

COURSE OUTLINE**Course:** 77777 VIRTUAL ENTERPRISE**Total Course Hours:** 360.00**CBEDS Title:** VIRTUAL ENTERPRISE**CBEDS #:** 5555**Job Title(s):**

General Manager, Marketing Manager

Prerequisites:

16 years old or a junior in high school

Course Description:

Students learn the principles of micro and macro economics and apply those principals by setting-up and operating a simulated business in preparation for working in a real business environment. Students study supply and demand, the Federal Reserve System, taxation by federal, state and local entities, the stock market and international transactions. Students determine the nature of the business, its products and services, the organizational structure, and practice the daily operations of a business. They use current business software and the Internet for business transactions. The focus is on business operations, basic economic principles, communication, computation and employability skills.

Hours	
Class	OJT

Occupational Competencies

1-7 on the Course Outline are generic to all BVROP courses and include the BVROP Student Outcomes

3.00		1 <u>ORIENTATION</u>	<ul style="list-style-type: none"> A Identifies and discusses course objectives and competencies. B Discusses ROP Student Outcomes. C Explains class attendance and behavior objectives.
3.00		2 <u>HEALTH, SAFETY AND ENVIRONMENTAL MANAGEMENT</u>	<ul style="list-style-type: none"> A Describes accident procedure. B Demonstrates appropriate safety practices (e.g. bending, lifting, etc.). C Demonstrates knowledge of classroom procedures and drills (e.g. earthquake, fire and emergency).
3.00		3 <u>ETHICS AND LEGAL RESPONSIBILITIES</u>	<ul style="list-style-type: none"> A Defines sexual harassment and discusses tactics for handling harassment situations. B Applies appropriate workplace behavior and standards.
6.00		4 <u>LEADERSHIP AND TEAMWORK</u>	<ul style="list-style-type: none"> A Describes the characteristics and benefits of teamwork and leadership. B Demonstrates ability to make appropriate decisions. C Works well with others and gives/takes constructive criticism.
15.00		5 <u>CAREER PLANNING</u>	<ul style="list-style-type: none"> A Prepares a finished, professional portfolio showing the best work that has been completed during the class. B Locates job opportunities through the use of want-ads and placement agencies. C Visits at least one facility related to area of training and observes jobs performed. D Completes a job application correctly. E Prepares for and critiques a simulated employment interview. F Discusses employee benefits and rights as related to the specific occupational job area including gender equity and equal opportunity. G Identifies acceptable procedures to leave a job. H Applies for a scholarship. I Completes a professional resume. J Demonstrates appropriate personal grooming and dress.

Hours	
Class	OJT

- | | | | | |
|-------|--|-----------|--|---|
| 15.00 | | 6 | <u>COMMUNICATION</u> | <ul style="list-style-type: none"> A Uses effective workplace conversation. B Reads and interprets written information and directions. C Practices various forms of written communication appropriate to the occupation. |
| 5.00 | | 7 | <u>STUDENT OUTCOMES</u> | <ul style="list-style-type: none"> A Demonstrates Occupational Specific, Communication and Critical Thinking Skills B Demonstrates Responsible Work Ethics C Demonstrates Career/Employment Literacy D Demonstrates Effective Use of Technology |
| 15.00 | | 8 | <u>FUNDAMENTAL ECONOMIC CONCEPTS</u> | <ul style="list-style-type: none"> A Describe a variety of economic systems. B Explain the concepts of Scarcity, Trade-off, Opportunity Cost C Define economic goals: Efficiency, Price Stability, Full Employment, Growth and Socio-Economic Goals |
| 10.00 | | 9 | <u>ECONOMIC SYSTEMS</u> | <ul style="list-style-type: none"> A Identifies the elements of an economic system B Describes types of economic systems (market, command, traditional) C Explain how economic systems resolve basic economics questions D Describe the characteristics of the American economy |
| 10.00 | | 10 | <u>FREE ENTERPRISE SYSTEMS</u> | <ul style="list-style-type: none"> A Give examples of the laws of supply and demand B Identify the forces affecting the price of goods and services. C Explains trend and seasonal sales promotion. |
| 10.00 | | 11 | <u>GOVERNMENT</u> | <ul style="list-style-type: none"> A Describes the role of the Federal Reserve B Identifies federal fiscal policies. C Differentiates between federal debt and deficit |
| 40.00 | | 12 | <u>ORGANIZING A BUSINESS</u> | <ul style="list-style-type: none"> A Identifies basic forms of business organization. B Explains the process of starting a business (risk-taking, corporate organization, sources of funds for business Firms, financial structure of a business). C Identifies typical departments in a business D Writes job descriptions E Writes a business plan F Demonstrates proper interview techniques G Demonstrates appropriate use of the Internet for business activities |
| 10.00 | | 13 | <u>INCOME AND CONSUMPTION</u> | <ul style="list-style-type: none"> A Describes the role of the consumer in the economy B Explains elements of personal finance (budgets, bank accounts, consumer credit, stock market, maintaining Investments). |
| 10.00 | | 14 | <u>MONEY AND FINANCIAL INSTITUTIONS</u> | <ul style="list-style-type: none"> A Identifies bank services and mediums of exchange B Explains the role of the Federal Reserve Board C Define inflation and money supply D Compare international exchange rates E Identify how to start and maintain a bank |
| 10.00 | | 15 | <u>SAVING AND INVESTING</u> | <ul style="list-style-type: none"> A Evaluate various savings and investing plans open to small and medium investors |

Hours	
Class	OJT

10.00		16 <u>MARKET STRUCTURE</u> A Explain competition markets and monopolistic markets B Describes how governments regulate businesses to preserve competition and protect consumers.
5.00		17 <u>LABOR</u> A Describe trends regarding unions, wages, collective bargaining and labor laws
10.00		18 <u>INTERNATIONAL TRADE</u> A List the benefits of foreign trade B Explain how foreign trade works C Identify factors that influence the value of the dollar D Describe effective participation of a consumer and business person in the global economy
10.00		19 <u>SPEADSHEETS</u> A Create worksheets utilizing formulas and enhancements B Create reports
20.00		20 <u>WORD PROCESSING AND DESKTOP PUBLISHING</u> A Produce letters, tables, graphics, catalogs, memorandums, business forms and templates
25.00		21 <u>INTERNET</u> A Use search engines and email B Create web pages C Process business transactions
10.00		22 <u>PRESENTATIONS</u> A Create slide show presentations using text, graphics, charts, animation, digital photo imaging, audio, and scanning.
10.00		23 <u>DATABASES</u> A Design, edit, maintain and produce reports.
10.00		24 <u>PERSONAL INFORMATION MANAGEMENT</u> A Produce emails, calendar, journal, contacts, notes, and tasks.
10.00		25 <u>BUSINESS ETIQUETTE</u> A Demonstrate professional ethics B Identify international etiquette standards C Demonstrate proper phone etiquette
15.00		26 <u>ACCOUNTING DEPARTMENT PROCEDURES</u> A Establish payroll and accounts receivable/payable departments B Determine start up costs, operating costs and budgets C Produce and evaluate financial statemetns
10.00		27 <u>HUMAN RESOURCE RESPONSIBILITIES</u> A Establish a human resource department B Create an organizational chart and employee manual C Describe how human resource development affects the productivity of an organization D Create and utilize employee assessment tools
15.00		28 <u>MARKETING DEPARTMENT RESPONSIBILITIES</u> A Establish a marketing department B Design, conduct and evaluate market research C Create a logo, promotional designs and catalog

Hours	
Class	OJT

77777 VIRTUAL ENTERPRISE

15.00		29 <u>ADMINISTRATION DEPARTMENT RESPONSIBILITIES</u>
-------	--	---

- A Create a business plan and company directory
- B Establish a purchasing budget
- C Plan the layout of the office to facilitate work flow
- D Process office correspondence
- E Create a web site

20.00		30 <u>SALES DEPARTMENT RESPONSIBILITIES</u>
-------	--	--

- A Conduct and evaluate international trade research
- B Identify competition and competitors
- C Define procedures for acquiring clients
- D Determine pricing for products/services

TOTAL HOURS

Class	OJT	Course
360.00	0.00	360.00