General Assessment Information

Blueprint Contents

- General Assessment Information
- Written Assessment Information
- Specific Competencies Covered in the Test
- Sample Written Items
- Performance Assessment Information
- Sample Performance Job

Test Type: The Virtual Enterprise Certification assessment is a customized assessment for Virtual Enterprises International. This assessment measures technical skills at the occupational level and includes items which gauge factual and theoretical knowledge. This assessment offers both a written and performance component and can be used at the secondary and post-secondary levels. This assessment is delivered entirely through QuadNet™, NOCTI’s online testing system.

Revision Team: The assessment content is based on input from secondary, post-secondary, and business/industry representatives from the states of California, New York, Tennessee, and Virginia.

The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!

The lower division baccalaureate/associate degree category, 3 semester hours in Applied Business

NOCTI Partner Assessment
This written assessment consists of questions to measure an individual’s factual theoretical knowledge.

**Administration Time:** 2 hours  
**Number of Questions:** 90  
**Number of Sessions:** This assessment may be administered in one, or two sessions.

### Areas Covered

- **Orientation:** 11%  
- **Accounting:** 17%  
- **Administration:** 16%  
- **Human Resources:** 14%  
- **Layout and Design:** 8%  
- **Purchasing:** 3%  
- **Sales and Marketing:** 17%  
- **Economics:** 14%
Specific Competencies and Skills Tested in this Assessment

Orientation
- Describe the importance of time management, including scheduling and prioritizing tasks
- Explain the purpose of a cover letter, resume, and employment application
- Identify appropriate interviewing techniques
- Identify job titles to develop job descriptions
- Interpret a workflow diagram
- Effectively communicate purpose and intent through a business letter
- Describe the process for writing an email message using email etiquette
- Identify business resources to accomplish workplace tasks

Accounting
- Describe the system of keeping accounting and financial records for the company
- Describe how businesses prepare budgets to assist in managing finances
- Define the essential elements of an income statement and balance sheet
- Establish payroll procedures that ensure withholdings from employees’ pay are properly accounted for
- Describe the importance of performing a break-even analysis
- Identify the importance of checks and balances in an accounting system
- Evaluate online banking options
- Describe the process for recording purchases
- Describe the employer’s tax responsibility
- Analyze the difference between actual and estimated budget amounts
- Prepare an individual tax return
- Describe the importance of the end-of-year financial statements
- Define the purpose of an annual report

Continued on the following page
Specific Competencies and Skills (continued)

Administration

• Describe the process of creating a system for storing and sharing files
• Describe the process for efficiently managing correspondence
• Describe the importance of meeting agendas and minutes
• Determine the process for creating a company mission statement
• Identify firm goals, objectives, and strategies
• Describe the importance of the business plan as whole as well as individual parts
• Describe the elements of an effective presentation
• Describe the purpose and benefits of business insurance
• Describe the purpose of a trade fair
• Identify the process for effectively directing and supervising a project
Specific Competencies and Skills (continued)

Human Resources
- Explain the purpose and components of an employee manual
- Describe the purpose of professional development workshops
- Explain the purpose and components of an employee performance evaluation
- Describe strategies for communicating negative personnel decisions
- Explain strategies for communicating positive personnel decisions
- Identify the benefits of participating in a 401(k) plan
- Describe the importance of ethics in the workplace
- Explain the importance of employee orientation
- Identify strategies for dealing with conflict in the workplace
- Describe the importance of proofreading

Layout and Design
- Identify good elements of design
- Describe the importance of brand recognition
- Describe the purpose of various media formats
- Explain the importance of website functionality

Purchasing
- Define capital needs of a business
- Describe the process for making a purchase request

(Continued on the following page)
Specific Competencies and Skills (continued)

Sales and Marketing
  • Define the elements of a product/service description
  • Describe the importance of researching competition
  • Identify and analyze target markets
  • Analyze elements of the marketing mix
  • Describe the importance of a marketing plan
  • Identify the characteristics of successful salespeople
  • Explain consumer needs as part of the selling process
  • Define the purpose of a sales presentation
  • Compare various forms of advertising media
  • Consider the impact of a budget on advertising options
  • Identify the important elements of a catalog
  • Describe the impact of cultural differences and marketing preferences in the foreign target market
  • Identify the importance of currency conversion to translate product prices into foreign currencies

Economics
  • Identify the differences between a sole proprietorship, partnership, and corporation
  • Describe the process of supply and demand
  • Describe the impact of supply and demand on price
  • Describe the impact of labor laws on the workplace
  • Examine the roles played by different levels of government in our economy
  • Describe the impact of economic indicators in business
  • Identify the tools the government uses to stabilize the economy
  • Describe the role played by the Federal Reserve Bank
  • Define the purpose of a personal budget
  • Describe the advantages and disadvantages of borrowing money
  • Identify the advantages and disadvantages of outsourcing
Sample Questions

**Job descriptions are an important aspect of a company because they**
A. help managers know the day-to-day responsibilities of their staff
B. assist a manager during the employee termination process
C. help other employees understand the scope of their colleague’s work
D. assist the Human Resource department in recruiting a person with appropriate skills

**Which of the following statements about the process of managing a budget is correct?**
A. An operating budget and a cash budget report information that is more or less the same.
B. When the expenditures exceed the budget, it means that spending is out of line.
C. Budgeting is an effective way for companies to know what they intend to save and spend.
D. Variable expenses have a greater priority than fixed expenses in budgeting decisions.

**The income statement**
A. is generally used to determine the amount left after deducting sales discounts and return allowances from gross sales
B. can be substituted for the cash flow statement when reporting income
C. is a report of the total dollar amount of a company’s sales
D. summarizes the firm’s revenues and expenses and shows total profit over a period of time

**A mission statement**
A. defines the achievable goals of the company
B. provides for an internal analysis of the company
C. conveys a sense of purpose to employees and sets the direction for the company
D. identifies key staff and an organizational structure to easily identify those who will fulfill the company’s objectives

**What is the best motivation for following ethical standards in a workplace or a profession?**
A. People can get in trouble if they act in an unethical way, and they might lose their job or go to jail.
B. People are better liked if they display ethical behavior, gaining popularity in the workplace.
C. People who follow ethical standards gain satisfaction from knowing they are doing the right thing.
D. People will have more customers if they do the right thing because customers look for ethics in their business relationships.

(Continued on the following page)
Sample Questions (continued)

Effective design should have
A. bold calligraphy
B. many color options
C. immediate graphic impact
D. large size typeface

Which of the following represents the proper process for making a purchase request?
A. Complete a purchase order, make payment from bank, receive marked "paid" invoice, and order the goods or service.
B. Complete a purchase order, receive invoice from vendor, and receive payment from buyer.
C. Complete an invoice, pay for goods, send invoice, and receive goods.
D. Complete a purchase order, record in purchases journal, and accounts payable.

A detailed marketing plan is important because it provides
A. a study of the customers, competitors and overall economic, political, cultural and technical environment
B. a "blueprint" for carrying out specific actions
C. a study of the company's marketing mix
D. the accounting department with a guideline for preparing the marketing budgets

Which of the following statements is correct about the role of different levels of government in the U.S. economy?
A. State and local governments assume the responsibility for maintaining economic stability.
B. The federal government assumes the responsibility for maintaining economic stability.
C. State and local governments use monetary policy to maintain economic stability.
D. State and local governments use fiscal policy to maintain economic stability.

Companies that rely on outsourcing
A. often pay more to have the same work done by non-employees
B. find that this practice tends to improve employee morale
C. provide the same benefits to employees and outsourced workers
D. can more easily adapt staffing levels to match production requirements
This performance assessment allows individuals to demonstrate their acquired skills by completing actual jobs using the tools, materials, machines, and equipment related to the technical area.

**Administration Time:** 3 hours  
**Number of Jobs:** 2

**Areas Covered:**

**47% Employment Application Process**  
Spelling and grammar, cover letter components, cover letter format, introductory paragraph, alignment to position, closing paragraph, personal contact info, résumé components, and job application components.

**53% Prepare an Annual Personal Budget**  
Salary formula, 104(k) withholding formula, federal withholding formula, state withholding formula, social security and medicare withholding formula, total withholdings formula, net pay formula, groceries expense formula, commuting expense formula, clothing expense formula, entertainment expense formula, health insurance expense formula, total payments of cash formula, surplus or deficit formula, car payment formula, surplus or deficit formula, student name, merge and center spreadsheet heading, font size for heading, year, light yellow fill, 25% gray fill, bold, single accounting underline, double accounting underline, currency formatting, number formatting, and remaining number formatting.
Sample Job

Employment Application Process

**Maximum Time:** 1 hour

**Participant Activity:** The participant will complete a job application; create a résumé and cover letter using word processing software.