VE Program Implementation FAQs

How does Virtual Enterprises (VE) fit into my school's course offerings? VE requires approximately 135-180 instructional hours over the course of a year and is often used as a capstone course for business, marketing, entrepreneurship, or related pathways. Because students can choose to create a VE firm for almost any industry, VE can be used as a capstone course for a STEAM pathway or other industry-specific pathways, such as hospitality and tourism or information technology. Students often benefit from having some prior academic exposure to business and/or marketing concepts, however this is not a requirement for implementation.

Does VE provide curriculum and professional development for teachers? VE provides teachers with a full curriculum, including activities and assessments, and offers a four-day teacher training program at Long Island University in New York each summer (typically early to mid-July). Attendance is highly encouraged, and teachers may attend as often as they like. Regional support staff provides additional training and support, both in-person and via phone, email, and/or video conferencing.

What makes a successful VE teacher? Knowledge, industry experience, and/or interest in business, accounting, marketing, entrepreneurship, or a related field contribute to the success of a VE teacher. However, enthusiasm, a willingness to adopt a facilitation mindset, and a passion for providing students with unique educational experiences is essential.

How do I set up my VE classroom? The ideal VE space should aim to resemble an office environment. Providing students with flexible workspaces that support collaboration is highly suggested, such as conference-style tables or workstations where students can work in small groups or as a full company. Students assume departmental roles, so the ability to cluster students by department is helpful. Firms may need additional storage space that is accessible during class time for materials, sample products, and/or non-traditional classroom supplies.

What are the technology requirements for VE? Students require daily access to computers with a reliable internet connection to perform the daily functions of their business. A 1:1 ratio is ideal. Certain tasks and deliverables may require access to a printer. Students primarily use VE's online portal, Intuit QuickBooks, and Google and/or Microsoft Office suite for document management. Optional software such as graphic design programs, video conferencing tools, or app-based social media tools such as Instagram or Twitter may enhance the student experience.

What experiential activities do students participate in? From participating in online and in-person local, regional, and national competitions and trade shows, to connecting with mentors and skill-based volunteers, to participation in leadership events, VE provides students with authentic learning experiences that help students develop professional and technical skills.

Please request the full Program Implementation Guide for additional requirements and best practices for successful implementation. If you have any questions or would like to arrange a time to discuss starting a VE program, please contact Glynis O'Leary at goleary@veinternational.org or your Regional Director.