



# VIRTUAL ENTERPRISE

East San Gabriel Valley

**Regional Occupational Program and Technical Center**

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM  
AND TECHNICAL CENTER**

COURSE TITLE: Virtual Enterprise

CBEDs: Marketing Fundamentals

CBEDs No. 4122

HOURS: 525

REVISION: September 2003

<b>JOB TITLE</b>	<b>DOT CODES</b>	<b>JOB TITLE</b>	<b>DOT CODES</b>
Stock Clerk	222.387-058	Sales Clerk	290.477-014
General Sales Associate	290.477-014	Cashier-Wrapper	211.462-018
Customer Service Associate	299.367-010	Displayer of Merchandise	298.081-010
Stockroom or Storeroom Associate	222.378-058	Asst. Displayer of Merchandise	298.081-010
Media Buyer	162.177-034	Fashion Coordinator	185.127-010
Director, Media Marketing	163.117-022	Media Planner	164.117-022
Sales Manager	163.067-018	Supervisor of Sales	185.157-014
Asst. Supervisor, Retail Chain Store	185.117-014	Sales-Service Promoter	135.167-010

**Course Description:**

Virtual Enterprise is a two-hour simulated business that is set up and run by students to prepare them for working in an authentic business environment. The students determine the nature of business, its products and services, its management and structure, and learn the daily operations of a business under the guidance of a consultant with the support of a real business partner. Emphasis is placed in using current business software packages and the Internet for business transactions. Enterprises are linked together in regional, national, and global networks so that the firms have each other as trading/business partners. As the firms begin to interact with other virtual enterprises worldwide, the students/employees receive first-hand knowledge of doing business in the global economy.

**Recommended Prerequisites:**

MOUS, Accounting

**Grade Level(s):**

11 - 12

**Key Assignments**

- (x) On-line presentations
- (x) Demonstrations
- (x) Tests, quizzes
- (x) Written assignments

## **Instructional Methods and/ or Strategies**

- (x) Project-based learning
- (x) Group work
- (x) Projects
- (x) Direct instruction

## **Assessment Methods and/or Tools**

- (x) Tests, quizzed
- (x) Demonstrations
- (x) Presentations
- (x) Written assignments

## **Instructional Materials**

Textbooks: Marketing Essentials; Glencoe/McGraw Hill;  
ISBN 0-02-640601-2

Century 21 Accounting: South-Western Publishing  
ISBN – 0-538-63005-1

Introduction to Business; Glencoe;  
ISBN – 0-02-800055-2

The One Minute Manager; Berkley Books;  
ISBN – 0-425-09487-8

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM  
AND TECHNICAL CENTER**

**VIRTUAL ENTERPRISE**

**Summary Course Outline**

CR = Classroom  
 CC = Worksite Learning  
 CVE = Cooperative Vocational Education

		<u>CR</u>	<u>WL</u>	<u>CVE</u>
1.0	BUSINESS CORE	90	15	10
2.0	ACCOUNTING AND FINANCE	30	9	11
3.0	BUSINESS MANAGEMENT	30	9	11
4.0	COMPUTER SCIENCE / INFORMATION SYSTEMS	40	15	15
5.0	MARKETING	50	15	15
6.0	ENTERPRENEURSHIP	120	20	20
		360	83	82
<b>TOTAL HOURS</b>		<b>525</b>		

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM  
AND TECHNICAL CENTER**

**VIRTUAL ENTERPRISE**

**Expanded Course Outline**

- CR = Classroom  
 WL = Worksite Learning  
 CVE = Cooperative Vocational Education (Paid training)

		<b>CR</b>	<b>WL</b>	<b>CVE</b>
<b>1.0</b>	<b>BUSINESS CORE</b>	<b>90</b>	<b>15</b>	<b>10</b>
1.1	Business Communications – Conduct communications as applied to business situations.			
a.	Demonstrate the ability to work and communicate effectively with persons of different ethnicity or who are culturally diverse.	_____	_____	_____
i.	Select and use appropriate forms of business communications while working individually and in groups.	_____	_____	_____
b.	Compose oral and written business communications that demonstrate the use of critical thinking, decision making and problem solving skills.	_____	_____	_____
c.	Discuss ethics and the need for confidentiality, loyalty, integrity, and honesty in communication with business associates.	_____	_____	_____
d.	Demonstrate the use of various methods of communications, by researching, composing, and orally presenting information using appropriate technology.	_____	_____	_____
e.	Identify and use nonverbal communications in a group activity.	_____	_____	_____
f.	Orally present information using appropriate language, style, and form, by utilizing different communication techniques to address the intended audience appropriately.	_____	_____	_____
1.2	Business Environment - Participate in the development and structure of business environments.			
a.	Define business ethics and explain the importance of ethical standards and social responsibilities in the business environment.			
i.	Identify the dynamic components of business structure and the relationship of American trade and commerce to the global business environment.	_____	_____	_____

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|-----|--|-------|-------|-------|
| b.  | Describe the sources of consumer law, the structure of the court systems and the application of these laws in consumer and business transactions.  | _____ | _____ | _____ |
| c.  | Identify the major types of business organizations.  | _____ | _____ | _____ |
| d.  | Explain the economic effects of competition on a business conducted in an international marketplace.   | _____ | _____ | _____ |
| e.  | Identify the characteristics of an entrepreneur and describe the role of entrepreneurship in the private enterprise system.  | _____ | _____ | _____ |
| f.  | Discuss the interrelationships between different business lines as they relate to finance, tax, operations, human resources, marketing, production, management, and the legal environment for conducting business.             | _____ | _____ | _____ |
| 1.3 | Career Preparation, Job Acquisition and Retention - Practice the career preparation and job acquisition skills required for employment, professional growth, and employment transactions in the field of business occupations. |       |       |       |
| a.  | Explore career opportunities and projected trends; investigate required education, training and experience; and develop an individual education plan for life-long learning.   |       |       |       |
| i.  | Research career options, apply job acquisitions skills, prepare job search documentation, and model appropriate workplace demeanor.  | _____ | _____ | _____ |
| b.  | Analyze the effects of job changes, including the impact of unemployment.  | _____ | _____ | _____ |
| c.  | Identify steps for setting goals and write personal goals and objectives.  | _____ | _____ | _____ |
| d.  | Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities.  | _____ | _____ | _____ |
| e.  | Complete job acquisition documents and develop interview skills.   | _____ | _____ | _____ |
| f.  | Identify and practice appropriate work attitudes and behaviors.  | _____ | _____ | _____ |
| 1.4 | Economics and Financial Concepts - Research the impact of global and domestic businesses, financial concepts, and integrated business models.  |       |       |       |
| a.  | Analyze the financial implications of various functions of a business and describe how they interrelate.   |       |       |       |
| i.  | Use appropriate technology and other resources to solve business problems.   | _____ | _____ | _____ |
| b.  | Interpret demographic data and explain its impact on the economy and local business.   | _____ | _____ | _____ |
| c.  | Describe a variety of economic systems.  | _____ | _____ | _____ |

	d.	Explain how financial statements are necessary for business planning and for the continuous monitoring of business performance.	_____	_____	_____
	e.	Examine how financial systems and tools are used to solve business problems and to perform business transactions.	_____	_____	_____
	f.	Evaluate the impact of international trade on domestic and global economics and the importance of multinational corporations, by discussing the impact of international trade agreements and regulations, protection, and ownership of intellectual property.	_____	_____	_____
	g.	Identify different types of investments and compute cost, profit, and return on investment.	_____	_____	_____
	h.	Construct personal and business budget plans which include income, expenses, savings, investments, and taxes.	_____	_____	_____
1.5		Employability Skills - Compare and contrast the factors essential to a productive workforce in a culturally diverse global environment.			
	a.	Construct an example workplace illustrating a constantly changing environment and discuss how and why employees should incorporate life-long learning as a career goal.			
		i. Identify the skills which positively affect productivity.	_____	_____	_____
	b.	Demonstrate skills necessary to resolve disagreements in a professional manner.	_____	_____	_____
	c.	Discuss safety practices and develop a plan to maintain a work environment in a safe and secure manner.	_____	_____	_____
	d.	Role play work situations that demonstrate positive working relationships with customers, employers, and employees.	_____	_____	_____
	e.	Develop the ability to work in teams by participating in group activities.	_____	_____	_____
	f.	Prioritize work to fulfill responsibilities, meet deadlines, and achieve personal satisfaction.	_____	_____	_____
	g.	Define ethics and explain how standards and scruples affect human relations, business relationships and corporate success.	_____	_____	_____
1.6		Information Technologies - Research technology use in business.	_____	_____	_____
	a.	Utilize a variety of software programs to manipulate, analyze, and produce information.			
		i. Utilize technology to access, manipulate, and produce information.	_____	_____	_____
	b.	Demonstrate proper use and care of equipment.	_____	_____	_____
	c.	Create, format, and produce documents.	_____	_____	_____

	d.	Use electronic media, manuals, and tutorials as resources to access information and support technology use.	_____	_____	_____
	e.	Develop and produce presentations utilizing electronic media.	_____	_____	_____
	f.	Solve problems effectively by using appropriate technology.	_____	_____	_____
	g.	Discuss the technological issues of ethics, privacy, and etiquette as they relate to emerging technologies and their impact on society.	_____	_____	_____
	h.	Examine the expanding role of technology in future business applications.	_____	_____	_____
	i.	Use technology to transmit and receive information.	_____	_____	_____
1.7		Leadership Development - Practice the personal qualities that are the basis for developing leadership skills.			
	a.	Select and use modes of communications appropriate to various employer/ employee situations.			
		i. Identify and use leadership skills in a variety of individual and group work situations.	_____	_____	_____
	b.	Apply a rational decision-making process to solve common business problems in a dynamic environment.	_____	_____	_____
	c.	Identify ethical considerations in the workplace and demonstrate appropriate behavior in a business setting.	_____	_____	_____
	d.	Demonstrate self-motivation and use motivation techniques in classroom and small group situations.	_____	_____	_____
	e.	Describe and exhibit personal qualities such as integrity, loyalty, honesty and self-esteem; discuss the importance of these qualities in being an effective leader and team member.	_____	_____	_____
	f.	Identify the steps necessary to effect change in order to produce desired results.	_____	_____	_____
<b>2.0</b>		<b>ACCOUNTING AND FINANCE</b>	<b>30</b>	<b>9</b>	<b>11</b>
2.1		Accounting Procedures and Financial Analysis - Apply basic principles and procedures of accounting and finance.			
	a.	Describe the accounting cycle for a service and a merchandising business and examine transactions by completing the accounting cycle for a sole proprietorship, a partnership, and a corporation.			
		i. Prepare and maintain accounting records and interpret financial information.	_____	_____	_____
	b.	Apply accounting principles and concepts including fundamental accounting equation and classification of items as assets, liabilities, and equities.	_____	_____	_____
	c.	Apply cash management techniques to bank reconciliation and cash controls.	_____	_____	_____

d.	Evaluate the role of managerial accounting by using planning and control principles to analyze the performance of an organization.	_____	_____	_____
e.	Describe how professional ethics is applied when preparing, analyzing, and planning financial information.	_____	_____	_____
f.	Use basic concepts of financial analysis to interpret financial statements.	_____	_____	_____
g.	Identify agencies that dictate accounting procedures and discuss regulations and compliance issues that influence business decisions.	_____	_____	_____
h.	Describe and practice payroll procedures including compensation, withholding and employee benefits.	_____	_____	_____
i.	Identify and use technological services to make decisions in accounting and finance and achieve objectives.	_____	_____	_____
2.2	Financial and Managerial Accounting - Apply financial and managerial accounting concepts.			
a.	Create a flexible budget; apply capital budgeting techniques to calculate long-term financial projections.			
i.	Analyze raw data by applying, interpreting, and communicating accounting concepts and techniques.	_____	_____	_____
b.	Identify and define current and long-term assets and liabilities.	_____	_____	_____
c.	Compare and contrast types of cost behaviors and the relationship between cost, volume, and profitability.	_____	_____	_____
d.	Evaluate job order process, activity-based and standard-costing systems by practicing the use of these systems in a business environment.	_____	_____	_____
e.	Prepare, analyze, and interpret financial statements.	_____	_____	_____
f.	Interpret capitalization concepts, analyze depreciation methods, and account for fixed asset acquisition, disposition, and depreciation.	_____	_____	_____
g.	Define and apply basic principles of internal control systems as they relate to the accounting cycle.	_____	_____	_____
h.	List the differences between financial statements prepared for internal and external use.	_____	_____	_____
i.	Compare and evaluate inventory valuation methods and apply inventory management and costing procedures to both merchandising and manufacturing businesses.	_____	_____	_____
j.	Use cost data to analyze profitability and production efficiencies.	_____	_____	_____
k.	Rationalize equity investments and withdrawals for sole proprietorships, partnerships, and corporations through the use of financial statements.	_____	_____	_____

l.	Evaluate receivables and payables management, including credit risk, realizable value, collections, and payment terms.	_____	_____	_____
m.	Illustrate the process of revenue recognition by matching income and expense.	_____	_____	_____
n.	Apply state, federal, and international tax regulations to a business.	_____	_____	_____
<b>3.0</b>	<b>BUSINESS MANAGEMENT</b>	<b>30</b>	<b>9</b>	<b>11</b>
3.1	Economics - Apply the economic principles and concepts of domestic and international economics.			
a.	Describe various competitive markets and explain their role in the U.S. and other global economies.			
i.	Make decisions based on sound economic judgment.	_____	_____	_____
b.	Develop a plan for managing limited personal financial resources and explain how consumer decisions can impact economics.	_____	_____	_____
c.	Name the decision-making processes that could be applied to decisions made by individuals, consumers, and producers.	_____	_____	_____
d.	Define gross domestic product, inflation, and deflation; analyze how these economic measures provide indications of the state of the economy.	_____	_____	_____
e.	Explain the role of government in the U.S. economy by describing various U.S. fiscal and monetary policies. Describe how U.S. policy impacts the global economy.	_____	_____	_____
f.	Compare and contrast basic features of various economic systems to the same or similar features of the U.S. economy.	_____	_____	_____
g.	List and describe the opportunity costs incurred when using scarce resources by illustrating trade-offs involved in making economic choices.	_____	_____	_____
h.	Define productivity; discuss how specialization, innovation, investment, and technology affect productivity.	_____	_____	_____
i.	Analyze the economic components of supply and demand, citing the role of markets and prices.	_____	_____	_____
j.	Evaluate the impact of employment, skilled labor, and unemployment on the economy by explaining how the economy is affected by unemployment factors.	_____	_____	_____
3.2	Legal Environment - Apply the history, structure, and operation of the American legal system and the basic principles of law relevant to business operations in a global economy.			
a.	Chart several types of business organizations illustrating an advantage and disadvantage of each then select a type of business organization for a new			

- business venture.
- i. Explain how laws and regulations are created and applied to your selected business format. \_\_\_\_\_
- b. Name the basic requirements for an enforceable contract. \_\_\_\_\_
- c. Analyze and discuss the importance of labor regulations on employer/ employee relations. \_\_\_\_\_
- d. Explain ways in which the legal system incorporates the values and ethics of individuals and multinational societies by identifying strategies that address and improve ethical behavior. \_\_\_\_\_
- e. Identify and describe the principal areas of government regulation in private business operations. \_\_\_\_\_
- f. Research and describe the laws and regulations applied to intellectual properties such as copyrights, trademarks, and patents, and discuss the legal steps necessary for obtaining and acquiring various types of intellectual properties ownership. \_\_\_\_\_
- g. Discuss laws which protect individual and organizational rights. \_\_\_\_\_
- h. Describe the fundamental sources of U.S. and International law. \_\_\_\_\_
- 3.3 Management Principles - Apply the theories and principles of managing a business.
- a. Explain the major management functions including planning, organizing, leading, and controlling.
  - i. Evaluate management functions, principles, and processes that contribute to the achievement of organizational goals. \_\_\_\_\_
- b. Compare and contrast the advantages and disadvantages of a variety of organizational structures. \_\_\_\_\_
- c. Explain how economic and social changes affect business. \_\_\_\_\_
- d. Describe the effects of competition and its impact on business decisions. \_\_\_\_\_
- e. Describe methods which an organization can use to effectively manage it personnel policies, practices, and resources. \_\_\_\_\_
- f. Compare and contrast a variety of management styles, select a style conducive to competing in a global marketplace and justify your selection. \_\_\_\_\_
- g. Describe the planning and problem-solving process by explaining its use in formulating strategy and policy. \_\_\_\_\_
- h. Explain the process that converts resources, such as labor and raw material, into finished goods and services. \_\_\_\_\_
- i. Discuss the impact of research on business planning and development. \_\_\_\_\_

<b>4.0</b>	<b>COMPUTER SCIENCE AND INFORMATION TECHNOLOGY</b>	<b>40</b>	<b>15</b>	<b>15</b>
4.1	Computer Science and Information Technology - Apply computer science and information technology concepts necessary to function in a rapidly changing technological, global society.			
	a. Define, explain, and demonstrate proper business and technology ethics, including the management of intellectual property.			
	i. Develop and perform the multiple tasks and resources required to access, modify, and provide information effectively.	_____	_____	_____
	b. Share information by using the necessary operating systems, software, hardware and peripherals.	_____	_____	_____
	c. Select industry standard software by researching current and emerging standards, technology, and trends and by thoroughly investigating product features, functions, and benefits.	_____	_____	_____
	d. Use software, analyze, design, and create a process to manage workflow, communicate a collective understanding, and provide feedback for operational management.	_____	_____	_____
	e. Prioritize activities and manage the details including project scope, timelines, and budgets for the life cycle of the system in a team environment.	_____	_____	_____
	f. Illustrate and implement basic security plans and procedures for information systems.	_____	_____	_____
	g. Analyze current manual and electronic systems and develop efficient and effective solutions to organizational problems.	_____	_____	_____
	h. Locate, organize, and engage appropriate resources necessary to implement and support systems and/ or solve problems.	_____	_____	_____
4.2	Administrative Support - Design the support services necessary for the operation of a business organization in a global society.			
	a. Design and organize an ergonomically sound business environment.	_____	_____	_____
	b. Describe and demonstrate the coordination of business operations performed by administrative personnel.	_____	_____	_____
	c. Select and use appropriate hardware/ software to design and produce professional documents and presentations.	_____	_____	_____
	d. Design methods to maximize the effectiveness of available personnel, equipment and resources in a variety of organizational situations.	_____	_____	_____
	e. Classify, store, retrieve and purge paper, film, and electronic records.	_____	_____	_____

	f.	Practice safety.	_____	_____	_____
	g.	Describe the supervisory skills needed in a business and illustrate the use of these skills to communicate, manage, delegate, organize, plan, and make decisions effectively.	_____	_____	_____
	h.	Demonstrate effective time management skills.	_____	_____	_____
4.3		Computer Science - Apply computer applications to administrative processes.			
	a.	Design programs that efficiently access and modify databases.	_____	_____	_____
	b.	Utilize operating systems and associated utilities for file management, backup and recovery, and execution of programs; compare simple and multi-user operating systems.	_____	_____	_____
4.4		Management Information Systems - Analyze the need for how to plan, how to manage, and how to support the use of business systems to accomplish mission-critical functions.			
	a.	Describe a business problem, examine functional requirements, select a solution, and prepare a cost-benefit analysis of the problem solving approach.			
		i. Successfully employ a management approach that improves productivity .	_____	_____	_____
	b.	Explain how to qualify, recruit, and manage the internal and external resources needed to develop, deploy, and support information systems in an organization.	_____	_____	_____
	c.	Identify and analyze organizational, technical, and financial risks associated with the implementation and use of a system.	_____	_____	_____
	d.	Develop system life-cycle models and plans for the ongoing upgrade, support, and training of users.	_____	_____	_____
	e.	Develop a plan and implement policies and procedures to ensure the security and integrity of management systems.	_____	_____	_____
	f.	Investigate, evaluate, select, and use major types of systems applications including retail, manufacturing, and service management.	_____	_____	_____
	g.	Design information and instruction for users to ensure efficient, productive systems operation.	_____	_____	_____
4.5		Telecommunications - Apply the telecommunications concepts, systems, and business models necessary to install, create, and manage diverse types of communications technologies and networking systems.			
	a.	Analyze the factors affecting the selection of appropriate communications services; for example, cost, ease of use, and timelines.			
		i. Perform tasks related to the creation, installation, management, and security of a chosen networking system.	_____	_____	_____

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|----|--|-------|-------|-------|
| b. | Examine various types of telecommunications models including products and services provided, identification of market spaces, resources needed to create, deliver, and support products and revenue models essential for company growth. | _____ | _____ | _____ |
| c. | Create a plan that includes customer policies and procedures including incident management and escalation, and select help desk tools and resources such as incident tracking, knowledge database, and staffing.                         | _____ | _____ | _____ |
| d. | Discuss emerging products, services, and business models in relation to the creation, setup, and management of networking and telecommunication products and services.   | _____ | _____ | _____ |
| e. | Identify, create, process, and evaluate voice and data transmissions.  | _____ | _____ | _____ |
| f. | Analyze, manage, and maintain various types of electronic networks.  | _____ | _____ | _____ |
| g. | Describe and illustrate appropriate use of communication services, products, and applications.   | _____ | _____ | _____ |
| h. | Develop policies and procedures including user agreements, incident reporting, and recovery for company employees, and design orientation and training programs to educate technicians and end-users.                                    | _____ | _____ | _____ |

**5.0 MARKETING**

**50      15      15**

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|-----|--|-------|-------|-------|
| 5.1 | Communication and Interpersonal Skills - Apply concepts, strategies, and systems needed to interact effectively with others.                               |       |       |       |
| a.  | Describe interpersonal skills needed to develop effective customer relationships, including conflict management and resolution in a workplace environment. |       |       |       |
|     | i. Use effective communication.  | _____ | _____ | _____ |
| b.  | Explain customer service options appropriate for selected businesses and target markets.   | _____ | _____ | _____ |
| c.  | Explain the importance of customer service and the overall impact on profitability.  | _____ | _____ | _____ |
| 5.2 | Marketing Strategies - Apply the strategies and concepts of marketing with a global perspective.   |       |       |       |
| a.  | Explain how physical distribution, inventory management and logistics impact the marketing strategy.   |       |       |       |
|     | i. Apply marketing knowledge to a variety of business situations.  | _____ | _____ | _____ |
| b.  | Evaluate the role of marketing in economics including the utilization of resources, productivity, utility, supply and demand, competition, and profit      | _____ | _____ | _____ |

		motive.			
	c.	Describe the principles of market segmentation, target marketing, positioning, utilizing market research.	_____	_____	_____
	d.	Develop a strategic plan and corresponding marketing plan based on marketing mix decisions.	_____	_____	_____
	e.	Design and develop a marketing research project.	_____	_____	_____
	f.	Analyze the elements involved in determining prices.	_____	_____	_____
	g.	Justify the concepts and processes needed to purchase, develop, maintain, and improve a product or service mix in response to market opportunities.	_____	_____	_____
	h.	List various risk factors that affect business.	_____	_____	_____
	i.	Explain how current technology can be used in marketing, sales, mass media, research, and customer service presentations.	_____	_____	_____
5.5		Promotion - Apply the concepts and promotional strategies needed to communicate information about products, services, images, and/ or ideas.		_____	_____
	a.	Identify the role of advertising in product promotion; describe the use of research, visual presentation, media selection, schedule, and assessment in the advertising process.	_____	_____	_____
		i. Develop and present a promotional plan that will achieve a stated outcome.	_____	_____	_____
	b.	Identify the various functions of technology and electronic media in promotion.	_____	_____	_____
	c.	Describe effective public relations strategies as they relate to a product or service, by explaining the use of the promotional mix in creating publicity.	_____	_____	_____
	d.	Identify a variety of sales promotion activities and indicate the media which would be most effective for each activity.			
5.6		Selling Concepts - Apply the nature, importance, and strategies of the selling process.			
	a.	Use market research to describe customer buying motives and behaviors.			
		i. Describe the relationship between buying behaviors and applied sales techniques.	_____	_____	_____
	b.	Use technology to calculate, document, and record varied sales transactions.	_____	_____	_____
	c.	Describe the features and benefits of a product or service used to satisfy customer needs and wants.	_____	_____	_____
	d.	Demonstrate the steps of selling techniques used to aid customers/ clients in making buying decisions.	_____	_____	_____
	e.	Define the characteristics of a successful salesperson and identify the importance of ethical behavior throughout the selling process.	_____	_____	_____
5.7		Financial Services - Apply the nature, functions and marketing concepts associated with financial services institutions in a dynamic marketplace.		_____	_____

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|-----|--|-------|-------|-------|
| a.  | Design a promotional plan for a financial institution.   | _____ | _____ | _____ |
| i.  | Perform a variety of marketing and financial transactions.   | _____ | _____ | _____ |
| b.  | Explain credit review procedures used in the various financial service industries.   | _____ | _____ | _____ |
| c.  | Describe the customer relations techniques used to satisfy customer needs and wants by describing the importance of conflict resolution.   | _____ | _____ | _____ |
| d.  | Explain how electronic marketing (E-commerce, home banking, etc.) changes the dynamics of institutions selling products and services.  | _____ | _____ | _____ |
| e.  | Compare and contrast types of financial service institutions.  | _____ | _____ | _____ |
| f.  | Discuss the importance of confidentiality in consumer and employee transactions by identifying ethical considerations relating to conducting business with government and regulatory agencies. | _____ | _____ | _____ |
| g.  | Discuss effective selling and cross-selling skills and use those skills to identify appropriate product and service options specific to consumer needs.  | _____ | _____ | _____ |
| h.  | Apply the policies and procedures required for conducting and documenting financial transactions according to specific industry regulations.   | _____ | _____ | _____ |
| i.  | Explain financial products and services available to the consumer in the banking, insurance, investment, and brokerage industries.   | _____ | _____ | _____ |
| j.  | Analyze government and industry regulations in the financial service industry and describe how they relate to consumer transactions.   | _____ | _____ | _____ |
| k.  | Describe security procedures, loss prevention, and safety issues facing financial service institutions and discuss the risks associated with monetary loss or failure.                         | _____ | _____ | _____ |
| 5.8 | Merchandising - Apply the marketing functions and foundations of merchandising.  |       |       |       |
| a.  | Design a promotional plan for merchandising.   |       |       |       |
| i.  | Apply marketing strategies and practices to merchandising operations.  | _____ | _____ | _____ |
| b.  | Identify and determine price objectives and strategies including buying procedures and negotiations.   | _____ | _____ | _____ |
| c.  | Describe the fundamental “color theory” and what factors influence color decisions.  | _____ | _____ | _____ |
| d.  | Differentiate among various channels of distribution and explain their importance to the marketing process.  | _____ | _____ | _____ |
| e.  | Explain the process of coordinating merchandising events and shows.  | _____ | _____ | _____ |

f.	Discuss forecasting methods and principles based on cycles, trends, and global influence; utilize methods to determine market potential.	_____	_____	_____
g.	Establish an inventory control system using appropriate strategies and techniques.	_____	_____	_____
h.	Analyze fundamental business, management, and entrepreneurial concepts that affect decision-making.	_____	_____	_____
i.	Discuss common operational policy and procedures needed in a retail environment.	_____	_____	_____
j.	Analyze merchandising arrangement techniques and discuss the importance of creating and maintaining an image.	_____	_____	_____
<b>6.0</b>	<b>ENTREPRENEURSHIP</b>	<b>120</b>	<b>20</b>	<b>20</b>
6.1	Apply the elements of a business plan and its effect on the success of a small business.			
a.	Develop public relations strategies to establish and maintain a positive image.			
	i. Prepare, describe, and present a business plan.	_____	_____	_____
b.	Create a capital budget that includes sources of funding and investment strategies.	_____	_____	_____
c.	Develop billing and collection policies.	_____	_____	_____
d.	Describe the elements of an enforceable contract and evaluate its impact on an entrepreneurial venture.	_____	_____	_____
e.	Describe and analyze the characteristics of a successful entrepreneur.	_____	_____	_____
f.	Develop operating budgets which project income, expenses, profitability, cash flow, profit and loss.	_____	_____	_____
g.	Research public and private sources of financial information and describe methods for raising capital.	_____	_____	_____
h.	Prepare and analyze financial statements and demonstrate the use of financial statements in making business decisions.	_____	_____	_____
i.	Research franchising options, including acquisition, operation, and profitability.	_____	_____	_____
j.	Discuss federal, state, and local codes in addition to describing licensing, tax requirements, and administrative agencies used in business situations.	_____	_____	_____
k.	Generate an organizational chart and structure that will prepare job descriptions and a plan for recruiting, training, and evaluating personnel.	_____	_____	_____
l.	Identify and analyze federal, state, and local requirements which affect business organizations.	_____	_____	_____
m.	Analyze business locations, determine suitability of property, and prepare a layout design.	_____	_____	_____
n.	Describe planning, organization, staffing, leading, and controlling functions, research current management practices and discuss their application.	_____	_____	_____
o.	Identify a target market and market niche then	_____	_____	_____

develop a segmentation strategy used to market a product or service.

p.	Develop a marketing plan based on market research and analysis to include ideas for new or improved products and/ or services.	_____	_____	_____
q.	Formulate pricing strategies for products and fee setting strategies for services.	_____	_____	_____
r.	Develop a plan using quality control procedures to produce and acquire products and materials to meet market demand.	_____	_____	_____
s.	Describe how to target the market, develop a budget, select the media, and design and implement a promotional campaign.	_____	_____	_____
t.	Identify buying procedures and methods for controlling inventory.	_____	_____	_____
u.	Discuss the importance of research to business planning and development.	_____	_____	_____
v.	Demonstrate strategies to minimize loss and liability; research types of business insurance and propose appropriate solutions that provide protection from various business risks.	_____	_____	_____
w.	Describe strategies to maintain and increase sales.	_____	_____	_____
x.	Evaluate various applications of technology as well as select office equipment such as computers, telephone systems, fax machines, and copiers.	_____	_____	_____
		<b>360</b>	<b>83</b>	<b>82</b>
	<b>TOTAL HOURS</b>	<b>360</b>		

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM  
AND TECHNICAL CENTER**

**VIRTUAL ENTERPRISE**

**INDIVIDUALIZED TRAINING PLAN**

COURSE: \_\_\_\_\_ SECTION: \_\_\_\_\_ HIGH SCHOOL: \_\_\_\_\_

STUDENT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

HOME PHONE: \_\_\_\_\_ GRADE LEVEL: \_\_\_\_\_ SS#: \_\_\_\_\_

ENROLLMENT DATE: \_\_\_\_\_ COMPLETION DATE: \_\_\_\_\_

CERTIFICATE ISSUED: \_\_\_\_\_ COUNSELOR: \_\_\_\_\_

INSTRUCTOR'S SIGNATURE \_\_\_\_\_

**PROFICIENCY RATINGS:**

- 1 = LACK OF SKILL, NEEDS ADDITIONAL TRAINING
- 2 = LIMITED SKILL, REQUIRING INSTRUCTION AND CLOSE SUPERVISION
- 3 = MODERATELY SKILLED OR CAN PERFORM WITH MINIMAL HELP
- 4 = SKILLED, CAN WORK INDEPENDENTLY

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM  
AND TECHNICAL CENTER**

**VIRTUAL ENTERPRISE**

**Appendix**

<b>Course Objective/ Content Standards</b>	
<b>OBJECTIVE</b>	<b>CAREER-TECHNICAL STANDARDS</b>
<p><b>Communication Skills</b></p> <p>Virtual Enterprise students will understand principles of effective communication. They will communicate both orally and in writing. They will listen attentively and follow instructions, requesting clarification or additional information as needed.</p>	<p><b>Business Technology Core Standards</b> <b>Business Communications</b></p> <p>Virtual enterprise students will understand communications as applied to business situations. They will demonstrate competency by selecting and using appropriate forms of business communications while working individually and in groups.</p>
<p><b>Employment Literacy</b></p> <p>Virtual Enterprise students will understand business-related career paths and develop strategies for obtaining employment within their chosen fields. They will assume responsibility for professional growth. They will understand and promote the role of their field within a productive society, including the purposes of professional organizations.</p>	<p><b>Business Environment</b></p> <p>Virtual Enterprise students will understand the development and structure of business environments. They will demonstrate competency by identifying economic, environmental, and legal factors that affect organizations by recognizing the issues that challenge people in leadership roles.</p>
<p><b>Interpersonal Skills</b></p> <p>Virtual Enterprise students will understand key concepts in group dynamics, conflict resolution, and negotiation. They will understand work dynamics, work cooperatively, share responsibilities, accept supervision, and assume leadership roles. They will demonstrate cooperative working relationships across gender and cultural groups.</p>	<p><b>Career Preparation and Job Acquisition</b></p> <p>Virtual Enterprise students will understand the career preparation and job acquisition skills required for employment, professional growth, and employment transitions in the field of business. They will demonstrate competency by matching skills and aptitudes to business occupations, exploring business career options, and applying job acquisition skills.</p>
<p><b>Personal Skills</b></p> <p>Virtual Enterprise students will understand how personal skill development affects their employability. They will exhibit positive attitudes, self-confidence, honesty, perseverance, self-discipline and personal hygiene. They will manage time and balance priorities as well as demonstrate a capacity for lifelong learning.</p>	<p><b>Economics of Business</b></p> <p>Virtual Enterprise students will understand international and domestic business and economic viewpoints from a global perspective. They will demonstrate competency by describing economic and business practices among diverse societies.</p>
	<p><b>Financial Concepts</b></p> <p>Virtual Enterprise students will understand how to apply a variety of financial concepts in domestic and international business situations. They will demonstrate competency by using appropriate technology and accessing resources to solve computational problems.</p>

	<p><b>Functions of Business</b> Virtual Enterprise students will understand functions and practices of business. They will demonstrate competency by identifying and describing activities and practices of business operations.</p>
	<p><b>Human Resources Development</b> Virtual Enterprise students will understand the factors essential to the development of human resources that contribute to a productive workforce in a culturally diverse global environment. They will demonstrate competency by describing ways in which human resources development affects the productivity of an organization.</p>
	<p><b>Leadership Development</b> Virtual Enterprise students will understand the personal qualities that are the basis for developing leadership skills. They will demonstrate competency by identifying and using leadership skills in a variety of individual and group work situations.</p>
	<p><b>Technology</b></p>
<b>OBJECTIVES</b>	<b>COMPUTER SCIENCE AND INFORMATION SYSTEMS STANDARDS</b>
	<p><b>Information Processing</b></p>
	<p>Virtual Enterprise students will understand information processing concepts necessary to gather, create, and analyze data and to function in a rapidly changing technological, global society. They will demonstrate competency by performing the multiple tasks required to process data effectively and produce usable information.</p>
	<p><b>Administrative Support</b> Virtual Enterprise students will understand support services necessary for the operation of an office in a global society. They will demonstrate competency by utilizing multiple skills and performing tasks in support of management.</p>
	<p><b>Computer Science</b> Virtual Enterprise students will understand systems and programming concepts related to the science of computer operations. They will demonstrate competency by applying these concepts to the development of computer systems and programs.</p>
	<p><b>Information Systems Management</b> Virtual Enterprise students will understand computerized information systems. They will demonstrate competency by evaluating and using hardware and software solutions to improve productivity.</p>

	<p><b>Telecommunications</b> Virtual Enterprise students will understand the telecommunications concepts and systems necessary to transmit information and to function in a technical, global society. They will demonstrate competency by performing a variety of tasks, using electronic media, to transmit information effectively.</p>
<b>OBJECTIVES</b>	<b>BUSINESS MANAGEMENT STANDARDS</b>
	<p><b>Economic Principles and Systems</b> Virtual Enterprise students will understand the economic principles and concepts of domestic and international economies. They will demonstrate competency by making decisions based on sound economic judgment.</p>
	<p><b>Legal Environment of Business</b> Virtual Enterprise students will understand the law relevant to business operations. They will demonstrate competency by explaining how laws and regulations are created and applied.</p>
	<p><b>Management Principles</b> Virtual Enterprise students will understand the theories and principles of managing a business. They will demonstrate competency by describing management functions, principles, and processes that contribute to the achievement of organizational goals.</p>
	<p><b>Business Management and Operations</b> Virtual Enterprise students will understand the operations and managerial activities of a business. They will demonstrate competency by analyzing and explaining the development, management, and operations of a business.</p>
<b>OBJECTIVES</b>	<b>ACCOUNTING AND FINANCE STANDARDS</b>
	<p><b>Accounting Principles and Procedures</b> Virtual Enterprise students will understand basic accounting principles and procedures affecting business. They will demonstrate competency by preparing, maintaining, and interpreting accounting records.</p>
	<p><b>Accounting and Financial Management</b> Virtual Enterprise students will understand accounting and financial concepts. They will demonstrate competency by analyzing, applying, interpreting, and communicating concepts and principles.</p>

OBJECTIVES	MARKETING STANDARDS
	<p><b>Customer Service</b> Virtual Enterprise students will understand image, service, and customer relations. They will demonstrate competency by describing the relationship between profit and customer service.</p>
	<p><b>Marketing Principles</b> Virtual Enterprise students will understand the principles and concepts of marketing with a global perspective. They will demonstrate competency by applying marketing knowledge to a variety of business situations.</p>
	<p><b>Promotion</b> Virtual Enterprise students will understand promotional strategies for marketing products and services. They will demonstrate competency by developing and presenting a promotional plan.</p>
	<p><b>Selling Concepts</b> Virtual Enterprise students will understand the selling process in sales environments. They will demonstrate competency by identifying customer buying behaviors and explaining the relationship between buying behaviors and the decision-making process involved in selling.</p>
	<p><b>Financial Services</b> Virtual Enterprise students will understand operational functions and marketing concepts related to banking and financial services. They will demonstrate competency by performing a variety of financial transactions.</p>
	<p><b>General Merchandising</b> Virtual Enterprise students will understand the marketing functions and foundations of general merchandising operations. They will demonstrate competency by applying basic marketing strategies and practices to general merchandising operations.</p>
OBJECTIVES	ENTREPRENEURIAL STANDARD
	<p><b>Entrepreneurship</b> Virtual Enterprise students will understand how to organize and operate a business. They will demonstrate competency by preparing a business plan that will meet the lending standards of a financial institution.</p>