

***Virtual Business*[®] and the Eight Ways of Learning**

Virtual Business integrates each of the eight learning methods, or “multiple intelligences.” The table below lists the eight learning methods and how they can be applied in *Virtual Business*. In evaluating students, the instructor should keep in mind that students will often be better suited to some learning methods than others. For example, students who are more outgoing might do better at exercises that stress interpersonal and linguistic skills. More introverted students might do better at exercises that emphasize intrapersonal and logical/mathematical skills.

Verbal/Linguistic Learner	Use <i>Virtual Business</i> to initiate class discussions on various topics, such as how to become a successful business owner. As a closing activity, have students free write in their journal.
Logical/Mathematical Learner	<i>Virtual Business</i> provides numerous critical-thinking and problem-solving activities. Instruct students on how to analyze financial statements to keep track of the progress of their business.
Visual/Spatial Learner	<i>Virtual Business</i> provides a variety of visual representations, such as graphs and charts, to enhance students’ comprehension of specific topics. Students can also create presentations to illustrate their progress.
Bodily-Kinesthetic Learner	<i>Virtual Business</i> provides one of the most comprehensive hands-on business learning experiences. Through control and manipulation of different aspects of a business, students can learn what it takes to become a successful business owner.
Interpersonal Learner	Organize the class into partnerships or teams to facilitate the learning experience by having students share ideas and strategies.
Intrapersonal Learner	Extend the learning experience to creative projects that promote research, individualized instruction, real-life connections, and self-accomplishment.
Musical/Rhythmic Learner	Have students apply any musical skills they have to promote their business, such as writing jingles. Students can also research career opportunities for musicians in advertising and promotion.
Naturalistic Learner	Students should be encouraged to apply their skills for measuring, charting, and mapping as they make business decisions and gather information.