F. Provide Technical Support
  - a. Identify the purpose of providing technical support
  - b. Explain the difference between customer service and technical support



- c. Determine the levels and types of technical support that your firm requires, both internally (for employees) and externally (for customers).
- G. Create and Maintain Social Media Accounts
  - a. Investigate methods used by companies to market and manage customer experiences through social media platforms
  - b. Evaluate which methods of utilizing social media for business best suit the needs of the firm
  - c. Create regular social media posts appropriate to the marketing and customer engagement goals of the firm
  - d. Design and plan to utilize social media analytics
- H. Perform Hardware Inspections on Workstations
  - a. Examine a workstation and determine potential issues
  - b. Utilize basic troubleshooting techniques
  - c. Explore potential solutions for more complex problems
- I. Establish a Workflow for Access Rights
  - a. Define the term “data breach” and explain the importance of protecting the privacy of company stakeholders including employees, customers, investors, and business partners
  - b. Identify multiple forms of data utilized within the firm
  - c. Determine necessary access privileges for employees, based on positions
  - d. Create a written protocol for assigning and requesting access rights for employees
- J. Develop Employee Technology Training Workshops
  - a. Survey employees to determine the firm’s technology learning needs
  - b. Create clear and thorough opportunities, based on your firm’s needs (workshops, videos, tutorials, presentations, FAQ’s, etc)
  - c. Measure the effectiveness of the training by creating and analyzing an assessment
- K. Use Website Analytics
  - a. Explore the usefulness of website analytics
  - b. Analyze various metrics of the firm’s website
  - c. Propose and implement revisions to the firm’s website based on analytics
  - d. Measure the effectiveness of the modifications that were made
- L. Conduct Video Conferencing
  - a. Schedule and plan a video conference call for a business meeting
  - b. Identify best practices for using video conferencing in the workplace
  - c. Conduct a meeting using video conferencing software
  - d. Reflect on the virtual meetings, developing ideas to improve future video conferences

## Unit 9: Management

- A. Supervising & Delegating Work
  - a. Identify characteristics of an effective supervisor
  - b. Explain the importance of delegating work
  - c. Articulate strategies for supervising friends
  - d. Devise a plan for dealing with insubordinate employees
  - e. Explain the doctrine of employment-at-will
- B. Review Firm Correspondence & Company Calendar
  - a. Develop a system for managing company correspondence
  - b. Create a shared company calendar



- c. Establish a protocol for reminding employees about upcoming deadlines and events
- C. Review Meeting Procedures
  - a. Explain the objective and parameters of Robert's Rules of Order
  - b. Conduct a formal business meeting
- D. Create a Company Mission Statement
  - a. Explain the purpose and characteristics of a mission statement
  - b. Develop a mission statement for the VE firm
- E. identify Firm Goals, Objectives, & Strategies
  - a. Explain the difference between goals, objectives, and strategies
  - b. Define the "SMART" method of goal setting
  - c. Define the terms "tactics" and "KPI" and state how each of these supports firm's objectives and strategies
  - d. Develop realistic and attainable goals, objectives, and strategies for the VE firm
- F. Develop a Business Plan
  - a. Identify the components of a business plan
  - b. Prepare the executive summary and company overview
  - c. Delegate tasks to various departments
  - d. Create a professional business plan for the firm
- G. Create a Business Presentation
  - a. Develop an oral script for the business plan presentation
  - b. Create a professional slideshow for the business plan presentation
  - c. Deliver the business plan presentation to the facilitator, company employees, and business mentors
  - d. Conduct a Q&A session, answering questions related to the business plan presentation
- H. Assemble a Quarterly Report
  - a. Explain the purpose of a quarterly report
  - b. Prepare all components of a quarterly report
  - c. Present the quarterly report to angel investors, business partners, and/or business mentors
- I. Direct and Supervise the Annual Report Project
  - a. Explain the purpose of an annual report
  - b. List the content included in an annual report
  - c. Write the executive officers' letters to shareholders
  - d. Delegate tasks to various departments for creating the annual report
  - e. Prepare an annual report for the VE firm
- J. Motivating Employees
  - a. Identify the difference between intrinsic and extrinsic motivation
  - b. Research strategies to motivate employees
  - c. Develop and administer an employee survey to obtain feedback on effective forms of motivation at work
  - d. Determine motivational strategies for the VE firm based on employee survey results
- K. Handling Conflict
  - a. Identify the problem
  - b. Discuss possible solutions
  - c. Select an appropriate solution that satisfies both parties
  - d. Implement the solution

## **Unit 10: Risk**

- A. Introduction to Risk Management**
  - a. Explore the concept of risk management and why it is important to a company
  - b. Examine the risk management process
  - c. Conduct a SWOT analysis to identify possible risks for your firm
- B. Prepare a Risk Assessment for Your Firm**
  - a. Differentiate between risks that are important to the firm's strategy and those that are not
  - b. Create a strategic risk assessment
  - c. Conduct research on available solutions for one or more specific assigned risks
  - d. Consider the benefits and drawbacks of alternative solutions
  - e. Choose one or more solutions for managing risk that will become part of the firm's risk management plan
  - f. Record the solution in the RIMS Risk Evaluation Log
- C. Develop a Risk Management Plan**
  - a. Develop a statement of the overall intentions, direction, objectives, and commitment to managing risks in the organization
  - b. Prepare a finalized risk assessment for the firm
  - c. Create a roles and responsibilities matrix for reporting progress of risk treatment plans related to overall business performance measurements and reporting
  - d. Create a Risk Management Plan for the firm
- D. Purchase/Review Insurance Policies**
  - a. Identify types of insurance commonly obtained for a small business
  - b. Research the VE marketplace to find insurance vendors
  - c. Explain the purpose of cybersecurity insurance for a business
  - d. Purchase business insurance, including cybersecurity insurance, for the VE firm

## **Unit 11: Legal**

- A. Intellectual Property**
  - a. Define intellectual property and explain its importance to business
  - b. Differentiate between the types of IP - patents, copyrights, marks (trademarks and service marks) and trade secrets
  - c. Explain the importance of IP insurance
  - d. Research and purchase IP insurance
  - e. Identify creative work and ideas in the VE firm that require IP protection
- B. Patents, Copyrights, and Creative Credit**
  - a. Describe what a patent is and why it is necessary
  - b. Explain the process of obtaining a patent
  - c. Describe what a copyright is and why it is important
  - d. Explain the process of obtaining a copyright
  - e. Explain the term "creative credit" and discuss the importance of respecting copyrights and issuing creative credit on social media
- C. Trademarks, Service Marks, and Trade Secrets**
  - a. Define the terms "trademark" and "service mark."
  - b. Explain the process for obtaining a trademark or service mark
  - c. Define "trade secret" and identify how a trade secret may be protected
- D. Developing Contracts**
  - a. Identify different types of contracts used in business

- b. Develop a contract including clear specifications and strong language to protect the company's interests
  - c. Perform ongoing contract management
- E. Confidentiality/Non-Disclosure Agreements
  - a. Explain the purpose of a confidentiality or non-disclosure agreement
  - b. Identify the parties that are necessary to involve in a non-disclosure agreement with the VE firm
  - c. Prepare a confidentiality or non-disclosure agreement
- F. Employment and Compliance Laws (Confidentiality/Non-Disclosure, Internet Usage, Hiring, and Termination)
  - a. Identify numerous employment and compliance laws dealing with the company's treatment of employees
  - b. Identify federal and state laws that the firm must comply with in regard to employment
  - c. Prepare written policies regarding employment and compliance laws, and add these policies to the employee handbook
- G. OSHA Law: Employer's Responsibilities
  - a. Define OSHA and explain its importance in the workplace
  - b. Identify potential hazards in the workplace
  - c. Prepare a plan including health and safety measures to protect against workplace hazards
  - d. Implement the safety and health plan, supporting the initiatives of OSHA
- H. Dispute Resolution
  - a. Define the word "litigation"
  - b. Identify means of handling disputes without litigation, including negotiation, evaluation, mediation, and arbitration
  - c. Explain the importance of documenting the dispute resolution agreement in writing, and having each party place their signature on the agreement
  - d. Develop a process to effectively handle disputes in the VE firm
  - e. Develop a dispute resolution agreement template

## Unit 12: Human Resources

- A. Interview and Place Job Applicants
  - a. Complete a job interview for the VE position
  - b. Prepare offer letters
  - c. Write a follow-up "thank you" note to interviewer
- B. Onboard Employees
  - a. Explain the onboarding process and provide examples of effective onboarding procedures that lead to employee retention
  - b. Prepare the onboarding process for their VE firm
  - c. Research salary schedules for your geographical location
  - d. Establish a salary schedule for all employees in the VE firm
  - e. Develop an Employment Contract Letter for each new employee
- C. Create a Welcome Presentation for New Employees
  - a. Create an outline of the content of a presentation for the new hires about the VE company
  - b. Create a welcome presentation for new hires
  - c. Deliver an effective welcome presentation
- D. Create an Organizational Chart
  - a. Understand the levels of hierarchy in an organization



- b. Identify and explain the differences between various types of organizational structures
  - c. Choose an organizational structure for the VE firm
- E. Create and Maintain Employee Files & Employee Database
  - a. Create and maintain a file management system to maintain employee records
  - b. Identify types of files kept in personnel files
  - c. Understand the laws and company policies for personnel files
  - d. Present information to employees about personnel files
- F. Establish Time and Attendance Procedures
  - a. Create a recording method to keep track of employees' absences, lateness, and overtime using Excel or Google Sheets
  - b. Create a written attendance policy, which includes the number of paid sick days; the penalties for excess absences and lateness; and vacation and sick leave guidelines and procedures
  - c. Deliver a presentation that orients new employees to attendance rules and procedures
  - d. Interface with the accounting department through meetings, memos and emails, to ensure that the payroll reflects proper employee attendance
  - e. Implement a project tracking tool
- G. Establish a System for Tracking Employees' Work & Progress
  - a. Develop a system to track employee work and progress
  - b. Evaluate the effectiveness of the tracking system and adjust it as needed
  - c. Adjust system as needed to improve effectiveness
- H. Establish Policies to Motivate Employees
  - a. Identify the benefits of incorporating motivational programs in the workplace
  - b. Identify the difference between intrinsic and extrinsic motivation
  - c. Research strategies to motivate employees
  - d. Partner with the management team to develop and implement motivational strategies for employees
  - e. Prepare appropriate appreciation communication for employees as needed
- I. Develop Policies for Ethics, Diversity & Inclusion
  - a. Research company policies related to ethics, diversity, and inclusion
  - b. Interpret the laws related to ethics, diversity, and inclusion in the workplace
  - c. Develop a company code of ethics
  - d. Develop a diversity and inclusion policy
  - e. Distribute newly developed policies to employees and add policies to the employee handbook
- J. Establish Corporate Social Responsibility Policies
  - a. Define corporate responsibility and company sustainability
  - b. Identify current trends of corporate responsibility and corporate sustainability
  - c. Develop a corporate responsibility and sustainability policy for the VE firm
- K. Establish Conflict Resolution Policies
  - a. Research strategies to resolve conflict
  - b. Analyze existing companies' conflict resolution policies
  - c. Create conflict resolution policy
  - d. Incorporate the conflict resolution policy into the employee handbook and share with all employees
- L. Create Employee Evaluation Process
  - a. Explain the purpose of employee evaluations conducted by supervisors and self-evaluations prepared by employees

- b. Identify different types of performance criteria measured through employee evaluations
- c. Develop employee evaluation and self-evaluation forms
- d. Develop a process for conducting employee evaluations
- e. Write an employee evaluation policy
- M. Create or Update the Employee Handbook
  - a. Research what should be included in the employee handbook
  - b. Identify what will be included in the VE firm's employee handbook
  - c. Create the VE firm's employee handbook
  - d. Prepare a presentation to staff about the purpose and content of the employee handbook
- N. Develop a Professional Development Calendar
  - a. Research topics for professional development
  - b. Develop a process and template for presenting professional development opportunities to employees
  - c. Create a professional development calendar indicating presentation dates
  - d. Instruct employees on training process, professional development planning template, and share calendar location
- O. Prepare a Company Presentation on Ethics, Diversity, & Inclusion
  - a. Define ethics, diversity, inclusion
  - b. Identify how ethics, diversity, and inclusion apply to the workplace
  - c. Implement policies developed by the HR department related to ethics, diversity, and inclusion
  - d. Define company culture and develop a company culture statement
- P. Establish Procedures Implementing the 401(K) Plan
  - a. Review IRS information about 401(K) plans
  - b. Identify the benefits of participating in a 401(K) plan
  - c. Determine the necessary steps to implement a 401(K) plan
  - d. Create an election form for employees to use to enroll in a 401(K) plan
  - e. Develop a spreadsheet to be used to maintain a record of the contribution made by the firm and each employee
  - f. Research VE financial firms and select a vendor to provide the firm's 401(K) plan
- Q. Develop Letter of Commendations and Reprimand
  - a. Identify various purposes for communication (i.e. reprimand, appraisal, demotion, promotion)
  - b. Prepare professional forms of correspondence
  - c. Proofread each message for correct grammar, punctuation, spelling, format, and adherence to the department plan
- R. Prepare a Newsletter Article
  - a. Identify components of a company newsletter and benefits of producing a company newsletter
  - b. Collaborate with Operations and Design departments in preparation of the newsletter
  - c. Prepare an appropriate newsletter article related to the Human Resources Department
- S. Analyze and Evaluate Letters of Application and Resumes
  - a. Prepare a presentation to review resume and letter of applications with current employees
  - b. Review all employees resumes and provide feedback

- c. Prepare a professional development training for prospective employees on preparing a resume and letter of application
- T. Develop a Recruitment Strategy and Presentation
  - a. Develop an application for incoming employees
  - b. Create a presentation to recruit new employees
  - c. Create a script to correspond with the presentation
- U. Prepare for Transition
  - a. Prioritize items to be saved in their department
  - b. Back up all computerized work
  - c. Create a checklist of necessary items/information needed for the next fiscal year
  - d. Store files in a central location and provide a “transition memo” that give directions to new managers as to where to find needed items

### Unit 13: Marketing

- A. Write a Product/Service Description
  - a. Compile a list of all products or services the company sells and record in a spreadsheet, including details
  - b. Explain customer needs and wants related to the company’s product/service offerings
  - c. Develop product codes for their VE firm
- B. Identify and Analyze Domestic and International Target Markets
  - a. Define the firm’s target market
  - b. Segment the target market by demographic, geographic, psychographic, behavioral, benefit, and socio-economic groups
  - c. Define the company’s business model
  - d. Create a customer profile
- C. Evaluate VE and Real-World Competition
  - a. Identify direct and indirect competitors
  - b. Define the 80/20 rule
  - c. Explain strategies for gaining a competitive advantage
  - d. Identify secondary sources of information used by a company to research competitors
  - e. Define and identify primary competitors, secondary competitors, and tertiary competitors
  - f. Develop a competitive analysis
- D. Analyse Elements of the Marketing Mix
  - a. Apply the 5P’s of the marketing mix for their product or service in relation to their customer
  - b. Analyze how other companies use the 5P’s of the marketing mix to target a specific market
  - c. Prepare a presentation for all employees that defines their target market and describes their marketing mix
- E. Create a Marketing Strategy
  - a. Identify company marketing goals
  - b. Develop a SWOT Analysis
  - c. Create marketing strategies to effectively reach their target market
  - d. Develop a successful marketing plan for their products or services
  - e. Use research conducted previously and incorporate results into the marketing plan
  - f. Prepare a marketing budget to effectively implement the marketing plan



- F. Prepare a Branding Packet**
  - a. Explore the role of branding in business marketing
  - b. Work with Design Department to develop a company logo
  - c. Work with Design Department to prepare a branding packet for National Branding Competition: letterhead, cover page template, envelope design, sales materials, product packaging, company apparel design
  - d. Insure that Branding Guidelines developed by Design has been applied to all materials in branding packet
- G. Use Content Marketing Tools**
  - a. Define content marketing and describe the use of content marketing experiences
  - b. Analyze how real-life companies use content marketing to promote their brands
  - c. Define SEO (search engine optimization) and identify SEO best practices
  - d. Develop a content-marketing strategy to increase traffic and build brand recognition
- H. Write the Marketing Section of the Business Plan**
  - a. Identify various forms of market research used in business
  - b. Create a market research survey using Google Forms
  - c. Organize a focus group to gain customer feedback
  - d. Analyze market data and evaluate how it affects your business
  - e. Write the marketing section of the business plan
  - f. Prepare infographics to enhance the marketing section of the business plan
- I. Develop Marketing Slides for Business Plan Competition Presentation**
  - a. Identify components of the marketing plan that will be included in the Business Plan Visual Presentation
  - b. Develop marketing slides for the Business Plan Visual Presentation that coincides with the company's brand
  - c. Prepare a script for the CMO's oral presentation that coincides with the marketing slides
- J. Develop a Website**
  - a. Plan a website design that is in keeping with the company's brand
  - b. Evaluate several different web design platforms and choose an application that best meets the firm's website development needs
  - c. Develop a professional website for the firm
  - d. Create a mobile website for the firm
  - e. Embed links to the firm's social media accounts and other company resources to the website and mobile site
- K. Develop Marketing Materials: Flyers, Brochures, Company Shirts, Branded Items, etc.**
  - a. Devise a list of marketing materials needed for the company
  - b. Develop marketing materials including flyers, brochures, business cards, company shirts, promotional items, banners, etc
  - c. Delegate specific tasks to employees in the Marketing and Design/IT departments
- L. Create Promotional Campaigns through Social Media, Content Marketing, Direct Mail and Email**
  - a. Explain the difference between inbound and outbound marketing campaigns and identify examples of each technique
  - b. Create promotional campaigns (periodically and ongoing) through social media, direct mail, and email
- M. Prepare for a Trade Show**

- a. Design a trade show booth
- b. Prepare promotional materials to distribute to potential customers
- c. Develop a time schedule for employees to follow at the trade show
- N. Adapt Marketing Materials for Foreign Markets
  - a. Research cultures and customs of potential international customers
  - b. Adapt marketing materials for foreign markets
  - c. Devise a plan as to how marketing materials will be distributed to international customers
- O. Develop External Communications
  - a. Explain the difference between internal and external forms of communication
  - b. Identify various channels of communication used for external communication in a business
  - c. Write a press release
- P. Prepare Marketing and Sales Content for the Annual Report
  - a. Explain the purpose of an annual report
  - b. List the content included in an annual report
  - c. Write the marketing section of the annual report
  - d. Prepare infographics to enhance the marketing section of the annual report
- Q. Prepare for Transition
  - a. Prepare marketing materials and resources for the next fiscal year
  - b. Develop a training/transition outline for new employees

#### Unit 14: Sales

- A. Develop Product/Service Details: Pricing, Packaging, Materials Used, Sizes Colors, etc...
  - a. Explain the product development process
  - b. Determine which pricing strategy to use and calculate pricing for your product or service
  - c. Decide how your product will be packaged
  - d. Determine details of your product design including materials used, sizes, and colors
- B. Develop Elevator Sales Pitch
  - a. Explain the purpose of an elevator sales pitch
  - b. Identify various different tactics that companies use to create elevator pitches
  - c. Develop an elevator sales pitch for the VE firm
- C. Establish Wholesale Prices for VE Marketplace and POS System
  - a. Explain the purpose of the VE Wholesale Marketplace and POS System
  - b. Determine the wholesale prices for each product sold in your VE firm
  - c. Determine the appropriate amount of inventory that the firm wishes to keep on hand
  - d. Enter wholesale products, prices, and SKU numbers in the VE Wholesale Marketplace and POS System
  - e. Purchase inventory for the VE firm
- D. Prepare Sales Projections
  - a. Explain the purpose of forecasting future sales
  - b. Develop a sales forecast for the firm's first fiscal year of business
  - c. Create a spreadsheet and graph displaying the firm's sales projections
- E. Develop/Refine Procedures for Processing In-Network and Out-of-Network Sales
  - a. Develop procedures to process in-network and out-of-network customer sales
  - b. Create an order form, invoice, and sales receipt to document sales



- c. Create a workflow diagram that depicts the activities that result when customers place orders
- F. Develop Customer Return and Warranty Policies
  - a. Identify the advantages and disadvantages of offering money-back guarantees
  - b. Develop a customer return policy
  - c. Identify different types of product warranties
  - d. Develop a product warranty policy
- G. Create a Sales Presentation Demonstrating Best Practice in Selling
  - a. Explore best practices in sales
  - b. Identify sales tactics that have proven to be effective and ineffective in business
  - c. Develop a sales presentation demonstrating best practices in selling
  - d. Deliver the sales presentation to all staff
- H. Develop/Refine Procedures for Managing Inventory
  - a. Explain the importance of inventory management as a fundamental step in the firm's supply chain
  - b. Define warehouse management procedures
  - c. Identify various inventory management techniques
  - d. Create an inventory management spreadsheet
  - e. Develop an inventory management process
- I. Create a Monthly Sales Report and Compare Monthly Sales Data
  - a. Create a monthly sales report tracking in-network and out-of-network sales
  - b. Record actual monthly sales in the sales projection table/graph to ensure that revenue goals have been met or exceeded
  - c. Analyze sales trends and make any necessary adjustments in sales strategies
- J. Plan for Trade Fair
  - a. Prepare sales and marketing paperwork for the trade fair including order forms, receipts, brochures, flyers, etc.
  - b. Develop trade fair promotions and packages
  - c. Establish sales goals for all employees to achieve at the trade fair
  - d. Prepare a schedule for employees' assignments at the trade fair
  - e. Set up the POS System
  - f. Prepare a presentation for all employees providing trade fair selling instructions including training on using the POS System to process sales
- K. Develop Sales Strategies to Reach International Customers
  - a. Localize communication tools to be in sync with the languages, cultures, and customs of the international customers that you are trying to reach
  - b. Establish international shipping methods and prices
  - c. Edit sales materials for international customers including order forms, invoices, receipts, and the firm's e-commerce site
  - d. Update the e-commerce site to accept foreign forms of currency and to include language translation options
  - e. Develop a plan for international sales including specific sales strategies, implementation timeline, and clear outline of employee responsibilities

## Unit 15: Design

- A. Design a Company Logo
  - a. Explore the role of branding in business
  - b. Develop a company logo
  - c. Identify business documents and materials that typically include a logo
  - d. Apply the company logo to all company marketing materials



- B. Create a Tagline/Slogan
  - a. Explain the importance of a company tagline/slogan
  - b. Identify critical characteristics of a memorable and lasting company slogan
  - c. Generate slogans using web-based slogan generator applications
  - d. Develop a slogan for the VE firm
- C. Create Branding Guidelines
  - a. Explain the importance of branding in a business
  - b. Develop a set of branding guidelines for the company
  - c. Create a branding packet for the National Branding Competition
- D. Design Marketing & Sales Materials: Brochure, Newsletter, Advertisement, Flyer, Direct Mail, Social Media Profiles
  - a. Devise a list of marketing materials needed for the company
  - b. Develop marketing materials including flyers, brochures, company t-shirts, newsletters, advertisement templates, social media profiles, etc
- E. Create Data Visualization Elements
  - a. Define and explain the benefits of data visualization elements
  - b. Identify web-based data visualization (infographic) design tools
  - c. Create an infographic to represent their firm's marketing mix
- F. Prepare Branding Packet for National Branding Competition
  - a. Explore the role of branding in business marketing
  - b. Work with the Marketing department to prepare a branding packet for the National Branding Competition: packet will include letterhead, cover page template, envelope design, sales materials, product packaging, company apparel design, etc.
- G. Design Corporate Communication Materials: Stationary, Invoice, Business Cards, Presentation Slides
  - a. Determine the audience and tone of each business report (business plan, annual report, employee handbook, etc.)
  - b. Define the components of each business report
  - c. Design a template including all required components for each business report
- H. Develop Sales and Marketing Materials to Reach International Customers
  - a. Identify specific international customers/countries that the firm wishes to target with sales and marketing campaigns
  - b. Research and analyze the targeted international customers to learn about their cultures, customs, values, and consumer preferences
  - c. Design sales and marketing materials to reach international customers

## Unit 16: Personal Finance

- A. Budgeting
  - a. Setting Personal Financial Goals
    - i. Explore the purpose of establishing and prioritizing financial goals
    - ii. Discover the role of decision-making in achieving goals
    - iii. Define SMART goals
    - iv. Distinguish between short-term, medium-term, and long-term goals
  - b. The Art of Budgeting
    - i. Discuss how budgeting can help increase a person's wealth
    - ii. Identify typical expenses that are included in a personal budget
    - iii. Identify how budgeting choices reflect personal values
    - iv. Identify unforeseen expenses
  - c. Create a Personal Budget

- i. Examine costs of apartment rentals and pros/cons of having roommates to reduce costs
    - ii. Compare costs of leasing a car, buying a used car, and buying a new car
    - iii. Create a personal budget in excel or Google Sheets
  - d. Introduction to MINT
    - i. Provide an overview of the MINT tool
    - ii. Examine how MINT is used for budgeting, savings, and credit
    - iii. Create an account in MINT
    - iv. Complete the introductory and budgeting activities in MINT
- B. Saving
  - a. Making Your Money Grow
    - i. Apply the 50/30/20 rule to savings
    - ii. Calculate compound interest to increase savings
  - b. Saving Strategies
    - i. Compare savings strategies --direct deposit, automatic savings through paycheck deductions (401K, pension, college savings, etc.)
  - c. The VE Marketplace
    - i. Research vendors in the VE marketplace
    - ii. Purchase items from VE businesses (purchase budget items from task 2)
    - iii. Pay for purchases from your VE personal bank account
  - d. Economic Growth
    - i. Summarize the main principles of economics and economic growth
    - ii. Describe the relationship between supply and demand
    - iii. Explain how the laws of supply and demand affect business
- C. Banking
  - a. Checking Accounts
    - i. Research checking account options
    - ii. Demonstrate checking account skills - make a deposit, maintain, a check register, reconcile a bank account
  - b. Savings Accounts
    - i. Review and compare basic savings accounts including online savings options
    - ii. Explore other saving instruments: Money Market account and Certificate of Deposit (CD)
    - iii. Complete the "Comparing Savings Accounts" activities in Mint
  - c. Online & Mobile Payment Applications
    - i. Explore and evaluate online & mobile bank account options
    - ii. Explore and evaluate online wallets and payment applications - Venmo, PayPal, Zelle, etc.
- D. Investing
  - a. Stocks, Bonds, Mutual Funds
    - i. Explain:
      - 1. The concept of investing
      - 2. Stocks, bonds, and mutual funds and what it means to own each
      - 3. The risks and rewards of owning each investment instrument
      - 4. How the stock market works
    - ii. Review performance of individual stocks over time
  - b. Investment Strategies
    - i. Identify different investment strategies
    - ii. Describe the concept of sustainable finance

- c. Using the VE Stock Market
  - i. Explain the VE stock market and how it operates
  - ii. Identify firms using the VE stock market
  - iii. Analyze individual investments in the VE stock market
- E. Credit
  - a. Types of Credit
    - i. Define “credit”
    - ii. Explain why one would want or need credit
    - iii. Explain the different types of credit
    - iv. Explore APR’s, introductory interest rates, annual fees, and credit card rewards
    - v. Compare the advantages and disadvantages of using credit cards
    - vi. Discuss auto loans
    - vii. Define “mortgage”
    - viii. Compare the advantages and disadvantages of having a mortgage
    - ix. Complete a “Comparing Credit Cards” activity in Mint
  - b. Managing Credit
    - i. Explain the purpose of a credit report and credit score
    - ii. Describe those factors that affect a credit score
    - iii. Discuss how one’s credit score affects consumer borrowing
    - iv. Review a credit report
    - v. Complete “Analyzing a Credit Report and Score” activity in Mint
- F. Taxes
  - a. Understanding Your Paycheck
    - i. Review information contained on a paycheck stub
    - ii. Define “gross earnings” and “net pay”
    - iii. Identify mandatory and optional paycheck deductions
  - b. Filing Your Taxes
    - i. Explain the purpose of a W-2 Form
    - ii. File a personal tax return using TurboTax
    - iii. Determine if you are entitled to a refund, or if you owe money
- G. Insurance
  - a. Introduction to Insurance
    - i. Recognize the importance of obtaining financial protection against risk
    - ii. Examine the purpose of deductibles, policy limits, and premiums
  - b. Business Insurance
    - i. Describe liability insurance
    - ii. Describe property insurance
    - iii. Define workers compensation
    - iv. Identify other types of insurance
  - c. Personal Insurance
    - i. Explain the need for and characteristics of auto, health, life, and homeowners/rental insurance
- H. Financial Dangers
  - a. Financial Dangers
    - i. Explain scams and fraud
    - ii. Examine types of theft including debit or credit card fraud, mail identity theft, driver’s license identity theft, and online shopping fraud
    - iii. Recognize the hazards of predatory lending
    - iv. Discuss the perils of lotteries & gambling



- v. Discuss the impact of declaring bankruptcy
- I. Paying For College
  - a. Financial Assistance
    - i. Describe the purpose of FAFSA & CSS in the financial aid application process for college
    - ii. Explain the information needed on FAFSA and CSS forms
    - iii. Identify scholarship & grants opportunities
    - iv. Compare different types of student loans
    - v. Discuss financial aid packages
  - b. Paying It Back
    - i. Discuss how student loan debt can impact lifestyle & spending after college
    - ii. Explore corporate educational reimbursement programs
- J. Post-Secondary Options
  - a. Post-Secondary Pathways & Career Options
    - i. Explore post-secondary options and growth opportunities:
      1. Two and four-year colleges
      2. Trade/Technical Schools
      3. Apprenticeship Programs
      4. Military Careers
      5. Gap Year
      6. Entrepreneurship
    - ii. Identify a prospective career path and what preparation is needed to pursue it
    - iii. Explore career options within your identified career path

## ***I. Student Learning Outcomes***

- 1. Demonstrate an understanding of entrepreneurship involving the planning, financing, and managing of a business***
- 2. Demonstrate the ability to solve problems using critical thinking skills during group and individual assignments***
- 3. Demonstrate the knowledge of the basic components of economic systems, specifically the capitalistic, free enterprise system using in the United States, and to compare it to other economic systems throughout the world***
- 4. Demonstrate the knowledge in applying graphs, statistics and equations in interpreting and understanding the operations and institutions of economic systems***
- 5. Develop an awareness of government rules and regulations pertaining to business ownership and its effect on domestic and international trade***
- 6. To improve vocabulary, reading, writing, critical thinking and problem-solving skills***
- 7. Develop public speaking and presentation skills***
- 8. Develop an awareness of the need for effective decision making***
- 9. Demonstrate knowledge of the basic concepts used by economics, particularly efficiency, price stability, goals of all economic systems***
- 10. Demonstrate an understanding of the basic differences between the different types of economic systems that exist in the world today. Students will demonstrate an understanding of the concept of a mixed economic system***
- 11. Demonstrate an understanding of how market system pricing operates. They should be able to demonstrate how the laws of supply and demand interact to produce prices which “clear***

the market". They will demonstrate this knowledge through explanatory statements, and construction and reading of, graphs and schedules.

12. Demonstrate an understanding of how consumers make decisions, and what factors in the economic system affect the making of those decisions
13. Demonstrate an understanding of credit and its use in the American economic system, and how credit plays a role in the lives of most Americans.
14. Gain skills necessary to calculate the cost of credit on typical credit agreements
15. Demonstrate knowledge of the basic information needed to obtain basic necessities (housing, food, transportation, clothing) and how they will be able to analyze the costs of such basic economic factors in order to make intelligent decisions for themselves
16. Demonstrate an understanding of how businesses are organized and how they function in a market economy. Students will demonstrate an understanding of the role of profit incentive in business growth and its importance in preserving the benefits of competition
17. Demonstrate an understanding of how the banking system works in the American economic system and the role of the Federal Reserve System in stabilizing the value of the dollar within the nation's economy
18. Demonstrate an understanding of how and why government regulates business
19. Students will use technology to produce projects
20. Students will develop an awareness of their own career interests
21. Students will develop employability skills through interviewing techniques, resume building, oral presentations, and teamwork
22. Students will produce a professional portfolio as a useful product for obtaining employment
23. Students will demonstrate critical thinking, organizational, and decision-making skills by developing project proposals, timelines, and final products
24. Students will demonstrate proficiency by using desktop publishing software to create a newsletter and a brochure using imported text and graphics with appropriate page layout and design
25. Students will demonstrate proficiency by creating a website using different applications and appropriate design features
26. Students will demonstrate proficiency by creating multimedia presentations, to include sound, animation, and digital photo imaging
27. Students will demonstrate proficiency by sending electronic email and threading messages
28. Students will demonstrate proficiency in gaining an understanding of computer software, hardware, and terminology

**XI. Texts and Supplemental Instructional materials:**  
(Primary, Supplemental, newspapers, magazines, and software.)  
Please supply ISBN #'s for all texts.

Title: No Text book: All course materials are provided within a Canvas Learning Management System that Virtual Enterprise, Inc. developed. Access to preview the VE Hub and Curriculum provided below.

Author: \_\_\_\_\_

Publisher: \_\_\_\_\_

Date of Publication: \_\_\_\_\_ ISBN # : \_\_\_\_\_

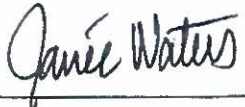
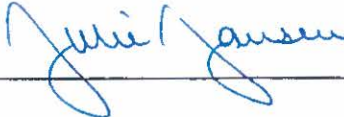
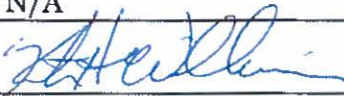

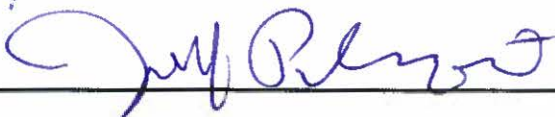
Board Approval Date: \_\_\_\_\_

VE Hub ([hub.veinternational.org](http://hub.veinternational.org)), the online home for program participants to access all VE resources including a teacher admin dashboard, curriculum, competitions manager, and marketplace tools. VE's online Learning Management System (Canvas) to find tasks and activities, activity resources, implementation resources, readings, videos, rubrics, and more

**Access the VE Hub:**

- Website: [hub.veinternational.org](http://hub.veinternational.org)
- Email: [tesths@veinternational.org](mailto:tesths@veinternational.org)
- Password: A@\_k7P



SIGNATURES for REVIEW		
Outline prepared by		Janeé Waters Site: Lincoln Technical Academy
CTE Principal		Julie Jansen Site: Lincoln Technical Academy
Technology Representative (if applicable)		
Teacher Representative:	<i>Signature indicates course is aligned to CTE Model Standards.</i>	<b>** Please state reason for no signature in the space below.</b>
Bear Creek High School	N/A	Only taught at Lincoln Technical Academy
Lodi High School	N/A	Only taught at Lincoln Technical Academy
McNair High School	N/A	Only taught at Lincoln Technical Academy
Tokay High School	N/A	Only taught at Lincoln Technical Academy
Lincoln Technical Academy		Kirk Williams CTE Teacher
Assistant Superintendent Curriculum & Instruction		
Assistant Superintendent, Secondary Education		

DATE	
5/3/2021	Date sent and/or presented to principal for review
5/5/2021	Course Outline Submitted
5/20/2021	Curriculum Council Recommendation for Approval
	Board of Education Approval