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| **Proficiency Scale** | | | |
| NJ CCCS for | | | |
| **Topic: Virtual Business Retailing** | | | |
| **Course: Business Essentials and Financial Literacy Grades 9-12** | | | |
| **Score 4.0** | **In addition to Score 3.0, in-depth inferences and applications that go beyond what was taught.**  **The student:**   * Will be able to research and analyze a real life retail business and prepare a written analysis * Will be able to operate through Level 2 of Virtual Business Retailing simulation | | **Sample Activities** |
| * Real Retail Project * New-Store Project |
|  | **3.5** | In addition to score 3.0 performance, in-depth inferences and applications with partial success. |  |
| **Score 3.0** | **The student:**   * Will be able to recognize the basic concepts for managing a retail business. * Will be able to operate for-profit in the New Store Project   **The student exhibits no major errors or omissions.** | | * Multiplayer Team Competition * New Store Project |
|  | **2.5** | No major errors or omissions regarding 2.0 content and partial knowledge of the 3.0 content. |  |
| **Score 2.0** | **There are no major errors or omissions regarding the simpler details and processes as the student:**   * **recognizes or recalls specific terminology, such as:** * Subject terms related to a retail business, i.e. pricing, promotion, staffing, etc. * **performs basic processes, that affect sales, profitability and customers such as:** * Apply and analyze effective pricing strategies * Apply and analyze effective purchasing strategies * Apply and analyze effective staffing strategies * Apply and analyze effective promotion strategies * Apply and analyze effective market research and targeted marketing strategies * Apply and analyze effective purchasing strategies * Apply and analyze effective merchandising strategies * Apply and analyze effective security and other business strategies   **However, the student exhibits major errors or omissions regarding the more complex ideas and processes.** | | * Virtual Business Notes * Virtual Business Lessons and Worksheets * Virtual Business Open a New Store   + Individual   + Teams |
|  | **1.5** | Partial knowledge of the 2.0 content, but major errors or omissions regarding the 3.0 content. |  |
| **Score 1.0** | **With help, a partial understanding of some of the simpler details and processes and some of the more complex ideas and processes.** | |
|  | **0.5** | With help, a partial understanding of the 2.0 content, but not the 3.0 content. |
| **Score 0.0** | **Even with help, no understanding or skill demonstrated.** | |