

Student's Name/Initial:

/ Date:

Teacher's Initials:

Date:

VIRTUAL ENTERPRISE 1, 2, 3, 4 STUDENT PROFILE

COURSE CODES: 5150, 5151, 5152, and 5153

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
- 2 - Moderately skilled--can perform task completely with limited supervision
- 1 - Limitedly skilled--requires instruction and close supervision
- N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
- 2 - Moderately knowledgeable--understands the concept
- 1 - Limitedly knowledgeable--requires additional instruction
- N - No exposure--has not received instruction in this area

A. SAFETY

3 2 1 N

- ___ ___ ___ ___1. Review school safety policies and procedures.
- ___ ___ ___ ___2. Review classroom safety rules and procedures.
- ___ ___ ___ ___3. Review safety procedures for using equipment in the classroom.
- ___ ___ ___ ___4. Identify major causes of work-related accidents in office environments.
- ___ ___ ___ ___5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

3 2 1 N

- ___ ___ ___ ___1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
- ___ ___ ___ ___2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
- ___ ___ ___ ___3. Explain the benefits and responsibilities of being a member of a CTSO.
- ___ ___ ___ ___4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

- ___ ___ ___ ___5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

3 2 1 N

- ___ ___ ___ ___1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
- ___ ___ ___ ___2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
- ___ ___ ___ ___3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
- ___ ___ ___ ___4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
- ___ ___ ___ ___5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other

- ___ ___ ___ ___6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
- ___ ___ ___ ___7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

- ___ ___ ___ ___1. Demonstrate punctuality.
- ___ ___ ___ ___2. Demonstrate self-representation.
- ___ ___ ___ ___3. Demonstrate work ethic.
- ___ ___ ___ ___4. Demonstrate respect.
- ___ ___ ___ ___5. Demonstrate time management.
- ___ ___ ___ ___6. Demonstrate integrity.
- ___ ___ ___ ___7. Demonstrate leadership.
- ___ ___ ___ ___8. Demonstrate teamwork and collaboration.
- ___ ___ ___ ___9. Demonstrate conflict resolution.
- ___ ___ ___ ___10. Demonstrate perseverance.
- ___ ___ ___ ___11. Demonstrate commitment.
- ___ ___ ___ ___12. Demonstrate a healthy view of competition.
- ___ ___ ___ ___13. Demonstrate a global perspective.
- ___ ___ ___ ___14. Demonstrate health and fitness.
- ___ ___ ___ ___15. Demonstrate self-direction.
- ___ ___ ___ ___16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

- 3 2 1 N
- ___ ___ ___ 1. Demonstrate effective speaking and listening skills.
- ___ ___ ___ 2. Demonstrate effective reading and writing skills.
- ___ ___ ___ 3. Demonstrate mathematical reasoning.
- ___ ___ ___ 4. Demonstrate job-specific mathematics skills.
- ___ ___ ___ 5. Demonstrate critical-thinking and problem-solving skills.
- ___ ___ ___ 6. Demonstrate creativity and resourcefulness.
- ___ ___ ___ 7. Demonstrate an understanding of business ethics.
- ___ ___ ___ 8. Demonstrate confidentiality.
- ___ ___ ___ 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
- ___ ___ ___ 10. Demonstrate diversity awareness.
- ___ ___ ___ 11. Demonstrate job acquisition and advancement skills.
- ___ ___ ___ 12. Demonstrate task management skills.
- ___ ___ ___ 13. Demonstrate customer-service skills.

F. INTRODUCTION TO VIRTUAL ENTERPRISE

- 3 2 1 N
- ___ ___ ___ 1. Describe the Virtual Enterprise concept and its functions.
- ___ ___ ___ 2. Discuss desired course outcomes as they relate to college and career readiness skills.
- ___ ___ ___ 3. Discuss opportunities to participate in organized competitions on local, state, and national levels.
- ___ ___ ___ 4. Apply academic and work-related knowledge learned in class to real-world situations.

G. PROFESSIONAL AND CAREER READINESS

- 3 2 1 N
- ___ ___ ___ 1. Evaluate career options based on self-assessment.
- ___ ___ ___ 2. Evaluate career opportunities based on the current/future economy.
- ___ ___ ___ 3. Understand employer expectations in the business environment.

- ___ ___ ___ 4. Discuss job-search strategies (e.g., networking).
- ___ ___ ___ 5. Describe techniques for obtaining work experience (e.g., volunteer activities, internships).
- ___ ___ ___ 6. Prepare a resume and cover letter.
- ___ ___ ___ 7. Complete a job application.
- ___ ___ ___ 8. Interview for a job.
- ___ ___ ___ 9. Write follow-up letter after job interview.
- ___ ___ ___ 10. Explain the need for ongoing education to enhance career progression.
- ___ ___ ___ 11. Develop skills and competencies to succeed in employment.
- ___ ___ ___ 12. Develop initiative, creativity, and readiness to work in a team.

H. STRATEGIC MANAGEMENT

- 3 2 1 N
- ___ ___ ___ 1. Understand the financial concepts and tools used in making business decisions.
- ___ ___ ___ 2. Conduct SWOT analysis.
- ___ ___ ___ 3. Conduct competitive analysis.
- ___ ___ ___ 4. Develop company goals/objectives.
- ___ ___ ___ 5. Develop business mission statement.
- ___ ___ ___ 6. Forecast revenue and expenses.
- ___ ___ ___ 7. Conduct break-even analysis.
- ___ ___ ___ 8. Create a written business plan.
- ___ ___ ___ 9. Estimate start-up costs and projected business expenses for one year and the funding needed to begin the business using the pro forma income statement.
- ___ ___ ___ 10. Use budgets to control operations.
- ___ ___ ___ 11. Track company performance.

I. OPERATIONS MANAGEMENT

- 3 2 1 N
- ___ ___ ___ 1. Understand the processes and systems implemented to facilitate daily business operations.
- ___ ___ ___ 2. Demonstrate critical thinking and organizational and decision-making skills by developing project proposals, time lines, and final products.
- ___ ___ ___ 3. Document business systems and procedures.
- ___ ___ ___ 4. Establish operating procedures.
- ___ ___ ___ 5. Develop project plans (e.g., grand

- ___ ___ ___ 6. opening, booth display).
- ___ ___ ___ 6. Analyze business processes and procedures.
- ___ ___ ___ 7. Implement quality improvement techniques.
- ___ ___ ___ 8. Evaluate productivity of resources.
- ___ ___ ___ 9. Utilize computer-based programs (e.g., for payroll, inventory, banking).
- ___ ___ ___ 10. Discuss distribution channels.
- ___ ___ ___ 11. Develop and implement order-fulfillment processes.
- ___ ___ ___ 12. Establish company buying/purchasing policies and place orders.
- ___ ___ ___ 13. Maintain inventory of products/supplies.
- ___ ___ ___ 14. Develop procedures for shipping/receiving.

J. PERSONAL FINANCE/MONEY MANAGEMENT

- 3 2 1 N
- ___ ___ ___ 1. Explain forms of financial exchange (cash, credit, debit, etc.).
- ___ ___ ___ 2. Describe the sources of income (wages/salaries).
- ___ ___ ___ 3. Understand personal money-management concepts, procedures, and strategies.

K. BUSINESS FINANCE

- 3 2 1 N
- ___ ___ ___ 1. Use the financial concepts and tools needed by the entrepreneur in making business decisions.

L. ACCOUNTING

- 3 2 1 N
- ___ ___ ___ 1. Establish, maintain, and analyze appropriate records to make business decisions (e.g., produce and analyze income statements, maintain payroll records, prepare balance sheets).

M. BUSINESS LAW

- 3 2 1 N
- ___ ___ ___ 1. Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

N. e-COMMERCE

3 2 1 N

- _____ 1. Create and maintain a company Web site.
- _____ 2. Develop a plan for appropriate use of social media.

O. HUMAN RESOURCES

3 2 1 N

- _____ 1. Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff.
- _____ 2. Develop company policies and an employee handbook.

P. INFORMATION MANAGEMENT

3 2 1 N

- _____ 1. Implement concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making.
- _____ 2. Maintain confidentiality of employee and company records (e.g., personally identifiable information [PII], trade secrets, recipes).

Q. ESSENTIAL COMMUNICATIONS

3 2 1 N

- _____ 1. Understand concepts, strategies, and systems needed to interact effectively with others.
- _____ 2. Develop conflict resolution strategies.

R. ECONOMICS

3 2 1 N

- _____ 1. Apply economic concepts when making decisions for an entrepreneurial venture.
- _____ 2. Understand the economic principles and concepts fundamental to entrepreneurship and small business ownership.

S. ENTREPRENEURSHIP

3 2 1 N

- _____ 1. Understand concepts and processes associated with successful entrepreneurial performance.

- _____ 2. Understand the personal traits/behaviors associated with successful entrepreneurial performance.

T. BUSINESS FOUNDATIONS

3 2 1 N

- _____ 1. Understand fundamental business concepts that affect business decision making.

U. GLOBAL AWARENESS

3 2 1 N

- _____ 1. Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

V. MARKETING MANAGEMENT

3 2 1 N

- _____ 1. Understand the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meeting business goals/objectives, and create new product/service ideas.
- _____ 2. Generate product/service ideas.
- _____ 3. Determine product/service to fill customer need.
- _____ 4. Determine initial feasibility of product/service ideas.
- _____ 5. Plan product/service mix.
- _____ 6. Develop strategies to position product/service.
- _____ 7. Build brand/image.
- _____ 8. Explain the concept of market and market identification.
- _____ 9. Determine market segments.
- _____ 10. Discuss target markets.
- _____ 11. Conduct market analysis.
- _____ 12. Develop marketing plan.
- _____ 13. Manage online (www) activities.
- _____ 14. Explain factors affecting pricing decisions.
- _____ 15. Set prices.
- _____ 16. Acquire product information for use in selling.
- _____ 17. Develop advertisements and

- _____ 18. Prepare for the sales presentation.
- _____ 19. Establish relationship with client/customer.
- _____ 20. Determine customer/client needs.
- _____ 21. Convert customer/client objections into selling points.
- _____ 22. Close the sale.

W. RISK MANAGEMENT

3 2 1 N

- _____ 1. Understand the concepts, strategies, and systems that businesses implement and enforce to minimize loss.

X. STRATEGIC MANAGEMENT

3 2 1 N

- _____ 1. Understand the processes, strategies, and systems needed to guide the overall business organization.

Y. PROFESSIONAL DEVELOPMENT

3 2 1 N

- _____ 1. Understand concepts and strategies needed for career exploration, development, and growth.