



Our CTE Programs: Entrepreneurship/Hospitality & Tourism

Virtual Enterprise offers programs that provide all students with authentic, collaborative, immersive business and entrepreneurial experiences with real world corporate partners across many industries. Together we are committed to empowering youth to own their futures.

Industry Partners support our program in the following ways:

- Act as a business coach/consultant to a VE firm
- Provide ongoing advice and guidance to teachers and students on business issues during the implementation and development phases of the VE firm via coaching, classroom and/or industry visits, skype, email, telephone etc.
- Provide mentoring and feedback on the business plan, competitions, daily tasks, annual report and/or presentations
 - Advise with students and provide guidance on the implementation of strategies for networking events such as design of their trade fair booth and the marketing of their products
 - Advise with students and provide guidance on their job-readiness skills (interviewing, resume writing, dressing for success, etc.)
- Provide examples and samples of services, products, forms, policies, pricelists, catalogs, market research, etc. so students have models for their own enterprises
- Provide mentoring and shadowing opportunities for students and teachers through classroom and industry visits
- Help students review VEI curricula to ensure that content is aligned with current business practices
- Help students review technical assessments used to ensure that it is a valid instrument in evaluating students' technical knowledge and skills in the industry
- Speak on a topic of interest or expertise
- When possible, consider students for paid and unpaid, professional internships
- Provide advocacy within local business, and industry community as well as the school and/or district

Our NAF Academy of Hospitality & Tourism program helps students chart career paths in one of the world's largest industries. Hospitality & Tourism is part of the service-providing industries, which are projected to account for most of the job growth in the economy between 2016 and 2026. The Hospitality & Tourism curriculum provides content in event planning, customer service, geography for tourism, hospitality marketing and sustainable tourism, utilizing project-based learning techniques with an emphasis on strengthening literacy, project management, leadership, and team building skills while also fostering creativity and innovation.

Students gain critical career knowledge through a series of work-based learning activities and industry partner support that include job shadowing, mock interviews, résumé writing workshops and internships, students build awareness, explore and prepare for future studies and career paths.



Insurance | Risk Management | Consulting

