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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.** |