

# Virtual Enterprise 2

## COURSE OUTLINE - UC

### **DESCRIPTION:**

Virtual Enterprise 2 is the capstone course in the Entrepreneurship and Self-Employment pathway. Students learn the principles of micro and macroeconomics and apply those principles by setting-up and operating a simulated business in preparation for working a real business environment. Students study supply and demand, the Federal Reserve System, the stock market and international transactions. Students determine the nature of the business, its products and services, the organizational structure, and practice the daily operations of a business. They will use current business software and technology for business transactions and marketing. The focus is on business operations, basic economic principles, and communication, computation, and employability skills. Activities in this course include work-based learning that connects students to industry and the local community.

### **INFORMATION:**

PRE-REQUISITE:	Virtual Enterprise 1
LENGTH:	One Year
SECTOR:	Marketing, Sales, and Service
PATHWAY:	Entrepreneurship/Self-Employment
ARTICULATED:	Yes
UC A-G APPROVAL:	Yes: College-Preparatory Elective (G) – History / Social Science Requirement

### **O\*NET SOC CODES:**

11-1021.00	General and Operations Managers
13-1199.06	Online Merchants
13-1161.01	Marketing Strategists

<b>Orientation</b>
<ul style="list-style-type: none"> <li>A. Introduce the course and facilities.</li> <li>B. Discuss the syllabus and major objectives.</li> <li>C. Explain applicable classroom management procedures, and any operational guidelines.</li> <li>D. Review instructor/student expectations.</li> <li>E. Explain attendance requirements and procedures.</li> <li>F. Review grading and student evaluation procedures.</li> <li>G. Discuss the work-based learning aspect of the program, if applicable.</li> <li>H. Discuss the “next steps” related to additional education, training, and employment.</li> <li>I. Review classroom safety, emergency and disaster procedures.</li> </ul>
<b>1. Communication Skills</b>
<ul style="list-style-type: none"> <li>A. Demonstrate positive verbal communication skills using appropriate vocabulary, demeanor, and vocal tone in the classroom and/or worksite.</li> <li>B. Read and interpret written information and directions.</li> <li>C. Practice various forms of written communication appropriate to the occupation.</li> <li>D. Practice positive body language skills.</li> <li>E. Practice professional verbal skills for resolving a conflict.</li> <li>F. Demonstrate active listening skills including techniques for checking for understanding, and for obtaining clarification of directions.</li> </ul>
<b>2. Interpersonal Skills</b>
<ul style="list-style-type: none"> <li>A. Demonstrate positive teamwork skills by contributing to a group effort.</li> <li>B. Practice the importance of diversity awareness and sensitivity in the workplace.</li> <li>C. Define sexual harassment in the workplace and identify the employee’s role and responsibility.</li> <li>D. Practice participation skills.</li> <li>E. Identify different personality types and demonstrate flexibility and adaptability working with diverse individuals.</li> <li>F. Practice business and social etiquette skills appropriate to the occupation.</li> <li>G. Evaluate and discuss the role of business and personal ethics in decision making based on various job-related scenarios.</li> <li>H. Demonstrate the use of time management skills.</li> </ul>
<b>3. Employability Skills</b>
<ul style="list-style-type: none"> <li>A. Demonstrate appropriate attendance and punctuality practices for the classroom (and worksite, if applicable).</li> </ul>

- B. Prepare a resume, cover letter, and job application.
- C. Demonstrate interviewing techniques in seeking employment, using appropriate tone, body language and professional dress and grooming standards.
- D. Identify strategies for employment retention.
- E. Identify and analyze sources of job information, including electronic sources and the impact of social networking on employability.
- F. Identify the need for continuing education, professional development, and professional growth in chosen field.
- G. Identify appropriate procedures for leaving a job.
- H. Review company policies and current trends in employee compatibility screening, drug screening, and background checks.

#### 4. Leadership

- A. Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.
- B. Work with peers to promote divergent and creative perspectives.
- C. Demonstrate how to organize and structure work, individually and in teams, for effective performance and the attainment of goals.
- D. Explain multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace.
- E. Employ ethical behaviors and actions that positively influence others.
- F. Analyze the short-term and long-term effects a leader's actions and attitudes can have on productivity, morale, and organizational culture.

#### 5. Personal and Occupational Safety

- A. Demonstrate procedures to be followed in case of emergencies.
- B. Describe and discuss the procedure for reporting a work-related hazard or injury (worker's comp), including ways to report a potential safety hazard to a supervisor.
- C. Identify and discuss cyber ethics, cyber safety, and cyber security.
- D. Apply personal safety practices to and from the job.
- E. Recognize the effects of substance abuse in the workplace.
- F. Explain the importance of CAL-OSHA in the industry.
- G. Define and discuss ergonomics in relationship to working in a business environment.
- H. Discuss the electrical hazards of working with electronic equipment.

<b>6. Fundamental Economic Concepts</b>
<ul style="list-style-type: none"> <li>A. Compare and contrast different economic systems that exist in the world today (market, directed, traditional).</li> <li>B. Demonstrate knowledge of the basic concepts used by economics in a small business, particularly scarcity, allocation of resources, economic decisions, economic goods, trade-offs, efficiency, price stability, and goals of all economic systems.</li> <li>C. Define economic goals of efficiency, price stability, full employment, growth, and socio-economic goals.</li> <li>D. Compare and contrast microeconomics and macroeconomics.</li> <li>E. Define and explain the concept of a mixed economic system.</li> <li>F. Compare and contrast a monopoly, an oligopoly and pure competition.</li> <li>G. Define inflation and money supply.</li> <li>H. Define the role of the consumer in the economy.</li> <li>I. Explain how economic systems resolve basic economic questions.</li> <li>J. Compare the characteristics of the local, national, and global economy.</li> </ul>
<b>7. Entrepreneurship Skills</b>
<ul style="list-style-type: none"> <li>A. Describe opportunities and trends for self-employment in the US.</li> <li>B. Define character traits of an entrepreneur such as perseverance, competitiveness, adaptability, discipline, risk-taking, vision, and confidence.</li> <li>C. Assess personal and individual strengths and weaknesses for entrepreneurial success.</li> <li>D. Discuss why United States and in particular California, excel in innovation and small business ventures.</li> <li>E. Name a prominent entrepreneur and examine the reasons for the significant success.</li> <li>F. Research education, training, and licensure beneficial to an entrepreneur.</li> </ul>
<b>8. Free Enterprise Systems and Small Business Basics</b>
<ul style="list-style-type: none"> <li>A. Define the free enterprise system.</li> <li>B. Describe the laws of supply and demand and how they interact to produce prices, which “clear the market.”</li> <li>C. Identify forces affecting the price of goods and services in small businesses.</li> <li>D. Describe absolute and comparative advantage.</li> <li>E. Discuss the effects of trends and seasons in a small business.</li> <li>F. Identify methods to obtain money for businesses (e.g. government grants, loans, investors, etc.).</li> <li>G. Describe fundamental aspects of international trade and the barriers to trade.</li> </ul>
<b>9. Role of Government in Business</b>

- A. Describe how governments regulate businesses to preserve competition and protect consumers.
- B. Describe the role of the Federal Reserve, in relation to the value of the dollar.
- C. Identify major federal fiscal policies.
- D. Differentiate between federal debt and deficit.
- E. Identify regulatory and local government requirements for starting a business.

## 10. Business Structure and Management

- A. Compare and contrast the advantages and disadvantages of small business ownership versus other forms of businesses.
- B. Outline the major steps required to start a small business.
- C. List factors for business expansion.
- D. Identify factors for choosing a business location.
- E. Identify typical departments and department functions needed to operate a business.
- F. Generate an organizational chart and structure.
- G. Compare and contrast management styles in a small business.
- H. Identify the function and impact of labor unions.
- I. Distinguish the roles of support staff, supervisors, and managers in achieving financial goals.

## 11. Business Strategic Planning

- A. State the purpose for having a business plan.
- B. Compare and contrast various business plans.
- C. Develop a financial plan that outlines sources of capital and projects income, and expenses include grants, loans, and/or investors.
- D. Conduct a feasibility study to analyze a proposed situation and its potential market.
- E. Identify legal requirements that coincide with the start-up of a business including copyrights, license agreements, patents, business name, logos, and website.

## 12. Finances

- A. Define credit and identify its role in the American economic system.
- B. Identify the pros and cons of businesses versus personal credit.
- C. Calculate the cost of credit on typical credit agreements.
- D. Identify banking services and mediums of exchange.
- E. Explain the responsibility for maintaining personal finances: budgeting, bank accounts, consumer credit, stock market, and investments.
- F. Compare and contrast the different capital resources available to businesses.
- G. Produce and evaluate financial statements.
- H. Establish payroll and accounts receivable/payable functions.
- I. Determine start-up costs, operating costs, and budgets.

J. Identify and complete required payroll forms.

### 13. Document Preparation and Presentation

- A. Create, proofread, and send, forward, reply and print email messages, with and without attachments.
- B. Create and format a variety of business documents incorporating tables and graphics using a variety of menu options.
- C. Identify how businesses use spreadsheets.
- D. Design and create a business newsletter and brochure using desktop publishing software.
- E. Create a worksheet that uses several formulas to add, subtract, multiply and divide using functions such as sum, average, maximum, and minimum.
- F. Demonstrate professional presentation skills utilizing multi-media to enhance a presentation.
- G. Design and present a slide show.
- H. Create a presentation using alternative methods (webinars, podcasts, videos, slide show alternatives).
- I. Enhance presentation by adding graphics, charts/tables, sound, transitions, animations, and backgrounds.

### 14. Marketing

- A. Design, conduct, and evaluate market research.
- B. Develop a marketing plan and marketing strategy.
- C. Define procedures for acquiring and following up with clients.
- D. Identify and describe the difference between ethical and unethical selling practices.
- E. Demonstrate effective customer service skills.
- F. Establish a marketing function.
- G. Identify competition and competitors.
- H. Create a unique product or service using product differentiation techniques.
- I. Determine pricing for products/services.
- J. Explain the importance of creating a brand.
- K. Explain the importance of community partnerships as a marketing tool.

### 15. E-commerce Tools

- A. Identify the impact of the internet and new technologies on business and marketing operations.
- B. Describe the influence of social media and social networking on a business.
- C. Define a social media influencer and recite the skills required to be a successful influencer.
- D. Explain how influencers contribute to e-commerce and provide examples.
- E. Compare and contrast the role of content creators, bloggers, and influencers in the e-commerce space.
- F. Create and maintain a website.
- G. Use social media platforms as marketing and business tools.

<b>16. Cultural Diversity &amp; Global Trends</b>
<ul style="list-style-type: none"> <li>A. Differentiate between culture, ethnicity, and race.</li> <li>B. Identify ways in which language, personal space, touching, eye contact, and gestures are affected by cultural diversity.</li> <li>C. Describe how generational differences affect communications in the structure of a business.</li> <li>D. Demonstrate how bias, prejudice, or stereotyping can become a barrier to effective business and customer relationships.</li> <li>E. Examine the struggle inherent in separating culture, personal beliefs, and experiences from ethics.</li> <li>F. List ways culture and social environments are impacting global trade.</li> <li>G. Determine current trends that provide global opportunities for entrepreneurs.</li> </ul>
<b>17. Ethical Responsibility, Social Issues, and Information Management</b>
<ul style="list-style-type: none"> <li>A. Discuss the ethical and legal responsibilities of a business.</li> <li>B. Differentiate between personal ethics and legal ethics.</li> <li>C. Identify important legal issues in small business ownership.</li> <li>D. Describe types of social responsibilities of a successful small business.</li> <li>E. Outline the role of environmental responsibility in small business management.</li> <li>F. Identify appropriate and necessary email and information etiquette.</li> <li>G. Describe security practices for personal/client electronic information and internet access.</li> <li>H. Explain the need to protect client information and privacy.</li> <li>I. Summarize data privacy and security laws and the consequences.</li> </ul>
<b>18. Human Resources Responsibilities</b>
<ul style="list-style-type: none"> <li>A. Describe how human resource development affects the productivity of an organization.</li> <li>B. Develop procedures for newly hired employees.</li> <li>C. Create an employee handbook.</li> <li>D. Create and utilize employee assessment tools.</li> <li>E. Prepare job descriptions.</li> <li>F. List the employer's responsibilities to the employees.</li> <li>G. Develop policies and procedures for handling employee problems.</li> <li>H. Identify procedures for employee training in a small business.</li> <li>I. Identify license and legal requirements for various businesses (e.g., food handlers, state license, mandated reporting).</li> </ul>
<b>19. Portfolio Design</b>

- A. Develop personal marketing and computer skills by refining your digital portfolio for post-secondary and employment acceptance.
- B. Compile best samples of original works (in photographs and video) and documents for a variety of purposes, which shows a progression in the acquisition of knowledge and/or skills.
- C. Demonstrate knowledge of competencies through journaling or summary of selected works or documents.
- D. Revise professional resume and cover letter to align with skills and objective statements of the relevant industry.
- E. Dress professionally and practice interviewing techniques using portfolio materials.
- F. Assemble industry and employability documents (resume, cover letter, certifications, recommendation letters, etc.).
- G. Create a "leave behind" book or folder.
- H. Display portfolio materials during a fair, community event, competition, or professional panel review.
- I. Evaluate and utilize feedback to improve portfolio.



## Key Assignments

Assignment	Competencies	Career Ready Practices	Anchor Standards	Pathway Standards	CCSS
1. Students will participate in mock interviews that represent current industry practices (e.g., skills demonstrations, resumes, applications, portfolios, personal websites, etc.).	1A, B, D 3B, C, D, I, J 19	2 3 10	2 3		LS 11-12.6 SLS 11-12.2
2. Analyze the advantages and disadvantages of both free-market economies and centrally planned economies. Include an assessment of how each system values economic freedom and economic equity. Identify and report the number of ways the benefits of the free enterprise system affect their daily lives.	1A-D 4A 7 8	2 5 11	1 2 3 4 5 7	C2.0 C3.0 C4.0	LS 11-12.6 WS 11-12.7
3. Draw own conclusions on whether the United States is headed towards becoming a “cashless society” where all banking is done electronically. Support conclusions with specific examples and determine the impact of these examples on the Federal fiscal policies, banking, and today’s economy.	1B, C 5C 7 <b>9</b> 12	2 5 11	4 5	C1.0 C10.0	WS 11-12.7 RSIT 11-12.7 HR4
4. Write a 2-page (minimum) essay comparing the advantages and disadvantages of small business ownership and management versus other forms of businesses. Further, evaluate whether the benefits of entrepreneurship outweigh its risks or vice versa.	6 10	2 5 11	1 2 3 4 5 7	C2.0 C3.0 C4.0	LS 11-12.6 WS 11-12.7
5. Students will determine if a business idea works (is feasible), complete a market analysis of businesses (local and virtual) which are similar to their proposed virtual enterprise and develop a customer profile based on data. Students will also budget start-up/operational costs using teacher allocated amounts and	1A-C, F 2A, D, F, I, J <b>11</b> 12	1 4 11	10	C6.0 C9.0	WS 11-12.7 WS 11-12.9 RSIT 11-12.3 RSIT 11-12.7 S-IC 6

Assignment	Competencies	Career Ready Practices	Anchor Standards	Pathway Standards	CCSS
sources of income.	14				
6. Complete a stock simulation, “purchasing”, tracking, and analyzing decisions made.	1B, C 2D, J 5C 7 8 <b>12</b>	1 4 6 11	4 5	A.2	WS11-12.6 WS 11-12.7 RSIT 11-12.7 S-IC6
7. Analyze and debate <b>current</b> controversial ethical and social responsibility issues in domestic and multinational businesses; and identify the business opportunities and/or limitations they create for businesses.	1A-F 2A, D, F, G, I, J 17	2 5 8	2 5	C1.0	LS 11-12.6 WS 11-12.7 WS 11-12.9 RSIT 11-12.7
8. Interview two people from very different generations. Center questions around their employment. Analyze how the workplace has changed over the generations, providing specific examples.	16	2 5 8	2 5	C1.0	LS 11-12.6 WS 11-12.7 WS 11-12.9 RSIT 11-12.7
9. Develop a business plan for a small business.	1A-C, F 2A, D, F, I, J 11	2 5 10	2 4 5 10	C4.0 C6.0 C9.0	LS 11-12.6 WS 11-12.6 WS 11-12.7 RSIT 11-12.7
10. Develop a marketing plan (with social media information) for a small business. Create and publish marketing materials appropriate to the relevant business.	1A-C, F 2A, D, F, I, J 11 <b>13</b> <b>14</b> <b>15</b> 16	2 5 10	2 4 5 10	C4.0 C6.0 C9.0	LS 11-12.6 WS 11-12.6 WS 11-12.7 RSIT 11-12.7
11. Based on an assigned scenario, write job descriptions for all positions in the small business, then create and conduct employee evaluations (with classmates).	1A-C, F 2A, D, F, I, J	2 5	2 4 5	<b>C11.0</b>	

Assignment	Competencies	Career Ready Practices	Anchor Standards	Pathway Standards	CCSS
	18	10	10		
12. Develop a virtual enterprise and participate in competition(s).	1-19	2 5 8 9 10	2 4 5 7 8 9 10 11	C2.0 C3.0 C4.0 C5.0 C6.0 C7.0 C8.0 C9.0 C10.0 C11.0	LS 11-12.6 WS 11-12.6 WS 11-12.7 SLS 11-12.1 SLS 11-12.1b RSIT 11-12.7 S-IC 6 PE 12.2.3 PE 12.4.2 WH 10.11 HR4

## Standards Assessed in this Program

### Career Ready Practices

1. Apply appropriate technical skills and academic knowledge.
2. Communicate clearly, effectively, and with reason.
3. Develop an education and career plan aligned to personal goals.
4. Apply technology to enhance productivity.
5. Utilize critical thinking to make sense of problems and persevere in solving them.
6. Practice personal health and understand financial well-being.
7. Act as a responsible citizen in the workplace and the community.
8. Model integrity, ethical leadership, and effective management.
9. Work productively in teams while integrating cultural/global competence.
10. Demonstrate creativity and innovation.
11. Employ valid and reliable research strategies.
12. Understand the environmental, social, and economic impacts of decisions.

### Anchor Standards

#### 2.0 Communications

- Acquire and use accurately sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats.

#### 3.0 Career Planning and Management

- Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans.

#### 4.0 Technology

- Use existing and emerging technology, to investigate, research, and produce products and services, including new information, as required in the sector workplace environment.

#### 5.0 Problem Solving and Critical Thinking

- Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the sector using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques.

#### 6.0 Health and Safety

- Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the sector workplace environment.

#### 7.0 Responsibility and Flexibility

- Initiate, and participate in, a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the sector workplace environment and community settings.

#### 8.0 Ethics and Legal Responsibilities

- Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms.

## 9.0 Leadership and Teamwork

- Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution.

## 10.0 Technical Knowledge and Skills

- Apply essential technical knowledge and skills common to all pathways in the sector following procedures when carrying out experiments or performing technical tasks.

## Pathway Standards

### Marketing, Sales, and Services - Marketing Pathway

**A2.0** Demonstrate an understanding of basic economic concepts, economic systems, cost-profit relationships, economic indicators and trends, as well as international concepts.

### Marketing, Sales, and Services - Entrepreneurship/Self-employment Pathway

**C1.0** Define the role the entrepreneur plays in the free enterprise system.

**C2.0** Analyze the development of successful personal entrepreneurial traits.

**C3.0** Understand the basic aspects of entrepreneurship.

**C4.0** Develop creative and innovative thinking skills that apply to entrepreneurship and the products/services created.

**C5.0** Evaluate leadership styles and management functions for the small business.

**C6.0** Demonstrate an understanding of the elements and purpose of business and strategic planning in entrepreneurship.

**C7.0** Identify strategies for business startup and growth.

**C8.0** Understand financial planning, reports, and projections.

**C9.0** Understand effective marketing of a small business.

**C10.0** Identify and evaluate technology used by entrepreneurs.

**C11.0** Understand the role of human resources in a successful small business.

## Common Core State Standards

### ENGLISH LANGUAGE ARTS

#### Language Standards

**LS 11-12.6:** Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the (career and college) readiness level, demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.

## Speaking and Listening Standards

**SLS 11-12.2:** Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions, and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.

**SLS 11-12.1:** Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners, building on others ideas and expressing their own clearly and persuasively.

### SLS 11-12.1b

**SLS 11-12.1d:** Respond thoughtfully to diverse perspectives, synthesize comments, claims and evidence made on all sides of an issue, resolve contradictions when possible, and determine what additional information or research is required to deepen the investigation or complete the work.

## Writing Standards

**WS 11-12.6:** Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback including new arguments and information.

**WS 11-12.7:** Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem, narrow or broaden the inquiry when appropriate, synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

**WS 11-12.9:** Draw evidence from literary or informational texts to support analysis, reflection, and research.

## Reading Standards for Information Text

**RSIT 11-12.3:** Analyze a complex set of ideas or sequence of events and explain how specific individuals, ideas, or events interact and develop over the course of the text.

**RSIT 11-12.7:** Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.

## MATHEMATICS

### Statistics and Probability - S-IC – Making Inferences and Justify Conclusions

**S-IC 6:** Evaluate reports based on data.

## HISTORY/ SOCIAL SCIENCE

### Principles of Economics

**PE 12.2:** Students analyze the elements of America's market economy in a global setting.

**PE 12.2.3:** Explain the roles of property rights, competition, and profit in a market economy.

**PE 12.3.3:** Describe the aims of government fiscal policies (taxation, borrowing, spending) and their influence on production, employment, and price levels

**PE 12.4:** Students analyze the elements of the U.S. labor market in a global setting.

**PE 12.4.2:** Describe the current economy and labor market, including the types of goods and services produced, the types of skills workers need, the effects of rapid technological change, and the impact of international competition.

**World History, Culture, and Geography**

**WH 10.11:** Students analyze the integration of countries into the world economy and the information, technological, and communications revolutions (e.g., television, satellites, computers).

**Chronological and Spatial Reasoning**

**CSR 1:** Students compare the present with the past, evaluating the consequences of past events and decisions and determining the lessons that were learned.

**Historical Research, Evidence, and Point of View**

**HR 4:** Students construct and test hypotheses; collect, evaluate, and employ information from multiple primary and secondary sources; and apply it in oral and written presentations.

**A-G Approved Key Assignments**

1. Analyze and present examples of pure competition, monopolistic competition, oligopoly, and monopoly.
2. One page essay describing 3 personal economic decisions and the opportunity costs for each.
3. Analyze the advantages and disadvantages of both free market economies and centrally planned economies. Include an assessment of how each system values economic freedom and economic equity.
4. Complete a case study conducting a cost-benefit analysis and applying basic economic indicators to analyze the situation.
5. Identify and report the number of ways the benefits of the free enterprise system affects their daily lives.
6. Provide examples of supply and demand theory at work using present day products. Include examples that also illustrate surplus, shortage, and equilibrium.
7. Predict the consequences of a new energy source on various industries, the GDP, and the labor market.
8. Essay – Following a recent natural disaster, write a 3-5 page essay on the steps government should take to protect both producers and consumers.
9. Debate – analyze an economic issue whose ethics are questionable, form an opinion and verbally support position through debate.
10. Complete a case study regarding government regulation on cable television, comparing the present with the past and evaluating the consequences of past decisions and events.
11. Essay – Write a 2 page essay describing the three choices that are necessary to make to decide what style of business organization to



form. Choose one of the forms and detail the advantages and disadvantages of the choice.
12. Interview two people from very different generations. Center questions around their employment. Analyze how the workplace has changed over the generations, providing specific examples.
13. Research and discuss current articles/events on labor trends (BLS, unemployment, technology, etc.).
14. Write a 2-3 page paper on an historical entrepreneur and present to class.
15. Electronically present an analysis of the positives and negatives of entrepreneurship, including an opinion on whether or not the benefits outweigh the risks.
16. Complete an entrepreneurship survey on characteristics of successful entrepreneurs.
17. Research the effects of one of the following events and present to class. <ul style="list-style-type: none"> <li>a. Expiration of the charter of the Second Bank of the United States</li> <li>b. Panic of 1907</li> <li>c. Great Depression</li> </ul>
18. Draw own conclusions on whether or not the United States is headed towards becoming a “cashless society” where all banking is done electronically. Support conclusions with specific examples and determine the impact of these examples on today’s economy.
19. Essay - Write a one page essay to support the following statement: Savings and investments play an essential role in the free enterprise system.
20. Complete a stock simulation, “purchasing”, tracking and analyzing decisions made.

21. Describe the economic importance of each: local, state and federal taxes.
22. Essay - Write a two page essay reviewing the powers of and limits to taxation in the United States, and identifying how the Constitution limits federal and state powers of taxation.
23. Describe the economic importance of each: local, state and federal taxes.and create a proposal for a new tax that meets the guidelines for a good tax. Defend proposal to the rest of class.
24. Create and publish marketing materials appropriate to virtual business.
25. Essay - Write a two-three page essay on the impact of the WWW on business practices and productivity across the globe.
26. Write job descriptions for all positions.
27. Create and conduct employee evaluations.
28. Conduct and evaluate market research on a proposed business. Develop a customer profile based on data.