

Virtual Enterprise (VE)

VE replicates all the functions of real businesses in both structure and practice. Under the guidance of a teacher-facilitator and business mentors, students create and manage their virtual businesses from product development, production and distribution to marketing, sales, human resources, web design, and accounting/finance. Students are able to select a business function to work in. These functions include Administration, Accounting/Finance, Sales, Marketing, Human Resources and IT. Students interview for positions. The CEO and managers oversee each department. Working in teams to make decisions about how to complete their departmental tasks in support of company goals and objectives, students learn from both their successes and mistakes.



As employees of the virtual business, students are accountable for its performance. They conduct market research, work cooperatively to develop and write a business plan, design and implement an e-commerce website, create video commercials, sales catalogs, promotional materials, pay wages and taxes, maintain 401(k) plans, develop an annual report and more. Through all of these activities, VE firms travel to compete regionally and nationally against VE firms from other schools. Competition is a key component of success in VE. Learning doesn't get any more hands on than this. Join CTE in VE for a life changing experience!

For more information, go to:

<https://vimeo.com/278562809>

<https://vimeo.com/483151650>



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