CBEDS TITLE: GENERAL OFFICE OCCUPATIONS

CBEDS NO:  4613

HOURS:  Total 360  Classroom 300  Laboratory/Pre-clinical 60  CC/CVE 0

DATE:  January 7, 2009

JOB TITLE: O-NET CODES:  JOB TITLE: O-NET CODES:
Manager – Advertising 11-2011.00  Manager – Sales 11-2022.00
Manager – Administrative 11-3011.00  Manager – Purchasing 11-3061.00

COURSE DESCRIPTION: Virtual Enterprise is a simulated business class that is modeled on the successful Virtual Enterprise International program taught in many high schools and colleges throughout the world. It is designed to give students the experience of working in a real business environment. The students determine the nature of their business, its products and services, its management and structure, and learn the daily operation of a business under the guidance of the instructor with the support of real business partners. Emphasis is placed on using current business software applications and the Internet for conducting business transactions. Students conduct business transactions with other high school and college Virtual Enterprise companies from California, the United States and throughout the world. Students are engaged in a variety of specific activities including market research, advertising, buying and selling products/services; accounting, paying wages, taxes and monthly business and personal expenses and negotiating loans with a central bank.

PREREQUISITES:
✓  None

METHOD OF STUDENT EVALUATION:
✓  Pre and Post test
✓  Student Projects
✓  Written work
✓  Observation record of student performance
✓  Completion of assignments and worksheets

METHOD OF INSTRUCTION:
✓  Lecture
✓  Group and individual applied projects
✓  Demonstration
✓  Field Trips
✓  Guest Speaker

TEXTS USED: PRIMARY: Retailing, McCalla, 2005, Glencoe Publishing
Thoughts on Leadership, Forbes Leadership Library, 1995
Triumph Books
Understanding Business & Personal Law, 2004, Brown & Sukys,
Glencoe Publishing
Multimedia Projects for Macromedia Flash MX and Dreamweaver
Sacramento County Office of Education – Regional Occupational Program

VIRTUAL ENTERPRISE / ECONOMICS

CR = Classroom  LAB/CC = Laboratory/Shop/Community Classroom

MX, 2003, Macromedia Inc., Thomson-Course Technology Publishing


SUPPLEMENTAL:
Website for California Virtual Enterprise www.virtualenterprise.org
Toastmaster International Youth Leadership Program, Mission Viejo, CA 1986
New York Times newspaper online, lesson plans
Junior Achievement Economic Series
http://www.nvtimes.com/learning/students/popiindex.html
# VIRTUAL ENTERPRISE / ECONOMICS

**CR = Classroom**  **LAB/CC = Laboratory/Shop/Community Classroom**

## I. INTRODUCTION

### A. Course Goals, Objectives and Expectations

### B. Class Policies and Procedure

## II. CAREER PLANNING AND MANAGEMENT

### A. Students understand how to make effective decisions, use career information, and manage personal career plans:

1. Identify the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers.
2. List opportunities and requirements for education, training, and licensure.
3. Develop a career plan that is designed to reflect career interests, pathways, and postsecondary options.
4. Identify the role and function of professional organizations, industry, associations, and organized labor in a productive society.
5. Identify past, present, and future career trends.
6. Identify important strategies for self-promotion in the hiring process, such as job search, applications, cover letter, résumé writing, interviewing skills, and preparation of a portfolio.

## III. TECHNOLOGY

### A. Students know how to use contemporary and emerging technological resources in diverse and changing personal, community, and workplace environments:

1. Identify past, present, and future technological advances as they relate to a chosen career pathway.
2. Use technological resources to gain access to, manipulate, and produce information, products, and services.
3. Discuss the influence of current and emerging technology on selected segments of the economy.
<table>
<thead>
<tr>
<th>IV.</th>
<th>PROBLEM SOLVING AND CRITICAL THINKING</th>
<th>CR</th>
<th>LAB/CC</th>
<th>STANDARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Students understand how to create alternative solutions by using critical and creative thinking skills, such as logical reasoning, analytical thinking, and problem-solving techniques:</td>
<td></td>
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<td>Foundation:</td>
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<tr>
<td></td>
<td>1. Apply appropriate problem-solving strategies and critical thinking skills to work-related issues and tasks.</td>
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<td>5.0</td>
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<td></td>
<td>2. Utilize systematic problem-solving models that incorporate input, process, outcome, and feedback components.</td>
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<td></td>
<td>3. Use critical thinking skills to make informed decisions and solve problems.</td>
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<td></td>
<td>4. Apply decision-making skills to achieve balance in the multiple roles of personal, home, work and community life.</td>
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<tr>
<td>V.</td>
<td>HEALTH &amp; SAFETY</td>
<td>CR</td>
<td>LAB/CC</td>
<td>STANDARDS</td>
</tr>
<tr>
<td>A.</td>
<td>Students understand health and safety policies, procedures, regulations, and practices, including the use of equipment and handling of hazardous materials:</td>
<td></td>
<td></td>
<td>Foundation:</td>
</tr>
<tr>
<td></td>
<td>1. Identify the policies, procedures, and regulations regarding health and safety in the workplace, including employers’ and employees’ responsibilities.</td>
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<td>6.0</td>
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<tr>
<td></td>
<td>2. Identify critical elements of health and safety practices related to storing, cleaning, and maintaining tools, equipment, and supplies.</td>
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<tr>
<td>VI.</td>
<td>RESPONSIBILITY AND FLEXIBILITY</td>
<td>CR</td>
<td>LAB/CC</td>
<td>STANDARDS</td>
</tr>
<tr>
<td>A.</td>
<td>Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace, and community settings:</td>
<td></td>
<td></td>
<td>Foundation:</td>
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<tr>
<td></td>
<td>1. Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor.</td>
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<td>7.0</td>
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<tr>
<td></td>
<td>2. Demonstrate personal responsibility.</td>
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<tr>
<td></td>
<td>3. Discuss the need to adapt to varied roles and responsibilities.</td>
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<td></td>
<td>4. Discuss how individual actions can affect the larger community.</td>
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</tbody>
</table>
## VII. ETHICS AND LEGAL RESPONSIBILITIES

**A. Students understand professional, ethical, and legal behavior consistent with applicable laws, regulations, and organizational norms:**

1. Identify the major local, district, state, and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations.

2. Demonstrate the concept and application of ethical and legal behavior consistent with workplace standards.

3. Discuss the role of personal integrity and ethical behavior in the workplace.

### Standards

| Hours integrated into subject/skill content | Foundation: 8.0 |

## VIII. LEADERSHIP AND TEAMWORK

**A. Students understand effective leadership styles, key concepts of group dynamics, team and individual decision making, the benefits of workforce diversity, and conflict resolution:**

1. Identify the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace settings.

2. Discuss the ways in which professional associations, such as Skills USA, and competitive career development activities enhance academic skills, promote career choices, and contribute to employability.

3. Discuss the benefits of teamwork.

4. Demonstrate multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace.

5. Demonstrate respect for individual and cultural differences, and for the attitudes and feelings of others.

6. Communicate ideas to justify positions, persuade and convince others, confirm responsibility, and evaluate existing policies and procedures.

### Standards

| Hours integrated into subject/skill content | Foundation: 9.0 |

## IX. ECONOMICS

**A. Economic Concepts**

1. Demonstrate knowledge of basic economic concepts, including scarcity, opportunity costs, economic goals, trade-offs, efficiency, price

<table>
<thead>
<tr>
<th>CR</th>
<th>LAB/CC</th>
<th>Standards</th>
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</thead>
<tbody>
<tr>
<td>150</td>
<td>30</td>
<td>Reading 2.0, 2.3, 2.6 Writing Strategies 1.6, 1.8, 2.5 Writing Applications</td>
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<tr>
<td></td>
<td>stability, full employment, growth and socioeconomic goals</td>
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<td>----------------------------------------------------------</td>
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<tr>
<td><strong>B. Economic Systems</strong></td>
<td>Define an economic system and identify goals of all economic systems</td>
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<tr>
<td>1.</td>
<td>Distinguish different types of economic systems</td>
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<td>2.</td>
<td>Describe how economic systems resolve the basic economic questions</td>
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<tr>
<td><strong>C. Free Enterprise System</strong></td>
<td>Define free enterprise</td>
<td></td>
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<tr>
<td>1.</td>
<td>Explain the basic laws of supply and demand</td>
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<td>2.</td>
<td>Explain the forces which interact to establish price</td>
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<td>3.</td>
<td>Read graphs and tables and interpret the effect of changes in supply and demand</td>
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<tr>
<td><strong>D. Money and Financial Institutions</strong></td>
<td>Explain how the banking system works</td>
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<tr>
<td>1.</td>
<td>Discuss the role of the Federal Reserve System</td>
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<td>2.</td>
<td>Explain the relationship between money supply and inflation</td>
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<td>3.</td>
<td>Explain how international exchange rates are determined</td>
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<td>4.</td>
<td>Discuss how saving and investing helps the individual</td>
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<td>5.</td>
<td>Research and compare various savings and investing plans for investors</td>
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<td>6.</td>
<td>Explain the role of the Small Business Administration</td>
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<td>7.</td>
<td>Explain the financial responsibility involved in owning a small business</td>
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<tr>
<td><strong>E. International Trade</strong></td>
<td>Explain absolute and comparative advantage</td>
<td></td>
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<tr>
<td>1.</td>
<td>Define import and export</td>
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<tr>
<td>2.</td>
<td>Explain balance of payments</td>
<td></td>
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<tr>
<td>3.</td>
<td>Describe the benefits of foreign trade</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Explain how foreign trade works</td>
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<tr>
<td>5.</td>
<td>Explain what causes the value of the dollar to go up and down internationally</td>
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<tr>
<td>6.</td>
<td>Demonstrate an understanding of an international labor force</td>
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<tr>
<td><strong>F. Role of the Labor Force</strong></td>
<td>Explain the role of unions</td>
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<tr>
<td>1.</td>
<td>Define collective bargaining and discuss its purpose</td>
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<tr>
<td>2.</td>
<td>Identify labor laws that affect a business</td>
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</tbody>
</table>

1.6, 1.8, 2.5, 2.6
Listening & Speaking
1.1, 1.6, 1.8c, 2.1, 2.4
Economics: 1.2, 1.3, 1.4, 2.1, 2.2, 3.1, 3.4, 3.7, 5.2, 6.1, 6.2, 6.3, 7.1, 8.1, 10.1, 10.2, 10.3, 10.4, 11.1, 11.2
## X. BUSINESS MANAGEMENT

<table>
<thead>
<tr>
<th>CR</th>
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</table>
| 150 | 30 | Reading 2.0, 2.3, 2.6  
Writing Strategies 1.6, 1.8, 2.5  
Writing Applications 1.6, 1.8, 2.5, 2.6  
Listening & Speaking 1.1, 1.6, 1.8c, 2.1, 2.4  
Business: 1, 3-8, 10, 12 |

### A. Organizing a business
1. Identify the types of business ownerships: sole proprietorship, partnership, corporation, franchise, cooperatives
2. Describe the personal risks and rewards of entrepreneurship
3. Study the process of starting a business: risk taking, need for product or service, market research, source of funds, financial structure, defining departments
4. Define departments and develop an organizational chart
5. Explore personal opportunities and responsibilities within a company
6. Write job descriptions
7. Construct and carry out a business plan
8. Apply for a business license and file a DBA
9. Apply for a domain name
10. Interview for jobs
11. Identify legal considerations that affect businesses
12. Describe and compute taxes that businesses must pay
13. Identify environmental regulations affecting businesses
14. Identify economic trends that affect businesses
15. Discuss the importance of researching the competition on an ongoing basis
16. Define business ethics and explain the importance of ethical standards

### B. Finance management
1. Identify factors in the economic system that affect consumer decisions
2. Discuss the role of the consumer in the economy through income and consumption: bank accounts, consumer credit, stock market, investments
3. Demonstrate principles of sound budgeting: distinguish between needs and wants, list basic necessities in all households, distinguish

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4. Designate use of independent contractors versus employees
5. Identify laws that govern use of contractors
C. E-Commerce
   1. Develop a company directory
   2. Create a company website
   3. Develop a purchasing budget for departments
   4. Discuss and design workflow
   5. Write and format business correspondence
   6. Layout an office

D. Marketing
   1. Determine customers' needs
   2. Build a customer base
   3. Research the competition
   4. Discuss international trade research
   5. Set prices

E. Employment Literacy
   1. Discuss the pros and cons of various types of businesses
   2. Complete an application form
   3. Prepare a written résumé
   4. Participate in an employment interview