



GREAT NECK PUBLIC SCHOOLS

"Where Discovery Leads to Greatness"

#DiscoverGreatness

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Curriculum Profile: Virtual Enterprise

<u>Department</u>	Business
<u>Course Name</u>	Virtual Enterprise
<u>Course Length</u>	Full Year
<u>High School Credits</u>	1 Unit of credit
<u>Description</u>	VE prepares students for successful futures by transforming classes into companies and bridging the divide between the classroom and the working world. VE is aligned to standards for grades 9-12. To have students participate in Virtual Enterprises competitions/trade shows. Students develop management philosophies and start their own business to promote shared decision making and public presentations. Students learn all aspects of running a business: accounting, marketing, sales, human resources, IT
<u>Target/eligible students</u>	Grades 9-12
<u>State Learning Standards Link(s)</u>	http://www.nysed.gov/curriculum-instruction/career-development-and-occupational-studies-cdos-standards
<u>Primary texts and materials</u>	<i>Essentials of Management</i> by Andrew J. DuBrin <i>Advertising</i> by South-Western Cengage Learning <i>Intro to Business</i> by Dlabay, Burrow, Eggland
<u>Scope/Sequence</u>	
<u>Unit 1 - Orientation</u>	1. Intro to Virtual Enterprise 2. Procedures, 3. Strategizing
<u>Unit 2 - Design Thinking</u>	1. Experiment 2. Problem Solving 3. Utilizing Creativity
<u>Unit 3 -Career Development</u>	1. Abilities 2. Skills 3. Job Placement
<u>Unit 4 -Business Registration</u>	1. Form of Ownership 2. Business Rationale 3. Business Budget
<u>Unit 5 - Human Resources</u>	1. Interview Skills 2. Job placement 3. Understanding Business Organization 4. Company Benefits
<u>Unit 6 - Management</u>	1. Procedures 2. Supervise Delegates 3. Managerial Expectations
<u>Unit 9 - Operations</u>	1. Firm Correspondence 2. Company Calendar

	3. Company Communication Procedures 4. Technology for business
<u>Unit 10- Legal</u>	1. Intellectual Property 2. Patents 3. Copyrights
<u>Unit 11 - Sales</u>	1. Developing a Product/Service 2. Pricing 3. Competition Strategies 4. Sales goals and strategies
<u>Unit 12 - Finance</u>	1. Budget 2. Financial Needs 3. Debt/Equity financing 4. Taxes 5. Rent/Utilities/Payroll
<u>Unit 13 - Marketing</u>	1. Promotion of Products/Service 2. Social Media Marketing 3. Sales Marketing
<u>Additional Notes</u>	