

**GoVenture – Live the Life of an Entrepreneur**

**Curriculum Cross-Reference  
North Carolina**

**[www.goventure.net](http://www.goventure.net)**

---

This document is freely provided and distributed to help instructors review how GoVenture can be used to deliver specific curriculum outcomes.

All North Carolina Educational curriculum-related content referenced in this document is the property of the North Carolina Department of Public Instruction.

## Table of Contents

1. Goals Common to All North Carolina Workforce Development Areas.....	2
2. Course Blueprint Correlation to GoVenture Live the Life of an Entrepreneur .....	3
3. Principles of Business 6200/6600 .....	4
4. Business Management and Applications 6225 .....	5
5. Business and Financial Management I 6331/6641 .....	6
6. Business & Financial Management II 6336332/6642.....	7
7. Marketing 6621 .....	8
8. Marketing Management 6622 .....	9
9. Exploring Business Technologies: Business and Marketing 6208 .....	10
10. Marketing Technology & Media 6665 .....	11
11. Computer Applications I 6411 .....	12
12. Computer Applications II 6411 .....	13
13. Keyboarding – High School 6512 .....	14
14. Exploring Career Decisions 6158 .....	15
15. E-Commerce 6413 .....	16
16. Computerized Accounting I 6311 .....	17
17. Computerized Accounting II 6312.....	18

## North Carolina Department of Public Instruction Workforce Development Education

### Goals

#### **Goals Common to All Workforce Development Areas\***

Programs in workforce development are designed to contribute to the broad educational achievement of students. These workforce programs contribute to students being able to:

1. Identify, organize, plan, and allocate resources—time, money, materials and facilities, and human resources.
2. Work with others by participating as a team member, serving clients/customers, negotiating, and working with diversity.
3. Acquire and use information.
4. Work with and operate efficiently within social organizations and technological systems.
5. Work with a variety of technologies.
6. Contribute to the development of reading, writing, listening, speaking, and mathematical skills.
7. Contribute to the development of thinking creatively, making decisions, solving problems, and reasoning.

\*These goals are based on the Secretary's Commission on Achieving Necessary Skills (SCANS) Report.

*GoVenture provides students with a challenging real world context for which to gain key life skills. By operating their own virtual business, they are provided the motivation and self esteem to become active problem solvers and confident decision makers.*

## **Correlation to GoVenture Live the Life of an Entrepreneur**

<b>Blueprint</b>
Principles of Business 6200/6600
Business Management and Applications 6225
Business & Financial Management I 6331/6641
Business & Financial Management II 6332/6642
Marketing 6621
Marketing Management 6622
Exploring Business Technologies: Business and Marketing 6208
Marketing Technology & Media 6665
Computer Applications I 6411
Keyboarding – High School 6512
Exploring Career Decisions 6158
E-Commerce 6413
Computerized Accounting I 6311
Computerized Accounting II 6312

## Principles of Business 6200/6600

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Explain the key characteristics of the private enterprise system.	<i>By running a business students experience first hand the issues of private enterprise, both as sellers of product but also as consumers when having to purchase inventory from suppliers, arrange financing from banks and shareholders.</i>
Analyze the role of the consumer as a responsible citizen.	<i>Students experience the desires and objections of customers as they try to serve their needs.</i>
Demonstrate effective leadership/communication skills.	<i>By running their own GoVenture business, students learn numerous life skills, including organization, leadership, planning, communication, risk management, critical thinking, and more.</i>
Interpret how technological changes impact business and individuals.	<i>GoVenture provides a context for students to understand the benefits of technology in business success.</i>
Explain the importance of money management and banking among government, business and the consumer.	<i>Students must manage the day-to-day financial affairs of their business, as well as interact with shareholders, the bank, and complete government permits and licenses.</i>
Exhibit skills necessary for managing money.	<i>See above.</i>
Explain the concept of credit and its effect on the individual and the total economy.	<i>In GoVenture, students make most of their purchases on short-term credit and must plan to pay their bills within a set time schedule.</i>
Explain the theory of savings and investment in our economy.	<i>In GoVenture, students can take a personal salary or bonus from the business; they can invest personal savings back into the business; and they must pay personal living expenses. They can also save for personal purchases.</i>
Explain the various types of insurance and explain how each provides protection against possible loss.	<i>In GoVenture, students have the option to purchase insurance for their business. They also have the option of purchasing equipment with or without warranty.</i>
Demonstrate proper procedures for obtaining a job.	<i>Students take on the role of an employer and must manage employees. This provides them with valuable insight on how to be better employees themselves.</i>
Analyze and develop an individualized career plan.	<i>Through the Personal Profile, GoVenture allows students to take an inventory of their own skills and then compare those skills to their future expectations.</i>

## Business Management and Applications 6225

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Demonstrate effective workforce preparation skills.	<i>In GoVenture students must hire employees and build a successful team. Students can be put in teams to collectively run a GoVenture business, enabling them to experience the dynamics of working with others. And through the Personal Profile, GoVenture allows students to take an inventory of their own skills and then compare those skills to their future expectations</i>
Analyze and explain workplace expectations, factors for employee retention and strategies for determining employee success.	<i>See above. In addition, students can offer employee incentives and must be conscious of employee expectations with respect to salary and hours worked, otherwise they face the risk of reduced employee morale.</i>
Explain considerations to be made when separating or terminating employment, or when successfully transitioning to new job responsibilities or career.	<i>When a student decides to fire or lay off an employee, they are prompted to provide an official and private reason. This can form the basis for discussion.</i>
Analyze models for decision-making, goal setting, and total quality for use in effective business planning.	<i>When faced with the challenges of running their own business, students directly experience the requirement to make fast decisions with minimal information.</i>
Evaluate the different types of business organizations and structures.	<i>Students have the option to choose from sole proprietorship, partnership, and corporation when starting a business.</i>
Plan, develop, and maintain essential business systems to include finance, payroll, materials management, records management and mail.	<i>Students must properly manage their time in order to maintain an efficient business process; otherwise they will see an impact on their personal stress and overall business success.</i>
Analyze and demonstrate why leadership and teamwork are essential to successfully coordinate business operations.	<i>In order to run a successful business, students will have to hire employees and build a successful team.</i>
Analyze and develop effective internal and external communications strategies.	<i>See above.</i>
Establish, evaluate and maintain effective business systems and procedures.	<i>See above.</i>

## Business and Financial Management I 6331/6641

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Develop an understanding of the basic concepts of Management.	<i>GoVenture enables the student to become an entrepreneur and CEO of their own business. All aspects of business management are required to run a successful business. GoVenture also requires students to manage both their business and personal lives.</i>
Analyze the activities that constitute the management process.	<i>GoVenture includes a variety of reporting to help students determine business success, including profitability, market share, customer satisfaction, cash flow, financial statements, employee morale, inventory management, and more.</i>
Analyze the financial concepts of a business.	<i>GoVenture includes various debt and equity options for seed financing, and after a business is started students can apply for a bank loan. Students are required to write checks to pay bills, perform accounting tasks, and review financial statements.</i>
Analyze the financial institutions in the United States.	<i>GoVenture provides a real world foundation to help students better understand such an analysis.</i>
Examine strategies for managing financial resources.	<i>See above.</i>
Interpret and analyze financial statements.	<i>GoVenture businesses provide balance sheet and income statements that students can access and analyze in real time.</i>
Examine international issues/concepts.	<i>GoVenture provides a real world foundation to help students better understand such issues.</i>
Analyze risks in businesses.	<i>Every decision in GoVenture has a consequence. Students learn the risks by analyzing and responding to the consequences of their decisions.</i>

## Business and Financial Management II 6332/6642

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Interpret and analyze information.	<i>GoVenture constantly requires students to analyze and interpret information in order to make better decisions.</i>
Explain the activities of human resources managers and their importance in the successful operation of an organization.	<i>In GoVenture the student plays the role of the human resource manager by reviewing resumes, hiring employees, setting salary and incentives, and managing schedules and morale.</i>
Analyze financial statements used in a business.	<i>GoVenture businesses provide balance sheet and income statements that students can access and analyze in real time.</i>
Analyze the legal aspects of financial management.	<i>While GoVenture does not address this specifically, it offers an excellent context for integrating these issues into class discussion. GoVenture provides students with a working business that can be used as a relevant reference point in relating to various business and management issues.</i>
Identify and analyze the impact and relationship of government regulations and community involvement to business management decisions internationally.	<i>GoVenture requires students to apply for permits and licenses in order to start their business. They must also select a location and site within the region, as well as balance both business and personal life.</i>
Analyze securities and investments in business.	<i>GoVenture provides students with the option to take on equity investment. Shareholders then play a role in the business. Bank debt financing is also an option where monthly payments with interest must be made.</i>
Describe and analyze insurance risk management.	<i>In GoVenture, students have the option to purchase insurance for their business. They also have the option of purchasing equipment with or without warranty in order to understand the risks.</i>
Analyze how business can respond to the productivity challenge.	<i>In GoVenture, students must constantly monitor the productivity of their business and of their employees; otherwise they will lose customers and experience reduced profitability and customer satisfaction. In addition, not balancing business and personal life properly will result in a decrease in productivity and eventually the student will get sick and cannot go to work.</i>
Describe, develop, and apply a code of ethics to various issues confronted by businesses.	<i>While GoVenture does not address this specifically, it offers an excellent context for integrating these issues into class discussion. GoVenture provides students with a working business that can be used as a relevant reference point in relating to various business and management issues.</i>

## Marketing 6621

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Explain the components of the Marketing Education program.	
Analyze the fundamental business, management, and entrepreneurial concepts affecting business decisions.	<i>GoVenture enables the student to become an entrepreneur and CEO of their own business. All aspects of business management and entrepreneurship are required to run a successful business. GoVenture also requires students to manage both their business and personal lives.</i>
Explain the economic principles and concepts fundamental to marketing.	<i>GoVenture requires students to closely monitor their customers' experience and satisfaction, as well as competition from other businesses. In addition, students can purchase various types of advertising and see the impact of advertising on their business.</i>
Demonstrate an understanding of concepts, strategies and systems needed to interact effectively with others.	<i>In GoVenture students must hire employees and build a successful team. In addition, students can be put in teams to collectively run a GoVenture business, enabling them to experience the dynamics of working with others.</i>
Demonstrate an understanding of concepts and strategies needed for career exploration, development and growth.	<i>Through the Personal Profile, GoVenture allows students to take an inventory of their own skills and then compare those skills to their future expectations. Students face the challenges of running their own business and directly experience the benefits of being prepared with a proper education.</i>
Demonstrate the skills needed to determine customer needs and wants and respond through personalized communication that influences purchasing decisions.	<i>Students must monitor the number of customers they are serving and losing, as well as overall customer satisfaction. In addition, students must determine product price and quality expectations of their customers and offer products accordingly.</i>
Examine the nature of risk management as it applies to marketing.	<i>Students have various advertising options to choose from (Newspaper, Television, Radio, Print) and must determine which combination is most effective for their objectives.</i>
Examine the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	<i>Students are constantly challenged to provide the right products at the right price to their customers. In GoVenture they can also develop a business plan, design advertising, develop slogans, print business cards,</i>
Examine the processes needed to move, store, locate, and/or transfer ownership of goods and services.	<i>Students must choose to order inventory from various suppliers, each with different quality, price, and reliability. Students must also ensure that sufficient inventory is in stock to offer products for sale to customers.</i>

## Marketing Management 6622

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Explain the components of the Marketing Education program.	
Explain the role of and perform tasks related to leadership and supervision in marketing.	<i>GoVenture requires students to closely monitor their customers' experience and satisfaction, as well as competition from other businesses. In addition, students can purchase various types of advertising, and experiment with the cost and benefits effects on their business success.</i>
Explain the nature and scope of marketing and business foundations for management and perform selected tasks.	<i>See above</i>
Explain the economic foundations for marketing management and perform selected tasks.	<i>See above</i>
Understand the concepts, systems and tools needed to gather, access, synthesize, evaluate and disseminate information for use in making business decisions.	<i>GoVenture includes a variety of reporting to help students determine business success, including profitability, market share, customer satisfaction, cash flow, financial statements, employee morale, inventory management, and more</i>
Explain the functions of product service management in marketing.	<i>See above.</i>
Explain the function of pricing in marketing management.	<i>Students must determine the best price and quality mix required to attract customers, based upon customer expectations and competition.</i>
Identify the role of management in the promotion function.	<i>As the CEO/entrepreneur, students manage all aspects of the business.</i>
Explain the function of financing in marketing management and apply related skills.	<i>Students must make sure they have sufficient funds to invest in marketing and that the return on investment will be sufficient to maintain cash flow.</i>

## Exploring Business Technologies: Business and Marketing 6208

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Describe economic systems and the nature of business.	<i>By running a business students experience first-hand various economic issues relating to business startup and operation.</i>
Examine education requirements, job responsibilities, employment trends and opportunities for careers in Information Systems.	<i>GoVenture provides students with various reports in numerical and graphical format for analysis.</i>
Examine education requirements, job responsibilities, employment trends and opportunities for careers in Accounting and Finance.	<i>Students must manage all aspects of accounting and finance in order to successfully manage their business.</i>
Examine education requirements, job responsibilities, employment trends and opportunities for careers in Office Systems Technology.	<i>Students must manage the minute-by-minute aspects of managing a business, and do so by accessing and using office systems such as telephone, fax, calculator, address book, schedules, files, etc.</i>
Examine education requirements, job responsibilities, employment trends and opportunities for careers in Business Administration/Management.	<i>See above.</i>
Examine education requirements, job responsibilities, employment trends and opportunities for careers in Marketing.	<i>In order to successfully manage their business, students must undertake numerous marketing activities, including pricing, advertising, competitive analysis, market analysis, and more.</i>
Examine education requirements, job responsibilities, employment trends and opportunities for careers for entrepreneurs.	<i>In GoVenture the student lives the life of an entrepreneur, providing unparalleled insight.</i>
Summarize exploration experiences for Business and Marketing careers and create/update a career development plan.	<i>See above.</i>

## Marketing Technology & Media 6665

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Explain the components of the Marketing Technology and Media Course.	
Analyze the impact of technology in today's marketplace.	<i>GoVenture provides an excellent context that students can use to explore the benefits of technology in business.</i>
Identify and explain uses of the Internet.	<i>Every screen on GoVenture includes a link to the GoVenture.NET website for additional information on each area of business. In addition, the GoVenture.NET website provides many free fun educational activities.</i>
Investigate terms, advantages and uses of spreadsheet software.	<i>Data in GoVenture is often presented in a spreadsheet format. GoVenture also provides students a context in which to use spreadsheets for business planning.</i>
Investigate terms, advantages and uses of database software.	<i>GoVenture provides an excellent context that students can use to explore the benefits of database software for collecting business information.</i>
Investigate terms, advantages and uses of desktop publishing in marketing.	<i>In GoVenture students can print business cards, and layout print and newspaper advertising.</i>
Investigate terms, advantages and uses of presentation software in marketing.	<i>GoVenture provides an excellent context that students can use to develop presentations about their business.</i>
Investigate terms, advantages and uses of web pages in marketing.	<i>Every screen on GoVenture includes a link to the GoVenture.NET website for additional information on each area of business. In addition, the GoVenture.NET website provides many free fun educational activities.</i>
Prepare a business plan.	<i>GoVenture includes a business plan template.</i>

## Computer Applications I 6411

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Explain social and ethical issues pertaining to computer information systems.	<i>Since GoVenture is a software application, students can use it as a relevant example of the impact software can have on education.</i>
Use word processing software.	<i>GoVenture includes a business plan template, business card maker, and design for advertising. The business plan can be saved as a text file and imported into a word processor.</i>
Use spreadsheet software.	<i>Data in GoVenture is often presented in a spreadsheet format. GoVenture also provides students a context in which to use spreadsheets for business planning.</i>
Use database software.	<i>GoVenture provides an excellent context that students can use to explore the benefits of database software for collecting business information.</i>
Use presentation software.	<i>GoVenture provides a real world context and subject matter for presentations.</i>
Integrate computer applications.	<i>GoVenture provides a real world context and subject matter for demonstrating the benefits of integrating computer applications for business.</i>
Use the Internet.	<i>Every screen on GoVenture includes a link to the GoVenture.NET website for additional information on each area of business. In addition, the GoVenture.NET website provides many free fun educational activities.</i>
Explore data communications.	<i>GoVenture includes a virtual fax machine, telephone, and notebook computer.</i>
Examine information technology careers and their requirements.	<i>GoVenture provides a context for students to understand how technology can be integrated into business.</i>

## Computer Applications II 6411

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Integrate technology.	<i>GoVenture provides a real world context and subject matter for demonstrating the benefits of integrating computer applications for business.</i>
Review Internet basics.	<i>Every screen on GoVenture includes a link to the GoVenture.NET website for additional information on each area of business. The GoVenture.NET website provides many free fun educational activities.</i>
Explore electronic mail.	<i>See above.</i>
Bring into action and evaluate Internet search strategies.	<i>See above. Also, running a GoVenture business provides the perfect context for encouraging students to research business issues and data.</i>
Utilize desktop publishing.	<i>In GoVenture students can print business cards, and layout print and newspaper advertising.</i>
Utilize multimedia production.	<i>As an award-winning multimedia software program, GoVenture serves as an example of successful multimedia product that integrates text, graphics, animation, video, and audio.</i>
Design web pages.	<i>See above</i>

## Keyboarding High School 6512

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Describe the purpose, components and use of a computer system.	<p><i>GoVenture enables the student to become an entrepreneur and CEO of their own business.</i></p> <p><i>GoVenture provides an excellent context that students can use to practice keyboarding skills through the creation of various reports to support their business.</i></p> <p><i>In addition, as GoVenture is a software program, students are provided hands-on computer practice simply by using the software.</i></p>
Use the touch method in operating the keyboard.	
Demonstrate leadership skills.	
Proofread and correct errors in keyed copy.	
Key simple business documents.	
Key tables.	
Key basic reports and supporting documents.	
Produce straight-copy materials rapidly and accurately using correct techniques.	
Compose sentences, paragraphs and documents at the keyboard.	
Key complex business letters, tables and reports.	
Exhibit appropriate employability skills.	
Use database software.	
Use spreadsheet software.	
Use telecommunications software.	

## Exploring Career Decisions 6158

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Analyze how work relates to the needs and functions of the economy and society.	<i>By running their own GoVenture business, students learn what it is like to not only create a job for themselves, but jobs for others as well.</i>
Demonstrate skills that promote success in the workplace.	<i>By running their own GoVenture business, students learn numerous life skills, including organization, leadership, planning, risk management, critical thinking, and more.</i>
Research career information using school and public libraries, books, magazines, electronic sources and other resources.	
Explore career opportunities through job simulations.	<i>GoVenture is a highly realistic business and entrepreneurship simulation.</i>
Apply decision-making skills as related to career decisions.	<i>Through the Personal Profile, GoVenture allows students to take an inventory of their own skills and then compare those skills to their future expectations.</i>
Analyze the relationship between self-awareness and career choices.	<i>See above.</i>
Investigate educational opportunities as related to career choices.	<i>Students are faced with the challenges of running their own business, and as such directly experience the benefits of being prepared with a proper education.</i>
Apply the career development planning process as related to school courses and school work.	<i>See above.</i>

## E-Commerce 6413

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
Describe and classify applications of electronic commerce.	<i>While GoVenture does not specifically require students to classify electronic commerce, it offers an excellent context for integrating these issues into class discussion. GoVenture provides students with a working business that can be used as a relevant reference point in relating to e-commerce issues.</i>
Investigate the impact of the Internet on business.	<i>As above.</i>
Apply copyright and trademark laws.	<i>Overview provided in GoVenture City – Lawyer Video. Students learn about trademarks as they do not always get their first choice of business names due to trademark issues, and if a student chooses to use a name that is not clear of trademarks, they may encounter consequences.</i>
Explore the conduct of e-businesses.	<i>While GoVenture does not specifically require students to explore the conduct of electronic commerce, it offers an excellent context for integrating these issues into class discussion. GoVenture provides students with a working business that can be used as a relevant reference point in relating to e-business issues.</i>
Analyze e-business structure.	<i>As above.</i>
Investigate visual design elements.	<i>As above.</i>
Create web pages.	<i>As above.</i>
Analyze pre- and post-production issues.	<i>As above.</i>
Produce a capstone project.	<i>As above.</i>

## Computerized Accounting I 6311

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
General	<p><i>In GoVenture, students have to manage the cash flowing in and out of their business, keep track of expenses, and pay outstanding bills in a timely fashion.</i></p> <p><i>Throughout the program students are provided with a basic set of financials that includes an income statement and balance sheet and changes over time with the fortunes of their businesses.</i></p>
Analyze and journalize transactions and prepare appropriate financial statements for a service business organized as a sole proprietorship.	<i>See above.</i>
Post journal transactions and complete the accounting cycle for a service business.	<i>See above.</i>
Analyze and journalize transactions and prepare appropriate financial statements for a merchandising business organized as a partnership.	<i>Sole Proprietorship, Partnership, and Corporation structure are included in GoVenture.</i>
Analyze and journalize transactions and prepare appropriate financial statements for a merchandising business organized as a corporation.	<i>See above.</i>
Analyze transactions and apply procedures related to basic banking activities.	<i>In GoVenture students can obtain seed financing through a bank, and can also visit the bank at any time to apply for additional financing. Monthly debt payments must be managed.</i>
Compute and journalize payroll data.	<i>In GoVenture students must manage employee salaries and payroll.</i>
Record and apply special accounting principles and procedures related to an accounting system.	<i>See all above.</i>
Demonstrate necessary skills and techniques to be used in seeking employment in the field of accounting.	<i>GoVenture provides students realistic business experience, preparing them well for the real world.</i>

## Computerized Accounting II 6312

Course Blueprint	GoVenture Live the Life of an Entrepreneur Activity
General	<p><i>In GoVenture, students have to manage the cash flowing in and out of their business, keep track of expenses, and pay outstanding bills in a timely fashion.</i></p> <p><i>Throughout the program students are provided with a basic set of financials that includes an income statement and balance sheet and changes over time with the fortunes of their businesses.</i></p>
Journalize and post business transactions in journals and ledgers and prepare appropriate financial statements.	<i>See above.</i>
Journalize and post transactions relating to basic banking activities.	<p><i>In GoVenture students can obtain seed financing through a bank, and can also visit the bank at any time to apply for additional financing. Monthly debt payments must be managed.</i></p>
Perform activities used in a payroll system.	<p><i>In GoVenture students must manage employee salaries and payroll.</i></p>
Apply accounting concepts, practices and procedures for departmentalized merchandising business organized as a partnership.	<p><i>Sole Proprietorship, Partnership, and Corporation structure are included in GoVenture.</i></p>
Apply accounting concepts, practices and procedures for a corporation.	<i>See above.</i>
Apply accounting concepts, practices and procedures for accounting adjustments.	<p><i>GoVenture provides a real world context for exploring this topic.</i></p>
Apply accounting concepts, practices and procedures for inventory control systems.	<p><i>Students must manage inventory quality, quantity, and costs.</i></p>
Apply accounting concepts, practices and procedures related to cost accounting.	<i>See above.</i>
Apply accounting concepts, practices and procedures related to budgeting.	<p><i>In order to run a successful business, students are constantly managing cash flow and budgets.</i></p>
Demonstrate necessary skills and techniques to be used in seeking employment in the field of accounting.	<p><i>GoVenture provides students realistic business experience, preparing them well for the real world.</i></p>