

## CFISD Virtual Business

### Scope and Sequence

**Course Description:**

Virtual Business is designed for students to start a virtual business by creating a web presence, conducting online and off-line marketing, examining contracts appropriate for an online business and demonstrating project management skills. Students will also demonstrate bookkeeping skills for a virtual business, maintain business records, and understand legal issues associated with a virtual business. The culminating project will include building a functional website that incorporates the essentials of a virtual business. Students taking this course should consider also taking Global Business and/or Human Resource Management and Business Management. (1/2 Credit)

- Grades 10 - 12
- Recommended prerequisite: Principles of Business, Marketing and Finance
- Lab supplies or fee may be required.

TEKS

Cluster: Business Management and Administration

Program of Study: Marketing & Sales

Endorsement: Business & Industry

- Meets advanced course requirement (Y/N): N
- Meets foundation requirement for math, science, fine arts, English, LOTE (Y/N-area): N

Industry Certification/Credentials: N/A

Instructional Units	Pacing
Professional Communication Employability Skills Starting and Growing a Virtual Business Office Online and Offline Marketing	1 <sup>st</sup> grading pd
Contracts Pricing, Billing and Collection Procedures Legal and Taxes Maintaining Business Records Business Decision Making Project Management: Website Creation	2 <sup>nd</sup> grading pd

**Primary Instructional Materials**

**Supplemental Resources:**

CEV MultimediaLtd. [www.icevoline.com](http://www.icevoline.com)

Stukent Digital Marketing