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Nazareth College and University of Rochester Team Up to Support Virtual Enterprises Program

-Undergraduates and MBAs Evaluate High School Students' Business Plans-

ROCHESTER, N.Y. (Nov. 9, 2009) – Over fifty undergraduates from Nazareth College and the University of Rochester will judge the written business plans of local high school students who participate in the Virtual Enterprises (VE) program on **Thursday, November 12 at 6:30 p.m.** in **Schlegel Hall, room 407** on the University of Rochester's River Campus.

“Our students have worked diligently to meet business plan requirements and deadline. Students are anxiously awaiting the outcome of the judges' decisions,” said Jacqueline McClaney, coordinator of the VE program for the Rochester City School District. “The comments and rankings of the business plans from University of Rochester and Nazareth School of Management judges are an invaluable real world contribution to our students' educational process.”

This marks the second year that the two colleges have joined together to help entrepreneurial youth in the community.

“VE does a wonderful job of preparing [high school] students for the future,” said Gerard Zappia, dean of the School of Management at Nazareth College. “It gets them thinking about creating an entity that creates employment and something valuable for the customer. They start thinking about controlling their own destiny. The days of hiding for 25 years in a large corporation are gone.”

Six finalists, determined through Thursday's written plan judging, will go on to compete in the Oral Business Plan Presentation in January at Bryant and Stratton. The finalist from that presentation will represent the Rochester Virtual Enterprises Region at the 2010 National Business Plan Competition, held in March in New York City.

Schools throughout the United States administer the VE curriculum. There are 23 VE companies from 18 schools operating in the Rochester region, which includes the cities of Rochester and Buffalo and the counties of Genesee, Livingston, Orleans and Wyoming. The Rochester City School District represents seven of these schools and its students run 10 VE firms. The VE program is supported by local organizations such as the Rochester Rotary Club.

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About Nazareth College

Founded in 1924, Nazareth College is a coeducational college with undergraduate and graduate studies in the liberal arts and sciences and professional programs in health and human services, education, and management. The College is located on 150 scenic acres near Rochester, New York, and currently enrolls approximately 2,000 undergraduate and 1,000 graduate students. Nazareth has a strong commitment to experience-based learning and civic engagement. In the past decade, Nazareth has produced 18 Fulbright recipients and two Pickering Foreign Affairs Fellowships. For more information on the College, visit www.naz.edu.

About the University of Rochester

The University of Rochester (www.rochester.edu) is one of the nation's leading private universities. Located in Rochester, N.Y., the University gives students exceptional opportunities for interdisciplinary study and close collaboration with faculty through its unique cluster-based curriculum. Its College, School of Arts and Sciences, and Hajim School of Engineering and Applied Sciences are complemented by the Eastman School of Music, Simon School of Business, Warner School of Education, Laboratory for Laser Energetics, Schools of Medicine and Nursing, and the Memorial Art Gallery.

About Virtual Enterprises

The Virtual Enterprises Program (VE) is a simulated business that is set up and run by students with the guidance of a teacher/facilitator and a business partner. Virtual Enterprises is a comprehensive and student-oriented approach towards teaching and learning that provides practical and task-oriented instruction in a real-world environment. With communication links to nearly 3,000 VE firms around the world, the program exposes students to different cultures, business practices, and currencies and gives students a broader international perspective. Students engage in hands-on applications, problem solving, and written and verbal communication. In addition, students learn about a variety of careers associated with business, acquire global economic knowledge, and use technology as applied in business. VE has drawn national attention as an applied learning instructional model for business, economics, finance, and career education.

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For More Information

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