

Virtual Business

Scope and Sequence

Endorsement: Business & Industry

Cluster: Business, Marketing, Finance

Meets advanced course requirement? NO

Program of Study: Marketing & Sales

Meets foundation requirement for math, science, fine arts, English, LOTE? NO

Course Description:

Virtual Business is designed for students to start a virtual business by creating a web presence, conducting online and off-line marketing, examining contracts appropriate for an online business and demonstrating project management skills. Students will also demonstrate bookkeeping skills for a virtual business, maintain business records, and understand legal issues associated with a virtual business. The culminating project will include building a functional website that incorporates the essentials of a virtual business.

TEKS link:

- 1/2 credit
- Grades 10-12
- Lab supplies or fee may be required
- Required prerequisites: N/A
- Recommended prerequisites: Principles of Business, Marketing, & Finance

Industry Certification/Credential: N/A

TEA recognized IBC (to count toward program of study completion)? NO

Instructional Units	Grading Period
History of the Internet	N1/N3 (fall/spring)
Teamwork and Collaboration	
Why Virtual Business?	
Business Communication	
E-Commerce	
E-Tailing	
Businesses & Legal Structures	
Employability Skills	
Work-Life Balance	
Problem Solving	
Business Project	

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Market Analysis	N2/N4 (fall/spring)
Accounting & Finance	
Business Expenses	
Taxes	
Marketing Campaign	
Social Media	
Building and maintaining a website	

Primary Instructional Materials:

iCEV Multimedia Ltd

Supplementary Instructional Materials:

Knowledge Matters