



COURSE OUTLINE

Program Description

Virtual Enterprises International was launched in 1996 as a New York City Department of Education initiative. The program is based on the European apprenticeship concept of “practice firms,” in which students run business ventures in their classrooms and engage in trading with other student-run businesses both nationally and internationally. With the guidance of a teacher-facilitator and a business partner, VE students establish and manage a company that replicates all the functions and demands of a real business. In each firm (class), students apply to work in different areas of the company overseen by department managers and a CEO. A typical firm is staffed in Operations, Management, Accounting, Finance, Sales, Marketing, Legal, Risk, Human Resources, and IT. Students take VE as a year-long, credit-bearing course, which is enhanced by regional, national, and international business plan competitions and trade shows.

Guided by a task-based curriculum rather than a textbook, VE 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 VE 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.

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Students who complete the course develop:

- a greater awareness of conducting business in a global context.
- the ability to develop problem-solving strategies.
- the ability to work in teams.
- improved communication skills.
- workplace competencies.
- an understanding of management objectives and organizational structures.
- their personal interests, skills and abilities as it relates to a career.
- planning, decision-making, technology and critical thinking skills.
- entrepreneurial skills and concepts.

Curriculum & Standards

Virtual Enterprises International has developed a task-based curriculum that combines both academic and applied learning.

The VE curriculum is aligned to Common Core Technical Standards, local state standards and has been endorsed by the National Council on Economic Education “as an excellent teaching-learning instrument for instilling standards-based, practical and applied principles of economics and personal financial decision-making skills in preparation for the world of work and responsible citizenship.” The VE curriculum has also been aligned to the Career Readiness Framework, developed by Deloitte and VE that captures key competencies and skills employers seek and students need to succeed in business and which can be used with assessment tools to demonstrate, measure and communicate career readiness. A copy of the Career Readiness Framework and competency dimensions is provided on the last page of this document.

Following a description of how the curriculum is organized, each task (lesson) is outlined on pages 7 to 45 along with lesson objectives.

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How the Curriculum is Organized

The VE task-based curriculum is an applied-learning, project-based course that reflects the action-learning approach and the activities found in the workplace. The project-based materials include the necessary tasks to establish and run a company. All tasks and activities are supported by numerous resources (banking system, activity map, VE marketplace, online tools, readings, video, models, rubrics) and are delivered through VE's Learning Management System (LMS). In addition, a Pacing Guide is provided to help teachers roll out tasks in a sequence necessary to accomplish the production of deliverables.

The Virtual Enterprise class is organized into departments typically found in a business organization: Operations, Management, Accounting, Finance, Sales, Marketing, Legal, Risk, Human Resources, and IT. The tasks are organized by these same departments and provide strategies for implementing the activity at hand. Foundational Tasks precede departmental tasks and include activities that students must accomplish during the first few weeks of the school year when students are introduced to the VE concept. Each task includes suggested strategies and resources that may be used by the facilitator to guide the activity. In addition, tasks include the following information:

- VE Departments Involved
- Time Frame/Month for Activity
- Objectives
- Activities/Strategies
- Action Items
- Materials/Resources
- Mastery and Assessment

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How the Curriculum and Resources are Organized

As noted earlier, the Virtual Enterprise class is organized by departments typically found in a business organization: Operations, Accounting, Finance, Human Resources, Sales/Marketing, Design, IT. The tasks are organized in these same department units. Noted below is the layout of VE task units in the VE course.

The screenshot shows a digital interface for a course outline. At the top, there are two tabs: 'For Students' (highlighted in green) and 'For Teachers' (dark blue). Below the tabs, the content is organized into three main sections, each with a header and a list of units represented by colored bars:

- Foundational Tasks & Resources** (indicated by a list icon):
 - Orientation
 - Design Thinking
 - Career Development
 - Business Registration
- Department Tasks & Resources** (indicated by a gear icon):
 - Accounting • Finance
 - Operations • Information Technology
 - Management • Risk • Legal
 - Human Resources
 - Marketing • Sales • Design
- Personal Finance** (indicated by a dollar sign icon):
 - Personal Finance

A vertical red box on the left side of the interface contains the word 'Units' written vertically.

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Foundational Tasks & Resources includes activities that students must complete during the first few weeks of the school year when students are introduced to the VE concept and expectations. Foundational tasks lay the groundwork for students to transition into departmental roles. *Foundational Tasks should be more teacher-directed than facilitated.*

Department Tasks & Resources include activities that students must complete after they are placed in departments. A new Management unit includes Risk Management and Legal tasks. Management tasks can be assigned to employees as appropriate within the VE class. *Department tasks should be teacher-facilitated and not teacher-directed.* Clicking on a unit will display the tasks in that unit.

☰ Foundational Tasks & Resources

Orientation				
These modules provide department specific tasks as well a resources that support task completion.				
Orientation Tasks	Departments Involved	Career Readiness Competency	Portfolio	Design Thinking
Task 1 - Introduction to Virtual Enterprises	ALL	• P,CT	👍	
Task 2 - Team Building	ALL	• L,P,CT		
Task 3 - Understanding Time Management	ALL	• P,CT		
Task 4 - Communication Strategies	ALL	• P,CT	👍	
Task 5 - Establish Meeting Procedures	ALL	• P,CT	👍	

• Design Thinking

• Career Development

• Business Registration

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Each task lesson is organized as shown below and includes Competency Dimensions, Departments Involved, Timeframe/Month for the activity, Objectives, Material/Resources, Activities/Strategies, Follow up, Action Items and Mastery/Assessment.

The screenshot shows a course page for '2021-22 : Pages : ORI TASK 2 - Work as a Team NEW'. A red box highlights 'Task 2 - Work as a Team' in the task list, and a red arrow points from this box to a 'View All Pages' button. The page content includes a video player for 'ORI Work as a Team' and a list of activities/strategies.

Orientation Tasks	Departments Involved	Career Readiness Competency	Portfolio	Design Thinking
Task 1 - Introduction to Virtual Enterprises	ALL	P, CT	👍	
Task 2 - Work as a Team	ALL	L, P		
Task 2A - Work Remotely as a Team	ALL	L, P, CT		

ORI Work as a Team

Competency Dimension

- Leadership
- Professional

Departments Involved

- All

Month / Time Frame

Month 1 / One Day

Home

- Objectives
- Materials
- Quick Guide
- Deliverables

Students will:

- Practice concepts of group problem solving to complete the challenge.
- Collaborate with a group to complete the Marshmallow Challenge.
- Recognize and practice elements of teamwork and strategy.
- Recognize and practice techniques for effective communication.

ACTIVITIES/STRATEGIES

- Describe the Marshmallow Challenge: The Marshmallow Challenge is a popular team building activity that engages participants in the process of working with others by using innovative thinking to accomplish a task.
- Either before or after the Marshmallow Challenge, direct students to view the [Video: TED Talk with Tom Wujec](#). (Showing the video first will give the students an overview of the project, and instill into building the structure. If you want students to use their own ideas for this activity without any prior insight, show the video as a reflection after the challenge has been completed.)
- Direct students to open [References: Marshmallow Challenge Rules](#) and review them with the class.
 - The winning team is the one that has the tallest freestanding structure (measured from the floor or top of desk/table) to the top of the marshmallow. The entire marshmallow needs to be on top of the structure.
 - The team can use as many or as few of the 20 spaghetti sticks as they wish, and as much or as little of the string or tape they wish. Teams are

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ORIENTATION

	Task	Objectives
1	Introduction to Virtual Enterprises	<ul style="list-style-type: none"> • Learn about VE and the goals of the program. • Explore the types of activities that will be performed and how students will be evaluated. • Review the VE website. • Navigate Canvas and task resources. • Prepare and deliver a personal elevator pitch.
2	Work as a Team	<ul style="list-style-type: none"> • Practice concepts of group problem solving to complete the challenge. • Collaborate with a group to complete the Marshmallow Challenge. • Recognize and practice elements of teamwork and strategy. • Recognize and practice techniques for effective communication.
2A	Work Remotely as a Team	<ul style="list-style-type: none"> • Engage in team-building activities with teams working remotely. • Work with video conferencing software. • Review video conferencing etiquette. • Use an electronic whiteboard. • Practice concepts of group problem solving to complete the activity. • Recognize and practice techniques for effective communication. • Recognize and practice elements of teamwork and strategy.
3	Understand Time Management	<ul style="list-style-type: none"> • Create a personal calendar to record daily tasks. • Explain strategies for successfully managing time. • Manage their time to successfully fulfill their responsibilities in Virtual Enterprises, as well as other courses, extra-curricular activities, after-school jobs, etc.

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4	Communication Strategies	<ul style="list-style-type: none">• Write professional business letters.• Master the format and structure of business letters.• Demonstrate proper email and video etiquette.• Practice appropriate business etiquette.
5	Establish Meeting Procedures	<ul style="list-style-type: none">• Recognize the importance of having regular meetings.• Recognize the purpose of an agenda and minutes.• Distinguish between a formal and an informal meeting.• Conduct a meeting that includes an agenda and minutes.

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DESIGN THINKING

	Task	Objectives
1	Introduction to Design Thinking, Design for Delight (D4D), & Deep Customer Empathy	<ul style="list-style-type: none">● Explore the concepts of Design Thinking and Design for Delight (D4D).● Discuss Design Thinking and how it encourages innovation and creates business opportunities.● Apply D4D's Principle 1 - Deep Customer Empathy to understand users' needs and desires that will drive solutions and business opportunities.
2	Go Broad to Go Narrow	<ul style="list-style-type: none">● Apply D4D's Principle #2 – Go Broad to Go Narrow – to:<ul style="list-style-type: none">○ generate lots of ideas (Go Broad) for a product or service that will solve users' problem(s), then○ narrow options to a single choice (Go Narrow).● Explore the concept of brainstorming.● Apply D4D's "100-Point Narrowing" method to identify the best idea for a product/service or business.● Create a storyboard to make your idea tangible.
3	Rapid Experimentation	<ul style="list-style-type: none">● Engage in Design for Delight's (D4D) method of Rapid Experimentation, the third principle of D4D.● Explore Leap of Faith Assumptions before experimenting.● Explore the concept of prototyping.● Use D4D's Fast Cycle Sketch Test to sketch a prototype.● Apply D4D's "Rapid Experimentation" method to test ideas and help learn more about your product or service.

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CAREER DEVELOPMENT

	Task	Objectives
1	Matching Abilities and Skills with Job Traits	<ul style="list-style-type: none">• Identify personality traits, abilities, and interests.• Identify jobs in which their skills, interests, and abilities would be used to their advantage.• Learn about the different jobs that exist within the VE firm.• Identify the VE job that suits them best.
2	Applying for Job Positions in the VE	<ul style="list-style-type: none">• Explain the purpose of a resume, cover letter, and employment application.• Prepare a cover letter and resume.• Complete a job application.
3	Interview and Placement Process	<ul style="list-style-type: none">• Explore interviewing techniques.• Practice interviewing for VE job positions.
4	Introduction to the Career Readiness Framework (CRF)	<ul style="list-style-type: none">• Discuss the importance of being 'career ready'.• Identify the Career Readiness Framework (CRF) competency dimensions• Recognize the career readiness skills developed through the CRF.• Identify portfolio work samples that demonstrate career readiness.

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BUSINESS REGISTRATION

	Task	Objectives
1	Forms of Business Ownership	<ul style="list-style-type: none">● Define sole proprietorship, partnership, and corporation.● Identify characteristics of a C Corporation, S Corporation, B Corporation, and LLC.● Choose the best form of business ownership for the VE firm.
2	Develop Your Business Idea, Business Rationale & Target Market	<ul style="list-style-type: none">● Explain their business idea.● Develop their business rationale.● Identify the firm's target market.
3	Develop a Preliminary Company Budget & Financing Request	<ul style="list-style-type: none">● Define fixed costs and variable costs.● Identify anticipated expenses for their startup firm.● Calculate or estimate costs associated with each identified expense.● Prepare a preliminary budget.
4	Submit Registration Form	<ul style="list-style-type: none">● Complete and submit the VE Business Registration Form.

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ACCOUNTING

Task		Objectives	
1	Introduction to Accounting Basics & Keeping Financial Records in VE	<ul style="list-style-type: none"> • Explore the role of accounting in business and why it's important. • Discuss the accounting cycle. • Review the accounting records necessary to keep track of financial transactions in VE. • Distinguish between accrual-basis accounting and cash-basis accounting. 	
2	Set Up Your Business	Non QBO Task	<ul style="list-style-type: none"> • Review the terms: assets, liabilities, shareholder's equity, revenues, and expenses. • Discuss the purpose of a 'chart of accounts'. • Create a chart of accounts for your firm and assign an appropriate category for each account. • Determine the tax rate for your state. • Identify the terms your VE firm is selling that are taxable.
2	Set Up Your Business QB in QuickBooks	QBO Task	<ul style="list-style-type: none"> • Navigate Quickbooks. • Open an online QuickBooks account for the firm. • Review the Quickbooks Dashboard. • Establish settings in QuickBooks for the fiscal year, sales tax and chart of accounts. • Connect the VE company (firm) bank account with QuickBooks.
3	Record Income	Non QBO Task	<ul style="list-style-type: none"> • Explore the sources of income. • Review source documents for business transactions. • Identify source documents used for recording income. • Record sales on account (accounts receivable) and sales from cash payments in the sales journal. • Record general journal entries from income sources.
3	Record Income in QB QuickBooks	QBO Task	<ul style="list-style-type: none"> • Review sources of income. • Explain why source documents are important in accounting practices. • Record sales on account (accounts receivable) and from cash payments in QBO+. • Record journal entries from income sources in QBO+.

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4	Record Expenses & Payments	Non QBO Task	<ul style="list-style-type: none"> • Identify types of business expenses. • Distinguish between business expenses and payments. • Explain the importance of tracking expenses. • Record expenses and payments in the appropriate accounting journals. • Make payments from the company bank account for expenses incurred by the firm. • Create a workflow diagram detailing the payment process.
4 QB	Record Expenses & Payments in QuickBooks	QBO Task	<ul style="list-style-type: none"> • Identify types of business expenses. • Distinguish between business expenses and payments. • Explain the importance of tracking expenses. • Record expenses and payments in QBO+.
5	Establish Projected Budgets	Non QBO Task	<ul style="list-style-type: none"> • Explain why budgets are important in accounting practices. • Explain Projected vs. Actual Budgets • Review the firm's projected budget and update it.
5 QB	Establish Projected Budgets in QuickBooks	QBO Task	<ul style="list-style-type: none"> • Explain why budgets are important in accounting practices. • Explain Projected vs. Actual Budgets • Review the firm's projected budget. • Record the firm's projected budget in QBO+
6	Financial Reports	Non QBO Task	<ul style="list-style-type: none"> • Record journal entries for funding transactions. • Explain the purpose and importance of financial statements in business. • Analyze financial statements for your VE firm.
6 QB	Financial Reports in QuickBooks	QBO Task	<ul style="list-style-type: none"> • Explain the purpose and importance of financial statements in business. • Print the financial statements in QBO+.
7	Reconcile Bank Account	Non QBO Task	<ul style="list-style-type: none"> • Explain what it means to reconcile an account. • Reconcile the firm's accounting records to the firm's VE bank account.

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7 QB	Reconcile Bank Account to QuickBooks	QBO Task	<ul style="list-style-type: none"> ● Reconcile the firm bank account. ● Explain the process of account reconciliation. ● Categorize banking transactions in QuickBooks.
8	Update Income Records		<ul style="list-style-type: none"> ● Establish procedures for recording sales according to accounting principles. ● Design a workflow diagram showing the flow of information between the VE departments as it relates to receivable accounts. ● Create a sales journal and accounts receivable record for the firm. ● Create a cash receipts and cash payments journal for the firm.
9	Update Expense Records		<ul style="list-style-type: none"> ● Establish procedures for paying vendors' invoices. ● Establish procedures for paying monthly expenses. ● Enter payments into the VE firm bank account. ● Record payments made to vendors into the accounting records. ● Record payments made for monthly expenses into accounting records.
10	Establish Payroll Procedures		<ul style="list-style-type: none"> ● Ensure that employees' wages meet federal minimum wage guidelines. ● Prepare a memo verifying that wages paid to employees conform to federal minimum wage guidelines. ● Develop payroll procedures that ensure that employees are paid correctly and that the proper withholdings and deductions are subtracted from employees' pay. ● Develop procedures that ensure that withholdings and deductions from employees' pay are properly accounted for and are remitted to the appropriate recipient. ● Develop procedures to ensure that payroll reporting requirements will be met. ● Prepare work flow charts that diagram the payroll procedures. ● Prepare a memo that identifies the effective cost of each employee's hourly/daily wage.
11	Complete Payroll Register & Process Appropriate Payments		<ul style="list-style-type: none"> ● Prepare a payroll register using data provided by HR. ● Pay employees (from firm bank account), and provide employees with printed earnings statements. ● Maintain a record of employees' 401(k) VE contributions. ● Prepare the 941 form and submit required tax payments. ● Remit 401 (K) VE contributions to the plan administrator. ● Record all payroll-related transactions into the accounting records.

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12	Reconcile Cash Balance in Bank Account	<ul style="list-style-type: none">● Balance the accounting record's cash balance with the checking account balance.
13	Establish and Update Inventory Records	<ul style="list-style-type: none">● Prepare an inventory form for each item of inventory that the company owns.● Prepare an inventory control form that summarizes the contents of each of the individual inventory forms.● Ensure that the inventory information reported in the accounting records is consistent with the information contained in the inventory control form.● Create a workflow diagram representing the inventory process that outlines which departments will be responsible for each activity.
14	Create an Asset Log for Company Assets	<ul style="list-style-type: none">● Identify assets in the VE firm.● Prepare an asset log.
15	Review and Revise Accounting Procedures	<ul style="list-style-type: none">● Review the accounting department's workflow diagrams for the year.● Evaluate outcomes and compare with workflow.● Recommend ways to increase the department's effectiveness and/or efficiency.
16	Prepare W2 and W3 Forms	<ul style="list-style-type: none">● Identify the source of information contained in the W-2 and W-3 forms.● Prepare a W-2 form for each employee in the firm and a W-3 form for the company.● Submit the completed W-3 form using the appropriate process for VE.
17	File Personal Income Taxes	<ul style="list-style-type: none">● Prepare and deliver an instructional presentation to all employees about how to file personal income taxes.● Generate a list of employee personal income tax refunds and prepare a payment request form.● Distribute the appropriate refund payments to employees after receiving payment from the Tax Collector.

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FINANCE

	Task	Objectives
1	Introduction to the U.S. Network Bank	<ul style="list-style-type: none"> • Explore the operation and features of the US Network bank. • Use the banking software to open checking accounts for the firm and for each employee.
2	Create a Detailed Budget to Determine the Financial Needs of the Business	<ul style="list-style-type: none"> • Demonstrate understanding of how businesses prepare budgets to manage their finances. • Prepare a detailed budget for the VE firm. • Use the firm budget to determine the financial needs of the business.
3	Identify Sources Financing: Debt and Equity	<ul style="list-style-type: none"> • Determine the sources of financing the firm will pursue.
4	Apply for a Small Business Loan	<ul style="list-style-type: none"> • Complete a small business loan application.
5	Identify and Pitch Angel Investors for Equity Financing	<ul style="list-style-type: none"> • Identify and pitch angel investors to request equity funding. • Submit an equity investment application.
6	Establish Out-of-Network Sales Contract	<ul style="list-style-type: none"> • Identify and pitch non-VE entities to obtain sales • Submit payment request form
7	Create a Company Balance Sheet	<ul style="list-style-type: none"> • Define the terms “asset”, “liability” and “equity”. • Identify and explain the purpose of the accounting equation. • Define the essential elements of a balance sheet • Create an initial company balance sheet

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8	Prepare a Break-Even Analysis	<ul style="list-style-type: none"> • Complete a break-even analysis.
9	Prepare Monthly Sales Projections	<ul style="list-style-type: none"> • Research industry sales performance. • Prepare a monthly sales forecast spreadsheet and graph. • Compare sales projections to actual figures.
10	Prepare a Projected (Pro-Forma) Profit and Loss Statement	<ul style="list-style-type: none"> • Define the essential elements of a profit and loss statement. • Prepare a profit and loss statement including actual and projected monetary amounts. • Analyze and update the profit and loss statement on a monthly basis.
11	Prepare a Projected Monthly Cash Flow Statement	<ul style="list-style-type: none"> • Define and understand the essential elements of a cash flow statement. • Prepare a projected cash flow statement. • 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.
12	Prepare Financial Statements and Financial Summary for the Business Plan and Presentation	<ul style="list-style-type: none"> • Add financial statements created in finance tasks 7-11 to business plan. • Write a financial summary based on firm financial statements. • Summarize financials in business plan presentation.
13	Review Monthly Sales Reports and Analyze Variances	<ul style="list-style-type: none"> • Analyze variances in the monthly sales reports.
14	Review Monthly Expense Budget and Analyze Variances	<ul style="list-style-type: none"> • Analyze variances in the monthly expense budgets.

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15	Update Projections Based on Variance and Analysis	<ul style="list-style-type: none">• Use variance analysis to make appropriate changes to firm projects.
16	Determine Corporate Debt and Make Loan Payments	<ul style="list-style-type: none">• Determine corporate debt.• Make monthly loan payments.
17	Prepare and Submit the Monthly Sales Tax Form	<ul style="list-style-type: none">• Prepare a monthly sales tax return form.• Submit a monthly sales and local tax return.• Remit the sales tax collected to appropriate national account.
18	Prepare and Submit the 941 Payroll Tax Withholding Form	<ul style="list-style-type: none">• Prepare and submit the 941 Payroll Tax Withholding form.• Remit the 941 Payroll Tax withheld to appropriate national account.
19	Prepare End-of-Year Financial Statements for the Annual Report	<ul style="list-style-type: none">• Prepare and analyze end of year financial statements for the annual report.
20	Create a Summary of Financial Highlights for the Annual Report	<ul style="list-style-type: none">• Create a summary financial highlights for the annual report.• Develop graphs, charts, and infographics to provide a visual representation of the financial data.
21	Complete the Corporate Tax Return	<ul style="list-style-type: none">• Complete a corporate tax return.• Pay yearly taxes owed to appropriate VE regional account.

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22	Corporate Sustainable Financing	<ul style="list-style-type: none">● Use Design Thinking methods to address the firm's sustainability goals.● Determine the firm's present sustainability practices.● Implement new sustainability practices.
23	Prepare for Transition	<ul style="list-style-type: none">● Prioritize items to be saved in the department.● Back up all computer files.● Create a checklist of necessary items/information needed to reopen the company in September.● Save computer and paper files in a central location and provide a "transition memo" that gives direction to new managers as to where to find needed items.

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OPERATIONS

	Task	Objectives
1	Manage Firm Correspondence & Company Calendar	<ul style="list-style-type: none"> • Understand the process for distributing incoming and outgoing mail and email. • Develop a workflow for processing incoming and outgoing mail and email. • Identify mail from foreign countries. • Recognize proper mailing addresses for outgoing mail and email, particularly international mail. • Create a mail log and procedure for logging incoming mail. • Create email folders. • Recognize and use different types of mail.
2	Develop Procedures to Manage Employees' Trading & Firm Purchasing	<ul style="list-style-type: none"> • Identify benefits of business-to-business trading. • Develop and implement procedures to maintain employee trading and firm purchasing. • Develop a database containing employees' trades and firm purchases. • Develop a requisition form.
3	Create a Presentation on Trading Procedures for Employees	<ul style="list-style-type: none"> • Use the VE Marketplace Tools to engage in e-commerce. • Purchase merchandise from an employee's personal bank account using a VE company's website. • Submit a purchase requisition to the Accounting department to initiate the purchase of a product or service from the firm's bank account. • Create a presentation to inform the entire staff of the procedures for making purchases.
4	Coordinate Company Newsletter Project	<ul style="list-style-type: none"> • Design a company newsletter. • Coordinate the production of a company newsletter.
5	Organize Trade Show Activities	<ul style="list-style-type: none"> • Register for the trade show. • Prepare a checklist of required trade show tasks and materials. • Develop a schedule for employees to follow during trade show preparation and for the day of the event.

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6 Prepare for Transition

- Prioritize items to be saved in the department.
- Back up all computer files.
- Create a checklist of necessary items/information needed to reopen the company in September.
- Save computer and paper files in a central location and provide a “transition memo” that gives direction to new managers as to where to find needed items.

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INFORMATION TECHNOLOGY

	Task	Objectives
1	Establish Procedures for Saving and Managing Files	<ul style="list-style-type: none"> • Explore options for saving files. • Recognize the benefits and risks of saving files in various locations. • Create a flowchart for managing files. • Communicate protocols for saving and managing files to staff.
2	Create an IT Security Plan	<ul style="list-style-type: none"> • Identify IT security tools, both digital and physical, used in businesses. • Determine which IT security measures are appropriate for the firm's needs. • Develop an IT security plan and share it with their firm.
3	Develop an Inventory and Budget	<ul style="list-style-type: none"> • Create an accurate inventory of the firm's technology, including both hardware and software. • Develop a recommended technology budget.
4	Develop an Acceptable Use Policy/ Technology Policies	<ul style="list-style-type: none"> • Identify the various ways that employees need to freely utilize technology to complete their daily tasks. • Recognize the potential misuses and abuses of information technology systems that are important for employees to avoid. • Communicate a practical and relevant Acceptable Use Policy (AUP) for technology.
5	Develop an E-Commerce Website	<ul style="list-style-type: none"> • Plan a website design that is in keeping with the company's brand. • Evaluate several different web design platforms and choose an application that best meets the firm's website development needs. • Develop a professional website for the firm. • Create a mobile website for the firm. • Embed links to the firm's social media accounts and other company resources to the website and mobile site.
6	Provide Technical Support	<ul style="list-style-type: none"> • Identify the purpose of providing technical support. • Explain the difference between customer service and technical support. • Determine the levels and types of technical support that your firm requires, both internally (for employees) and externally (for customers.)

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7	Create and Maintain Social Media Accounts	<ul style="list-style-type: none"> ● Investigate methods used by companies to market and manage customer experiences through social media platforms. ● Evaluate which methods of utilizing social media for business best suit the needs of the firm. ● Create regular social media posts appropriate to the marketing and customer engagement goals of the firm. ● Design a plan to utilize social media analytics.
8	Perform Hardware Inspections on Workstations	<ul style="list-style-type: none"> ● Examine a workstation and determine potential issues. ● Use basic troubleshooting techniques. ● Explore potential solutions for more complex problems.
9	Establish a Workflow for Access Rights	<ul style="list-style-type: none"> ● Define the term “data breach” and explain the importance of protecting the privacy of company stakeholders including employees, customers, investors, and business partners. ● Identify multiple forms of data utilized within the firm. ● Determine necessary access privileges for employees, based on positions. ● Create a written protocol for assigning and requesting access rights for employees.
10	Develop Employee Technology Training Workshops	<ul style="list-style-type: none"> ● Survey employees to determine the firm’s technology learning needs. ● Create clear and thorough training opportunities, based on your firm’s needs (workshops, videos, tutorials, presentations, FAQs, etc.) ● Measure the effectiveness of the training by creating and analyzing an assessment.
11	Use Website Analytics	<ul style="list-style-type: none"> ● Explore the usefulness of website analytics. ● Analyze various metrics of the firm’s website. ● Propose and implement revisions to the firm’s website based on analytics. ● Measure the effectiveness of the modifications that were made.
12	Conduct Video Conferencing	<ul style="list-style-type: none"> ● Schedule and plan a video conference call for a business meeting. ● Identify best practices for using video conferencing in the workplace. ● Conduct a meeting using video conferencing software. ● Reflect on the virtual meetings, developing ideas to improve future video conferences.

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MANAGEMENT

	Task	Objectives
1	Supervise & Delegate Work	<ul style="list-style-type: none"> • Identify characteristics of an effective supervisor. • Explain the importance of delegating work. • Articulate strategies for supervising friends. • Devise a plan for dealing with insubordinate employees. • Explain the doctrine of employment-at-will.
2	Review Firm Correspondence & Company Calendar	<ul style="list-style-type: none"> • Develop a system for managing company correspondence. • Create a shared company calendar. • Establish a protocol for reminding employees about upcoming deadlines and events.
3	Review Meeting Procedures	<ul style="list-style-type: none"> • Explain the objective and parameters of Robert’s Rules of Order. • Conduct a formal business meeting.
4	Create a Company Mission Statement	<ul style="list-style-type: none"> • Explain the purpose and characteristics of a mission statement. • Develop a mission statement for the VE firm.
5	Identify Firm Goals, Objectives & Strategies	<ul style="list-style-type: none"> • Explain the difference between goals, objectives, and strategies. • Define the SMART method of goal setting. • Define the terms “tactics” and “KPI” and state how each of these support a firm’s objectives and strategies. • Develop realistic and attainable goals, objectives and strategies for the VE firm.
6	Develop an Executive Summary and Business Plan	<ul style="list-style-type: none"> • Identify the components of a business plan. • Prepare a 4-page executive summary. • Create a business plan for the firm. • Delegate tasks to appropriate departments to complete the business plan.

COURSE OUTLINE

7	Create a Business Presentation	<ul style="list-style-type: none"> ● Develop an oral script for the business plan presentation. ● Create a professional slideshow for the business plan presentation. ● Deliver the business plan presentation to the facilitator, company employees, and business mentors. ● Conduct a Q&A session, answering questions related to the business plan presentation.
8	Assemble a Quarterly Report	<ul style="list-style-type: none"> ● Explain the purpose of a quarterly report. ● Prepare all components of a quarterly report. ● Present the quarterly report to angel investors, business partners, and/or business mentors.
9	Direct and Supervise the Annual Report Project	<ul style="list-style-type: none"> ● Explain the purpose of an annual report. ● List the content included in an annual report. ● Write the executive officers' letters to shareholders. ● Delegate tasks to various departments for creating the annual report. ● Prepare an annual report for the VE firm.
10	Motivating Employees	<ul style="list-style-type: none"> ● Identify the difference between intrinsic and extrinsic motivation. ● Research strategies to motivate employees. ● Develop and administer an employee survey to obtain feedback on effective forms of motivation at work. ● Determine motivational strategies for the VE firm based on employee survey results.
11	Handling Conflict	<ul style="list-style-type: none"> ● Identify the problem. ● Discuss possible solutions. ● Select an appropriate solution that satisfies both parties ● Implement the solution.

COURSE OUTLINE

RISK

	Task	Objectives
1	Introduction to Risk Management	<ul style="list-style-type: none"> • Explore the concept of risk management and why it is important to a company. • Examine the risk management process. • Conduct a SWOT analysis to identify possible risks for your firm.
2	Prepare a Risk Assessment for Your Firm	<ul style="list-style-type: none"> • Differentiate between risks that are important to the firm's strategy and those that are not. • Create a strategic risk assessment. • Conduct research on available solutions for one or more specific assigned risks. • Consider the benefits and drawbacks of alternative solutions. • Choose one or more solutions for managing risk that will become part of the firm's risk management plan. • Record the solution in the RIMS Risk Evaluation Log.
3	Develop a Risk Management Plan	<ul style="list-style-type: none"> • Develop a statement of the overall intentions, direction, objectives and commitment to managing risks in the organization. • Prepare a finalized risk assessment for the firm. • Create a roles and responsibilities matrix for reporting progress of risk treatment plans related to overall business performance measurements and reporting. • Create a Risk Management Plan for the firm.
4	Business Insurance and Cybersecurity	<ul style="list-style-type: none"> • Identify types of insurance commonly obtained for a small business. • Research the VE marketplace to find insurance vendors. • Explain the purpose of cybersecurity insurance for a business. • Purchase business insurance, including cybersecurity insurance, for the VE firm.

COURSE OUTLINE

LEGAL

	Task	Objectives
1	Intellectual Property Management	<ul style="list-style-type: none"> • Define intellectual property (IP) and explain its importance to business. • Differentiate between the types of IP – patents, copyrights, marks (trademarks and service marks) and trade secrets. • Explain the basics of IP insurance. • Research and purchase IP insurance. • Identify creative work and ideas in the VE firm that require IP protection.
2	Patents, Copyrights, and Creative Credit	<ul style="list-style-type: none"> • Describe what a patent is and why it is necessary. • Explain the process of obtaining a patent. • Describe what a copyright is and why it is necessary. • Explain the process of obtaining a copyright. • Explain the term “creative credit” and discuss the importance of respecting copyrights and issuing creative credit on social media.
3	Trademarks, Service Marks, and Trade Secrets	<ul style="list-style-type: none"> • Define the terms “trademark” and “service mark.” • Explain the process for obtaining a trademark or service mark. • Define “trade secret” and identify how a trade secret may be protected.
4	Developing Contracts	<ul style="list-style-type: none"> • Identify different types of contracts used in business. • Develop a contract including clear specifications and strong contract language to protect the company’s interests. • Perform ongoing contract management.
5	Developing a Confidentiality or Non-Disclosure Agreement	<ul style="list-style-type: none"> • Explain the purpose of a confidentiality or non-disclosure agreement. • Identify the parties that are necessary to involve in a non-disclosure agreement with the VE firm. • Prepare a confidentiality or non-disclosure agreement.
6	Employment and Compliance Law	<ul style="list-style-type: none"> • Identify numerous employment and compliance laws dealing with the company’s treatment of employees. • Identify federal and state laws that the firm must comply with in regard to employment. • Prepare written policies regarding employment and compliance laws, and add these policies to the employee handbook.

COURSE OUTLINE

7	OSHA Law: Employer's Responsibilities	<ul style="list-style-type: none">● Define OSHA and explain its importance in the workplace.● Identify potential hazards in the workplace.● Prepare a plan including health and safety measures to protect against workplace hazards.● Implement the safety and health plan, supporting the initiatives of OSHA.
8	Dispute Resolution - Neutral Evaluation, Negotiation, Mediation, Arbitration and Litigation	<ul style="list-style-type: none">● Define the word "litigation."● Identify means of handling disputes without litigation, including negotiation, evaluation, mediation, and arbitration.● Explain the importance of documenting the dispute resolution agreement in writing, and having each party place their signature on the agreement.● Develop a process to effectively handle disputes in the VE firm.● Develop a dispute resolution agreement template.

COURSE OUTLINE

HUMAN RESOURCES

	Task	Objectives
1	Interview and Place Job Applicants	<ul style="list-style-type: none"> • Complete a job interview for a VE position. • Prepare offer letters. • Write a follow-up “thank you” note to interviewer.
2	Onboard Employees	<ul style="list-style-type: none"> • Explain the onboarding process and provide examples of effective onboarding procedures that lead to employee retention. • Prepare the onboarding process for the VE firm. • Research salaries for your geographical location. • Establish a salary schedule for all employees in the VE firm. • Develop an Employment Contract Letter for each new employee.
3	Create a Welcome Presentation for New Employees	<ul style="list-style-type: none"> • Create an outline of the content of a presentation to new hires about the VE company. • Create a welcome presentation for new hires. • Deliver an effective welcome presentation.
4	Create an Organizational Chart	<ul style="list-style-type: none"> • Understand the levels of hierarchy in an organization. • Identify and explain the differences between various types of organizational structures. • Choose an organizational structure for the VE firm. • Create an organizational chart for the VE firm.
5	Create and Maintain Employee Files & Employee Database	<ul style="list-style-type: none"> • Create and maintain a file management system to maintain employee records. • Identify types of files kept in personnel files. • Understand the laws and company policies for personnel files. • Present information to employees about personnel files.
6	Establish Time and Attendance Procedures	<ul style="list-style-type: none"> • Create a recording method to keep track of employees’ absences, lateness, and overtime using Excel or Google Sheets. • 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. • Deliver a presentation that orients new employees to attendance rules and procedures. • Interface with the accounting department through meetings, memos and emails, to ensure that the payroll reflects proper employee attendance.

COURSE OUTLINE

		<ul style="list-style-type: none"> ● Implement a project tracking tool.
7	Establish a System for Tracking Employees' Work & Progress	<ul style="list-style-type: none"> ● Develop a system to track employee work and progress. ● Evaluate the effectiveness of the tracking system and adjust it as needed. ● Adjust system as needed to improve effectiveness.
8	Establish Policies to Motivate Employees	<ul style="list-style-type: none"> ● Identify the benefits of incorporating motivational programs in the workplace. ● Identify the difference between intrinsic and extrinsic motivation. ● Research strategies to motivate employees. ● Partner with the management team to develop and implement motivational strategies for employees. ● Prepare appropriate appreciation communication for employees as needed.
9	Develop Policies for Ethics, Diversity & Inclusion	<ul style="list-style-type: none"> ● Research company policies related to ethics, diversity, and inclusion. ● Interpret laws related to ethics, diversity, and inclusion in the workplace. ● Develop company code of ethics. ● Develop a diversity and inclusion policy. ● Distribute newly developed policies to employees and add policies to the employee handbook.
10	Establish Corporate Social Responsibility Policies	<ul style="list-style-type: none"> ● Define corporate responsibility and company sustainability. ● Identify current trends of corporate responsibility and corporate sustainability. ● Develop a corporate responsibility and sustainability policy for the VE firm.
11	Establish Conflict Resolution Policies	<ul style="list-style-type: none"> ● Research strategies to resolve conflict. ● Analyze existing companies' conflict resolution policies. ● Create conflict resolution policy. ● Incorporate the conflict resolution policy into the employee handbook and share with all employees.
12	Create Employee Evaluation Process	<ul style="list-style-type: none"> ● Explain the purpose of employee evaluations conducted by supervisors and self-evaluations prepared by employees. ● Identify different types of performance criteria measured through employee evaluations. ● Develop employee evaluation and self-evaluation forms. ● Develop a process for conducting employee evaluations. ● Write an employee evaluation policy.

COURSE OUTLINE

13	Create or Update the Employee Handbook	<ul style="list-style-type: none"> • Research what should be included in the employee handbook. • Identify what will be included in the VE firm's employee handbook. • Create the VE firm's employee handbook. • Prepare a presentation to staff about the purpose and content of the employee handbook.
14	Develop Professional Development Opportunities	<ul style="list-style-type: none"> • Research topics for professional development. • Develop a process and template for presenting professional development opportunities to employees. • Create a professional development calendar indicating presentation dates. • Instruct employees on training process, professional development planning template, and shared calendar location.
15	Prepare a Company Presentation on Ethics, Diversity, & Inclusion	<ul style="list-style-type: none"> • Define ethics, diversity, inclusion. • Identify how ethics, diversity, and inclusion apply to the workplace. • Implement policies developed by the HR department related to ethics, diversity, and inclusion. • Define company culture and develop a company culture statement.
16	Establish Procedures Implementing the 401(K) Plan	<ul style="list-style-type: none"> • Review IRS information about 401(k) plans. • Identify the benefits of participating in a 401(k) plan. • Determine the necessary steps to implement a 401(k) plan. • Create an election form for employees to use to enroll in a 401(k) plan. • Develop a spreadsheet to be used to maintain a record of the contributions made by the firm and each employee. • Research VE financial firms and select a vendor to provide the firm's 401(k) plan.
17	Develop Messages of Commendation and Reprimand	<ul style="list-style-type: none"> • Discuss performance management communication tools for appraisal and corrective action (reprimand, commendation, promotion, demotion). • Prepare appropriate professional forms of communication. • Proofread each message for correct grammar, punctuation, spelling, format, and adherence to the department plan for managing communications.
18	Prepare a Newsletter Article	<ul style="list-style-type: none"> • Identify components of a company newsletter and benefits of producing a company newsletter. • Collaborate with Operations and Design departments in preparation of the newsletter. • Prepare an appropriate newsletter article related to the Human Resources department.

COURSE OUTLINE

19	Create/Update Digital Portfolios	<p>HR Employees:</p> <ul style="list-style-type: none"> ● Prepare and deliver professional development training presentation to current employees to review resumes, cover letters, and digital portfolios. <p>All:</p> <ul style="list-style-type: none"> ● Update resume and cover letter message in preparation for summer internship opportunities. ● Create/update a digital portfolio to include an updated resume and letter of introduction.
20	Develop a Recruitment Strategy and Presentation	<ul style="list-style-type: none"> ● Develop an application for incoming employees. ● Create a presentation to recruit new employees. ● Create a script to correspond with the presentation.
21	Prepare for Transition	<ul style="list-style-type: none"> ● Prioritize items to be saved in the department. ● Back up all computer files. ● Create a checklist of necessary items/information needed to reopen the company in September. ● Save computer and paper files in a central location and provide a “transition memo” that gives direction to new managers as to where to find needed items.

COURSE OUTLINE

MARKETING

	Task	Objectives
1	Write a Product/Service Description	<ul style="list-style-type: none"> • Compile a list of all products or services the company sells and record it in a spreadsheet. • Explain customer needs and wants related to the company's product/service offerings. • Develop product codes for the VE firm.
2	Identify and Analyze Domestic and International Target Markets	<ul style="list-style-type: none"> • Define the firm's target market. • Segment the target market by demographic, geographic, psychographic, behavioral, benefit, and socio-economic groups. • Define the company's business model. • Create a customer profile.
3	Evaluate VE and Real-World Competition	<ul style="list-style-type: none"> • Identify direct and indirect competitors. • Define the 80/20 rule. • Explain strategies for gaining a competitive advantage. • Identify secondary sources of information used by a company to research competitors. • Define and identify primary competitors, secondary competitors, and tertiary competitors. • Develop a competitive analysis.
4	Analyze Elements of the Marketing Mix	<ul style="list-style-type: none"> • Apply the 5Ps of the marketing mix for their product or service in relation to their customer. • Analyze how other companies use the 5Ps of the marketing mix to target a specific market. • Prepare a presentation for all employees that defines their target market and describes their marketing mix.
5	Create a Marketing Strategy	<ul style="list-style-type: none"> • Identify company marketing goals. • Develop a SWOT Analysis. • Create marketing strategies to effectively reach their target market. • Develop a successful marketing plan for their products or services. • Use research conducted previously and incorporate results into the marketing plan. • Prepare a marketing budget to effectively implement the marketing plan.

COURSE OUTLINE

6	Prepare a Branding Packet	<ul style="list-style-type: none"> ● Explore the role of branding in business marketing ● Work with Design Department to develop a company logo. ● Work with Design Department prepare a branding packet for National Branding Competition: letterhead, cover page template, envelope design, sales materials, product packaging, company apparel design ● Ensure that Branding Guidelines developed by Design has been applied to all materials in branding packet.
7	Use Content Marketing Tools	<ul style="list-style-type: none"> ● Define content marketing and describe the use of content marketing experiences. ● Analyze how real-life companies use content marketing to promote their brands. ● Define SEO (search engine optimization) and identify SEO best practices. ● Develop a content-marketing strategy to increase traffic and build brand recognition.
8	Write the Marketing Section of the Business Plan	<ul style="list-style-type: none"> ● Identify various forms of market research used in business. ● Create a market research survey using Google Forms. ● Organize a focus group to gain customer feedback. ● Analyze market data and evaluate how it affects your business. ● Write the marketing section of the business plan. ● Prepare infographics to enhance the marketing section of the business plan.
9	Develop Marketing Slides for the Business Plan Competition Presentation	<ul style="list-style-type: none"> ● Identify components of the marketing plan that will be included in the Business Plan Visual Presentation. ● Develop marketing slides for the Business Plan Visual Presentation that coincides with the company's brand. ● Prepare a script for the CMO's oral presentation that coincides with the marketing slides.
10	Develop a Website	<ul style="list-style-type: none"> ● Plan a website design that is in keeping with the company's brand. ● Evaluate several different web design platforms and choose an application that best meets the firm's website development needs. ● Develop a professional website for the firm. ● Create a mobile website for the firm. ● Embed links to the firm's social media accounts and other company resources to the website and mobile site.

COURSE OUTLINE

11	Develop Marketing Materials: Flyers, Brochures, Company Shirts, Branded Items, etc.	<ul style="list-style-type: none"> ● Develop a list of marketing materials needed for the company. ● Design marketing materials including flyers, brochures, business cards, company shirts, promotional items, banners, etc. ● Delegate specific tasks to employees in the Marketing and Design departments.
12	Create Promotional Campaigns through Social Media, Direct Mail, and Email	<ul style="list-style-type: none"> ● Explain the difference between inbound and outbound marketing campaigns and identify examples of each technique. ● Create promotional campaigns (periodically and ongoing) through social media, direct mail, and email.
13	Prepare for a Trade Show	<ul style="list-style-type: none"> ● Design a trade show booth. ● Prepare promotional materials to distribute to potential customers. ● Develop a time schedule for employees to follow at the trade show.
14	Adapt Marketing Materials for Foreign Markets	<ul style="list-style-type: none"> ● Research cultures and customs of potential international customers. ● Adapt marketing materials for foreign markets. ● Devise a plan as to how marketing materials will be distributed to international customers.
15	Develop External Communications	<ul style="list-style-type: none"> ● Explain the difference between internal and external forms of communication. ● Identify various channels of communication used for external communication in a business. ● Write a press release.
16	Prepare Marketing and Sales Content for the Annual Report	<ul style="list-style-type: none"> ● Explain the purpose of an annual report. ● Identify the content included in an annual report. ● Write the marketing section of the annual report and include infographics to enhance the message.

COURSE OUTLINE

17	Prepare for Transition	<ul style="list-style-type: none">● Prioritize items to be saved in the department.● Back up all computer files.● Create a checklist of necessary items/information needed to reopen the company for fall term.● Save computer and paper files in a central location and provide a “transition memo” that gives direction to new managers as to where to find needed items.● Prepare marketing materials and resources for the next year.
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COURSE OUTLINE

SALES

	Task	Objectives
1	Develop Product/Service Details: Pricing, Packaging, Materials Used, Sizes, Colors, etc.	<ul style="list-style-type: none"> ● Explain the product development process. ● Determine which pricing strategy to use and calculate pricing for your product or service. ● Decide how your product will be packaged. ● Determine details of your product design including materials used, sizes, and colors.
2	Develop an Elevator Pitch	<ul style="list-style-type: none"> ● Explain the purpose of an elevator pitch. ● Identify various different tactics that might be used to create an engaging elevator pitch. ● Develop an elevator pitch for the VE firm.
3	Establish Wholesale Prices for VE Marketplace and a POS System	<ul style="list-style-type: none"> ● Explain the purpose of the VE Wholesale Marketplace and POS System. ● Determine the wholesale prices for each product sold in your VE firm. ● Determine the appropriate amount of inventory that the firm wishes to keep on hand. ● Enter wholesale products, prices, and SKU numbers in the VE Wholesale Marketplace and POS System. ● Purchase inventory for the VE firm.
4	Prepare Sales Projections	<ul style="list-style-type: none"> ● Explain the purpose of forecasting future sales. ● Develop a sales forecast for the firm's first fiscal year of business. ● Create a spreadsheet and graph displaying the firm's sales projections.
5	Develop/Refine Procedures for Processing In-Network and Out-of-Network Sales	<ul style="list-style-type: none"> ● Develop procedures to process in-network and out-of-network customer sales. ● Create an order form, invoice, and sales receipt to document sales. ● Create a workflow diagram that depicts the activities that result when customers place orders.
6	Develop Customer Return and Warranty Policies	<ul style="list-style-type: none"> ● Identify the advantages and disadvantages of offering money-back guarantees. ● Develop a customer return policy. ● Identify different types of product warranties. ● Develop a product warranty policy.

COURSE OUTLINE

7	Create a Sales Pitch Presentation	<ul style="list-style-type: none"> ● Explore best practices in sales. ● Research and discuss sales tactics that have proven to be effective and ineffective in business. ● Develop sales strategies for your VE firm. ● Develop a sales pitch presentation that may be given to potential investors, business partners or customers. ● Deliver the sales presentation to all staff.
8	Develop/Refine Procedures for Managing Inventory	<ul style="list-style-type: none"> ● Explain the importance of inventory management as a fundamental step in the firm's supply chain. ● Define warehouse management procedures. ● Identify various inventory management techniques. ● Create an inventory management spreadsheet. ● Develop an inventory management process.
9	Create a Monthly Sales Report and Compare Monthly Sales Data	<ul style="list-style-type: none"> ● Create a monthly sales report tracking in-network and out-of-network sales. ● Record actual monthly sales in the sales projection table/graph to ensure that revenue goals have been met or exceeded. ● Analyze sales trends and make any necessary adjustments in sales strategies.
10	Plan for Trade Show	<ul style="list-style-type: none"> ● Prepare sales and marketing materials for the trade show including order forms, receipts, brochures, flyers, etc. ● Develop trade show promotions and packages. ● Establish sales goals for all employees at the trade show. ● Set up the POS system. ● Prepare and deliver a presentation to all employees providing trade show selling instructions and training on using the POS system to process sales.
11	Develop Sales Strategies to Reach International Customers	<ul style="list-style-type: none"> ● Localize communication tools to be in sync with the languages, cultures and customs of the international customers that you are trying to reach. ● Establish international shipping methods and prices. ● Edit sales materials for international customers including order forms, invoices, receipts, and the firm's e-commerce site. ● Update the e-commerce site to accept foreign forms of currency and to include language translation options. ● Develop a plan for international sales including specific sales strategies, implementation timeline, and clear outline of departmental responsibilities.

COURSE OUTLINE

DESIGN

	Task	Objectives
1	Design a Company Logo	<ul style="list-style-type: none"> • Explore the role of branding in business. • Develop a company logo. • Identify business documents and materials that typically include a logo. • Apply the company logo to all company marketing materials
2	Create a Tagline/Slogan	<ul style="list-style-type: none"> • Explain the importance of a company tagline/slogan. • Identify critical characteristics of a memorable and lasting company slogan. • Generate slogans using web-based slogan generator applications. • Develop a slogan for the VE firm.
3	Create Branding Guidelines	<ul style="list-style-type: none"> • Explain the importance of branding in a business. • Develop a set of branding guidelines for the company • Create a branding packet for the National Branding Competition.
4	Design Marketing & Sales Materials: Brochure, Newsletter, Advertisement, Flyer, Direct Mail, Social Media Profiles	<ul style="list-style-type: none"> • Create a list of marketing materials needed for the company. • Develop marketing materials including flyers, brochures, company t-shirts, newsletters, advertisement templates, social media profiles, etc.
5	Create Data Visualization Elements	<ul style="list-style-type: none"> • Define and explain the benefits of data visualization elements. • Identify web-based data visualization (infographics) design tools. • Create an infographic to represent their firm's marketing mix.
6	Prepare Branding Packet for National Branding Competition	<ul style="list-style-type: none"> • Explore the role of branding in business marketing. • 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.

COURSE OUTLINE

7	Design Corporate Communication Materials: Stationery, Invoice, Business Cards, Presentation Slides	<ul style="list-style-type: none"> ● Identify corporate communication that are needed for the business. ● Determine the requirements for each corporate communication including stationery, presentation folder, invoice, order form, business card, presentation slide template, etc. ● Ensure that company branding, established in Design Task 3, is applied to all corporate communication materials. ● Design corporate communication materials for the VE firm.
8	Design a Website for SEO	<ul style="list-style-type: none"> ● Research and analyze competitors' e-commerce websites. ● Define SEO and explain how SEO is a critical component of website optimization. ● Develop a plan for the firm's website and mobile site. ● Design the website, being mindful that all pages are in keeping with the company's brand. ● Participate in the online Website (or advanced website) Competition(s).
9	Design Trade Show Booth	<ul style="list-style-type: none"> ● Define the parameters of the trade show booth including booth dimensions, location, traffic flow, and materials provided by the trade show venue. ● Design the layout of the trade show booth on paper or electronically using actual dimensions. ● Develop a list of materials needed to implement the trade show booth design. ● Create a mock trade show booth.
10	Design Report Materials: Business plan, Annual Report, Employee Handbook	<ul style="list-style-type: none"> ● Determine the audience and tone of each business report (business plan, annual report, employee handbook, etc.) ● Define the components of each business report. ● Design a template including all required components for each business report.
11	Develop Strategies to Reach International Customers	<ul style="list-style-type: none"> ● Identify specific international customers/countries that the firm wishes to target with sales and marketing campaigns. ● Research and analyze the targeted international customers to learn about their cultures, customs, values, and consumer preferences. ● Design sales and marketing materials to reach international customers.

COURSE OUTLINE

PERSONAL FINANCE

Unit	Task	Objectives
Budgeting	1.1 Setting Personal Financial Goals	<ul style="list-style-type: none"> • Explore the purpose of establishing and prioritizing financial goals. • Discover the role of decision-making in achieving goals. • Define SMART goals. • Distinguish between short-term, medium-term, and long-term goals.
	1.2 Art of Budgeting	<ul style="list-style-type: none"> • Discuss how budgeting can help increase a person's wealth. • Identify typical expenses that are included in a personal budget. • Identify how budgeting choices reflect personal values. • Identify unforeseen expenses.
	1.3 Create a Personal Budget	<ul style="list-style-type: none"> • Determine typical monthly living expenses associated with a personal budget. • Explain the differences between fixed and variable costs. • Prepare a personal monthly budget based on actual income and expenses. • Record simulated monthly personal finance expenses into an Excel workbook (BudgetPlanner).
	1.4 Introduction to Mint	<ul style="list-style-type: none"> • Provide an overview of the Mint tool. • Examine how Mint is used for budgeting, savings, and credit. • Create an account in Mint. • Complete the introductory and budgeting activities in Mint.
Saving	2.1 Making Your Money Grow	<ul style="list-style-type: none"> • Apply the 50/30/20 rule to savings. • Calculate compound interest to increase savings. • Explain and calculate the Rule of 72.
	2.2 Saving Strategies	<ul style="list-style-type: none"> • Compare various savings strategies: direct deposit, and automatic savings through paycheck deductions, including 401k, pension, and 529 college savings plans.

COURSE OUTLINE

The VE Marketplace & Economy	3.1 The VE Marketplace	<ul style="list-style-type: none"> ● Research vendors in the VE marketplace. ● Purchase items from VE businesses (purchase budget items from Lesson 1.2). ● Pay for purchases from your VE personal bank account.
	3.2 Economic Growth	<ul style="list-style-type: none"> ● Summarize the main principles of economics and economic growth. ● Describe the relationship between supply and demand. ● Explain how the laws of supply and demand affect business.
Banking	4.1 Checking Accounts	<ul style="list-style-type: none"> ● Research checking account options. ● Demonstrate checking account skills: make a deposit, maintain a check register, and reconcile a bank account.
	4.2 Savings Accounts	<ul style="list-style-type: none"> ● Review and compare basic savings accounts including online savings options. ● Explore other saving instruments: Money Market account and Certificate of Deposit (CD). ● Complete the “Comparing Savings Accounts” activities in Mint.
	4.3 Online & Mobile Payment Applications	<ul style="list-style-type: none"> ● Explore and evaluate online and mobile bank account options. ● Explore and evaluate online wallets and payment applications such as Venmo, PayPal, and Zelle.
Investing	5.1 Stocks, Bonds, Mutual Funds	<ul style="list-style-type: none"> ● Explain: <ul style="list-style-type: none"> ○ The concept of investing. ○ Stocks, bonds, and mutual funds and what it means to own each. ○ The risks and rewards of owning each investment instrument. ○ How the stock market works. ● Review performance of individual stocks over time.

COURSE OUTLINE

	5.2 Investment Strategies	<ul style="list-style-type: none"> ● Identify different investment strategies. ● Describe the concept of sustainable finance.
Credit	6.1 Types of Credit	<ul style="list-style-type: none"> ● Explain credit and why it is important. ● Compare the advantages and disadvantages of using credit cards. ● Explain APRs, introductory interest rates, annual fees, credit card rewards, and amortization. ● Discuss the difference between a credit card and a debit card. ● Discuss auto loans. ● Discuss mortgages. ● Evaluate credit card offers using a Mint activity.
	6.2 Managing Credit	<ul style="list-style-type: none"> ● Explain the purpose of a credit report and credit score. ● Review the factors that affect a credit score. ● Discuss how one's credit score affects consumer borrowing. ● Review a credit report. ● Analyze a Credit Report and Score using a Mint activity.
Taxes	7.1 Understanding Your Paycheck	<ul style="list-style-type: none"> ● Review information contained on a paycheck stub. ● Define "gross earning" and "net pay." ● Identify mandatory and optional paycheck deductions.
	7.2 Filing Your Taxes	<ul style="list-style-type: none"> ● Explain the purpose of a W-2 Form. ● File a personal tax return using TurboTax. ● Determine if you are entitled to a refund or if you owe money.

COURSE OUTLINE

Insurance	8.1 Introduction to Insurance	<ul style="list-style-type: none"> ● Recognize the importance of obtaining financial protection against risk. ● Examine the purpose of deductibles, policy limits, and premiums.
	8.2 Business Insurance	<ul style="list-style-type: none"> ● Describe required types of business insurance: liability, property, and worker's compensation insurance. ● Identify other types of insurance a business must have to protect against losses.
	8.3 Personal Insurance	<ul style="list-style-type: none"> ● Explore the need for and characteristics of types of insurance an individual might purchase. <ul style="list-style-type: none"> ○ auto, health, life, homeowners/renters, long-term disability
Financial Dangers	9.1 Financial Dangers	<ul style="list-style-type: none"> ● Explain scams and fraud. ● Examine types of theft, including debit or credit card fraud, mail identity theft, driver's license identity theft, and online shopping fraud. ● Recognize the hazards of predatory lending. ● Discuss the perils of lotteries and gambling. ● Discuss the impact of declaring bankruptcy.
Paying for College	10.1 Financial Assistance	<ul style="list-style-type: none"> ● Describe the purpose of the FASFA and CSS in a college's financial aid application process. ● Explain the information needed on FASFA and CSS forms. ● Identify scholarship and grant opportunities. ● Compare different types of student loans. ● Discuss financial aid packages.
	10.2 Paying it Back	<ul style="list-style-type: none"> ● Explore types of student loans. ● Discuss how student loan debt can impact lifestyle and spending after college. ● Explore education reimbursement programs.

COURSE OUTLINE

Post Secondary Options	11.1 Post-Secondary Pathways and Career Options	<ul style="list-style-type: none">● Explore post-secondary pathways and career options including college, military, and vocational training.● Discover personal career matches through the completion of a career interest assessment.● Identify resources for information about post-secondary pathways and career options.
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VE Career Readiness Framework



The CRF incorporates the key competency dimensions that students develop through seven differentiated features of the VE experience.

Global Perspective

VE participants interface with students from around the world virtually throughout the program and both virtually and in person at Trade Shows, developing cross-cultural awareness.

Assuming the Role

Students interview for departments, such as Finance and Marketing, and roles, such as CEO, VP, and Associate. Throughout the year, they execute against role-specific goals and are evaluated against these expectations.

Virtual Economy

VE students buy and sell products and services, prepare their taxes, select insurance and retirement options, and experience financial market dynamics.

Teacher as Consultant

VE is student-directed. There are no traditional lessons, and the teacher acts as an active observer and consultant.



Competency Dimensions

Leadership

Knowledge and capabilities required to establish direction, motivate self and others, assume accountability, and respond effectively to change.

Professional

Non-technical, transferable knowledge, skills, and abilities required to succeed in a professional environment

Functional

Core business skills needed to perform within a specific industry or business function

Technology

Core technical skills needed to perform within a specific industry or business function

VE Enablers

Day-to-Day Business Dynamics

Students work individually, in departments, and as a firm to develop a strategy and plan, and roll up their sleeves to implement it. Each firm develops a distinct culture and faces unique challenges.

Industry Partnerships

VE industry partners provide skills-based mentoring, serve as judges for business plan and other competitions, provide advice and feedback on deliverables, and offer job shadowing and/or internships to students.

Competitions & Events

The National Business Plan and other competitions as well as the International Trade Show provide opportunities for students to actualize work, communications, technology and global business with opportunities to network with other VE firms and participants.

COURSE OUTLINE

VE Career Readiness Framework



Deloitte.

The competency model identifies four dimensions of knowledge, skills, and abilities that VE students develop throughout the program; each is comprised of several core competencies associated with that dimension.

Competency Dimensions

Leadership

Knowledge and capabilities required to establish direction, motivate self and others, assume accountability, and respond effectively to change

- Demonstrates intrapreneurship
- Coaches others and manages conflict
- Motivates others to act
- Adapts in an ambiguous environment
- Operates with purpose
- Brings positivity and presence
- Demonstrates bias towards action
- Promotes well being

Professional

Non-technical, transferable knowledge, skills, and abilities required to succeed in a professional environment

- Communicates effectively
- Collaborates with others
- Demonstrates effective project management
- Demonstrates self-development and learning orientation
- Develops relationships and networks effectively
- Embraces diversity
- Embraces change
- Demonstrates curiosity
- Values ethics in decision making
- Demonstrates comfort with confrontation
- Engages in self care

Functional

Core business skills needed to perform within a specific industry or business function

- Understands general business dynamics
- Understands and applies financial concepts
- Conducts research and analysis
- Demonstrates industry/function-specific skills
- Uses design thinking to solve problems
- Demonstrates analytical ability
- Applies logical structuring to problem solving
- Communicates through storytelling

Technology

Core technical skills needed to perform within a specific industry or business function

- Uses Spreadsheet Tools
- Uses Word Processing Tools
- Uses Presentation Tools
- Applies Data Analytics
- Uses Industry / Function-Specific Technology
- Demonstrates Fluency with Communication and Collaboration Tools
- Recognizes Application of Emerging Technologies
- Applies Appropriate Technology to Task