

**Alabama's Business/Marketing Conceptual Framework**  
**Correlation to**  
**Virtual Business – Retailing 3.0 (VBR 3.0)**

Occupational Competency	Virtual Business Retailing 3.0
Accounting Principles	✓✓
Advanced Accounting Principles	✓
Business Essentials	✓✓✓
Business Finance	✓✓✓
Business Technology Applications	✓✓
Management Principles	✓✓✓
Marketing Principles	✓✓✓
Sales, Promotion, & Planning	✓✓✓
Workforce Essentials	✓✓✓

Legend ✓ Some correlation to the competency ✓✓ High correlation to the competency ✓✓✓ Very High correlation to the competency

The information for this correlation was found during 06/2009 at the following web address:  
 Alabama Dept of Ed © May 2009 <ftp://ftp.alsde.edu/documents/54/5-CTE%20Combined%20Courses.pdf>

# Accounting Principles

Competency	Virtual Business Lesson
<p><b>Technology</b></p> <p>1. Use technologies needed to perform job functions in the field of accounting. Examples: accounting software, computer numeric keypad, spreadsheets, income tax Software</p>	<p>All VBR 3.0 Lessons allow students to examine financial statements and export data to Excel, where additional analysis can be made.</p>
<p><b>Career Opportunities</b></p> <p>2. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements related to accounting professions.</p>	
<p><b>Accounting Procedures</b></p> <p>3. Differentiate among sole proprietorship, partnership, and corporation accounting operations as they relate to service and merchandising businesses.</p> <p>4. Apply steps of the accounting cycle for service and merchandising businesses using manual and electronic methods.</p> <p>5. Analyze the accounting equation for the purpose of relating it to the accounting cycle. Examples: journalizing and posting transactions, reporting financial statements</p> <p>6. Interpret data from a variety of financial statements, including verifying data for business reports and creating charts and graphs for accurate reporting.</p> <p>7. Explain accounting functions of fixed assets and depreciation.</p> <p>8. Utilize research results to analyze current accounting practices as they relate to service, manufacturing, and merchandising businesses.</p>	<p>All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Ethics</b></p> <p>9. Distinguish between ethical and unethical business decisions in the accounting profession.</p>	
<p><b>Banking and Cash Control Functions</b></p> <p>10. Apply banking and cash control functions to checks, deposits, reconciliation, petty cash, online and electronic banking, and related journal entries.</p>	
<p><b>Payroll Functions</b></p> <p>11. Apply payroll functions to employee and employer records. Examples: calculating gross pay and deductions, journalizing and posting tax and payroll</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Tax Preparation</b></p> <p>12. Demonstrate correct procedures for completing federal, state, and local income tax forms.</p>	
<p><b>Generally Accepted Accounting Principles</b></p> <p>13. Interpret generally accepted accounting principles (GAAP). Examples: adequate disclosure, business entity</p>	

<p><b>Leadership</b> 14. Demonstrate skills in communication, leadership, and teamwork.</p>	<p>All VBR 3.0 Lessons can be completed in a team environment allowing students to work on communication, leadership, and team building skills.</p>
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## Advanced Accounting

<b>Competency</b>	<b>Virtual Business Lesson</b>
<p><b>Accounting Procedures</b></p> <ol style="list-style-type: none"> <li>1. Apply accounting procedures for calculating, journalizing, and posting entries related to bad debt.</li> <li>2. Use accounting procedures related to the life cycle of fixed assets. Examples: recording fixed assets, calculating depreciation and book value</li> <li>3. Apply the Last In First Out (LIFO), First In First Out (FIFO), and weighted cost methods to estimate the cost of merchandise inventory.</li> <li>4. Determine accounting procedures for calculating and recording interest and maturity dates for notes payable and notes receivable.</li> <li>5. Utilize accounting procedures for recording the adjusting, closing, and reversing of entries for accrued revenues and expenses.</li> <li>6. Demonstrate accounting procedures for paying dividends and acquiring additional capital.</li> <li>7. Demonstrate accounting practices needed to complete financial statements, analyze cash flow, and critique projected budgets.</li> </ol>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Ratios</b></p> <ol style="list-style-type: none"> <li>8. Apply analysis ratios to evaluate solvency and earning power.</li> </ol>	
<p><b>Ethics</b></p> <ol style="list-style-type: none"> <li>9. Critique accounting decisions for ethical considerations.</li> </ol>	
<p><b>Legal Requirements</b></p> <ol style="list-style-type: none"> <li>10. Explain legal requirements for forming and dissolving various business organizations. Examples: sole proprietorship, partnership, nonprofit organization</li> </ol>	
<p><b>Cost Accounting</b></p> <ol style="list-style-type: none"> <li>11. Apply cost accounting procedures to complete transactions and financial statements for a merchandising business.</li> <li>12. Use cost accounting procedures to journalize entries for initial investment and for liquidation.</li> </ol>	
<p><b>Vouchers</b></p> <ol style="list-style-type: none"> <li>13. Explain the voucher method as it relates to preparation and payment of accounts payable and expenses.</li> </ol>	
<p><b>Career Opportunities</b></p> <ol style="list-style-type: none"> <li>14. Determine career and entrepreneurial opportunities, responsibilities, and educational credentialing requirements related to specialized accounting professions.</li> </ol>	
<p><b>Current Issues</b></p>	

15. Utilize research results to analyze current accounting issues for their impact on society. Examples: corporate mergers, interest rate fluctuations, unethical practices	
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## Business Essentials

<b>Competency</b>	<b>Virtual Business Lesson</b>
<p><b>Communication and Interpersonal Skills</b></p> <ol style="list-style-type: none"> <li>1. Apply oral and written communication skills needed in the workplace, through the use of technology, to facilitate information flow in commerce.</li> <li>2. Apply conflict management strategies to resolve workplace conflict.</li> </ol>	<p>All VBR 3.0 Lessons can be completed in a team environment allowing students to work on communication, leadership, and team building skills.</p>
<p><b>Leadership</b></p> <ol style="list-style-type: none"> <li>3. Demonstrate personal traits needed to develop leadership and teamwork skills.</li> <li>4. Utilize knowledge and skills obtained through student organizations to enhance leadership.</li> </ol>	<p>All VBR 3.0 Lessons can be completed in a team environment allowing students to work on communication, leadership, and team building skills.</p> <p>Students can compete in the VBR Challenge as a DECA event.</p>
<p><b>Entrepreneurship</b></p> <ol style="list-style-type: none"> <li>5. Describe unique characteristics and traits of the successful entrepreneur.</li> </ol>	<p>All VBR 3.0 Lessons allow students to examine all aspects of starting and running a new business.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Ethics</b></p> <ol style="list-style-type: none"> <li>6. Analyze roles of consumers and businesses in commerce for ethical responsibility. Examples: identifying consumers' legal accountability associated with credit, consumerism, and insurance; identifying various liabilities of businesses related to employees and consumers</li> </ol>	
<p><b>Business Management</b></p> <ol style="list-style-type: none"> <li>7. Analyze functions of management, including planning and organizing, to determine effects on the business environment.</li> <li>8. Use terminology commonly associated with business.</li> <li>9. Distinguish among basic business functions by comparing various forms of business organizations and examining responsibilities of commerce.</li> <li>10. Utilize research results to analyze international trade for its impact on commerce.</li> </ol>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Staffing</li> <li>• Promotion</li> <li>• Financing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Store Security</li> <li>• Location Selection</li> </ul>

	<ul style="list-style-type: none"> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Business Risks</li> <li>• Supply &amp; Demand</li> <li>• Financial Statements</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Business Finance</b></p> <p>11. Compare several business financial statements to make business decisions.</p> <p>12. Analyze protection options against risk and financial loss for commerce and consumers.</p> <p>13. Illustrate the process involved in developing a budget. Examples: designing a plan for money managements, evaluating information available to make wise buying decisions</p> <p>14. Create financial records fundamental to business. Examples: budgets, bank reconciliations, payroll, taxes, invoices, purchase orders</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Purchasing</li> <li>• Financing</li> <li>• Financial Statements</li> <li>• Business Risks</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Safety</b></p> <p>15. Demonstrate proper safety procedures needed in the workplace.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Business Risks</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Legal</b></p> <p>16. Analyze legal issues related to government regulations of commerce for the effect on consumers. Examples: consumer law, sales law, contract law</p> <p>17. Differentiate among risks involved in operating a business.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Store Security</li> <li>• Business Risks</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Marketing</b></p> <p>18. Demonstrate an understanding of marketing concepts.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Career Opportunities</b></p> <p>19. Utilize various forms of communication and technology in the successful pursuit of employment.</p>	

# Business Finance

Competency	Virtual Business Lesson
<p><b>Economics</b></p> <ol style="list-style-type: none"> <li>1. Utilize research results to analyze current events, laws, and regulations to determine impact on the global financial market.</li> <li>2. Explain costs of manufacturing related to raw materials, labor, overhead, and operating expenses.</li> <li>3. Explain personnel costs incurred in a business. Examples: recruiting costs, hiring costs, training costs, fringe benefits</li> <li>4. Compare currency standards and valuations in a global economy.</li> </ol>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Career Opportunities</b></p> <ol style="list-style-type: none"> <li>5. Explain methods used by companies to screen individuals for employment or promotion. Examples: drug test, credit check, background check, workplace proficiency</li> <li>6. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements related to business finance professions.</li> </ol>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Technology</b></p> <ol style="list-style-type: none"> <li>7. Use cost-efficient technologies to perform job functions in the financial industry. Examples: financial software, computer numeric keypad, spreadsheets, income tax software, Internet</li> </ol>	<p>All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.</p>
<p><b>Accounting Procedures</b></p> <ol style="list-style-type: none"> <li>8. Compare funding sources for new and expanding businesses. Examples: private funding, venture capital, personal loans, grants</li> <li>9. Determine the effect of the mark-up rate on the price of an item.</li> <li>10. Apply payroll procedures to manage employee and employer payroll registers, taxes, and earnings records.</li> <li>11. Appraise the value of inventory to determine production and selling costs.</li> <li>12. Apply the basic accounting equation to assets, liabilities, and owner equity.</li> <li>13. Determine the impact of revenue and expenses on net income and loss.</li> <li>14. Interpret balance sheets and income statements to determine standard financial ratios.</li> <li>15. Demonstrate accounting procedures for preparing balance sheets and income statements.</li> </ol>	<p>All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Staffing</li> <li>• Financing</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Transportation Cost</b></p> <ol style="list-style-type: none"> <li>16. Compare logistical costs of ground, air, and water shipping.</li> </ol>	

<p><b>Statistics</b></p> <p>17. Analyze statistical data to determine mean, mode, median, frequency, and probability.</p> <p>18. Interpret statistical data related to finance using bar, line, and circle graphs.</p> <p>19. Critique various customer payment methods and the impact of each to determine effective business practices. Examples: credit card, debit card, cash</p>	<p>All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.</p>
<p><b>Management</b></p> <p>20. Utilize management and financial skills to develop a business plan.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>

## Business Technology Application

<b>Competency</b>	<b>Virtual Business Lesson</b>
<p><b>Computer Hardware and Software</b></p> <p>1. Utilize advanced technology utilities, including compressing files, converting files, importing files, exporting files, and transferring data among applications.</p> <p>2. Analyze computer hardware to determine software compatibility.</p> <p>3. Diagnose problems related to technology systems, including advanced network systems, hardware, and software.</p>	<p>All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations. Student files can be saved to stations or network servers.</p>
<p><b>Data Input Skills</b></p> <p>4. Utilize advanced features of word processing software, including outlining, tracking changes, hyperlinking, creating macros, developing forms, and mail merging.</p>	
<p><b>Word Processing Applications</b></p> <p>5. Utilize word processing software to demonstrate professional writing skills by producing and editing business correspondence documents using various data input techniques. Examples: keyboarding, voice recognition, handwriting recognition, scanning</p>	
<p><b>Spreadsheet Applications</b></p> <p>6. Utilize spreadsheet features, including formulas, functions, sorting and filtering data, templates, charts, and graphs in creating, editing, and printing workbooks.</p>	<p>All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.</p>
<p><b>Database Applications</b></p> <p>7. Utilize advanced features of database software, including sorting, filtering, querying and merging data, and creating</p>	<p>All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data</p>

reports.	to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.
<b>Presentation Applications</b> 8. Utilize advanced features of multimedia software, including photo, video, and audio editing, to create and present multimedia presentations using effective communication skills. 9. Utilize digital tools to deliver commerce and information technology curriculum-related content to an audience.	All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.
<b>Internet Applications</b> 10. Critique Internet and digital information for validity, accuracy, bias, and current relevance. 11. Create a product that integrates information from multiple software applications.	
<b>Career Opportunities</b> 12. Utilize research results to determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements in commerce and information technology. 13. Practice safe, ethical, and legal use of technology systems and digital content. Examples: Modern Language Association (MLA), American Psychological Association (APA)	
<b>Ethics</b> 14. Analyze cultural, social, economic, environmental, and political effects and trends of technology to assess emerging technologies and forecast innovations.	
<b>Workplace Skills</b> 15. Apply safe and healthy work standards in the workplace for procedures and conditions, tools, dress, use of technology, emergency procedures, and work area maintenance. 16. Analyze the organizational structure of a business to determine roles and responsibilities of employees and functions of departments or units. 17. Demonstrate knowledge and skills gained through student organization activities to enhance leadership and teamwork. 18. Demonstrate collaborative skills using curriculum-related content in digital environments. Examples: completing assignments online, interacting with experts and peers in a structured online learning environment 19. Create simulations using digital tools.	Students can participate in the VBR Challenge as a DECA Competitive Event.  All VBR 3.0 Lessons are completed with the use of an interactive computer simulation.  <b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Store Security</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<b>Workplace Skills</b> 20. Explain data encryption procedures. Examples: encrypt file, send file, decrypt file 21. Utilize interactive models and digital sources to address real-world problems. Example: using graphic organizing	

tools	
<b>Leadership</b> 22. Demonstrate knowledge and skills gained through student organization activities to enhance leadership and teamwork.	Students can participate in the VBR Challenge as a DECA Competitive Event.
<b>Financial Literacy</b> 23. Critique various ways to become financially literate, including identifying credit card use and misuse; explaining ways to avoid identity theft; identifying reasons for budgeting, saving, and investing; comparing rates of interest as they relate to various time frames in the repayment of loans; and determining how debt influences future employment and purchases.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>

## Management Principles

Competency	Virtual Business Lesson
<b>Management</b> 1. Explain how effective decision-making skills and processes are used in evaluating the procedures for management decisions related to credit, insurance, marketing, product development and distribution, pricing and promotion, human resources planning, and employee and organizational development. 2. Analyze functions of management to determine major responsibilities of supervisors. 3. Interpret research results to determine factors and trends affecting recruiting, training, and retention of employees in the modern workplace. 4. Explain how management leadership styles and methods influence individuals and groups to cooperatively achieve organizational goals. 5. Utilize organizational skills needed to manage business operations and maintain an orderly flow of work, including maintaining schedules and calendars; organizing documents, forms, and manuals; and following workplace policies and procedures.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Promotion</li> <li>• Financing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Store Security</li> <li>• Advanced Promotion</li> <li>• Business Risks</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<b>Organization</b> 6. Compare advantages and disadvantages of different organizations, including sole proprietorships, partnerships, corporations, franchises, and cooperatives, to determine how an organization's structure affects management decisions. 7. Interpret organizational structures by using various charts. Examples: matrix, line and staff, team	
<b>Communication</b> 8. Describe barriers to and methods for improving the	All VBR 3.0 Lessons can be completed in a team environment allowing

communication process in the corporate world.	students to work on communication, leadership, and team building skills.
<b>Ethics</b> 9. Determine ways to manage conflict and stress in the workplace.	
<b>Career Opportunities</b> 10. Critique strategies for uniting a diverse workforce. 11. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing, requirements related to management career opportunities.	
<b>Legal Implications</b> 12. Describe financial and legal operations of a business. 13. Explain how the workplace has changed as a result of labor legislation. Examples: drug testing, sexual harassment, safety, right to privacy, affirmative	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Financing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>

## Marketing Principles

<b>Competency</b>	<b>Virtual Business</b>
<b>Basic Marketing Concepts</b> 1. Interpret research results to analyze the purpose, definition, concepts, benefits, and strategies of marketing for their impact on individuals and businesses. 2. Differentiate among laws and regulations associated with marketing. 3. Explain differences among business enterprises of sole-proprietorship, partnership, corporation, franchise, and licensing.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<b>Research</b> 4. Analyze methods of conducting market research to gain a competitive edge	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<b>Economics</b> 5. Explain economic concepts, international trade, and the free enterprise system in a global economy.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> <li>•</li> </ul>
<b>Sales and Promotions</b> 6. Explain concepts and techniques of selling.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Pricing</li> </ul>

<p>7. Analyze promotional and merchandising tools and types of promotions in marketing and management to optimize revenue.</p>	<ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Staffing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Merchandising</b></p> <p>8. Use cost analysis to evaluate methods for purchasing and distributing merchandise.</p> <p>9. Critique factors affecting pricing decisions.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Staffing</li> <li>• Merchandising</li> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Career Opportunities</b></p> <p>10. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements in marketing.</p>	
<p><b>Communication and Interpersonal Skills</b></p> <p>11. Demonstrate interpersonal skills and the ability to work cooperatively as needed in the workplace with team members, supervisors, and customers from diverse cultural backgrounds using creative problem-solving, decision-making, and critical-thinking strategies.</p> <p>12. Demonstrate effective written communication skills for the workplace by creating a variety of business communications for the workplace using correct grammar and terminology.</p> <p>13. Demonstrate effective oral presentation skills using research materials and media to sustain listener attention and interest.</p> <p>14. Demonstrate the ability to write clear directions, descriptions, and explanations as used in the workplace.</p>	<p>All VBR 3.0 Lessons can be completed in a team environment allowing students to work on communication, leadership, and team building skills.</p> <p>All VBR 3.0 Lessons allow students to examine financial statements via charts and graphs. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>

## Sales, Promotion, & Planning

<b>Competency</b>	<b>Virtual Business Lesson</b>
<p><b>Promotional Mix</b></p> <p>1. Categorize elements of the promotional mix and their applications in a competitive economic environment.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Potential Markets</b></p> <p>2. Determine techniques used to segment advertising, promotion, products, and services for potential markets.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Advanced Promotion</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Ethics</b></p> <p>3. Utilize research results to determine regulations affecting ethical issues related to sales and promotion.</p>	
<p><b>Advertising and Promotion</b></p> <p>4. Design an advertising and promotional campaign, including identifying a target market, determining media use, preparing a budget, and developing a timeline for a product or service</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Advanced Promotion</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Sales</b></p> <p>5. Determine the importance of wholesale, retail, and professional sales in a free enterprise economy.</p>	
<p><b>Sales Promotion Design</b></p> <p>6. Create sales promotion materials, including slogans, brochures, catalogs, and cross promotions, that incorporate company image and design through the use of various forms of technology.</p> <p>7. Demonstrate effective sales presentation skills, including obtaining product knowledge, developing a customer base, and determining sales techniques.</p> <p>8. Identify effective Internet sales methods used for Internet presentations and Internet commerce.</p> <p>9. Identify various follow-up sales techniques for obtaining customer referrals for future sales.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Career Opportunities</b></p> <p>10. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements in professional sales and promotion</p>	

## **Workforce Essentials**

<b>Competency</b>	<b>Virtual Business Lesson</b>
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<p><b>Career Development and Employability Skills</b></p> <ol style="list-style-type: none"> <li>1. Explain how to research and select career opportunities.</li> <li>2. Compare the relationship between educational achievement and career planning.</li> <li>3. Demonstrate how to locate, evaluate, and interpret career information for a specific career.</li> <li>4. Determine personal responsibility for making education and career choices.</li> <li>5. Apply skills needed for seeking, obtaining, maintaining, and changing jobs, including preparing a résumé, completing job applications, participating in a job interview, and dressing and grooming for the workplace.</li> </ol>	
<p><b>Foundation Skills</b></p> <ol style="list-style-type: none"> <li>6. Explain the importance of effective communication skills in the workplace.</li> <li>7. Demonstrate mathematical computation skills in the workplace.</li> </ol>	<p>All VBR 3.0 Lessons can be completed in a team environment allowing students to work on communication, leadership, and team building skills.</p> <p>All VBR 3.0 Lessons allow students to continually monitor financial statements via charts and graphs, making decisions to maximize profits. Students can export data to Excel, where additional analysis can be made. This data can also then be used to create written reports in Word and/or PowerPoint presentations.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Ethics and Social Responsibility</b></p> <ol style="list-style-type: none"> <li>8. Identify ethical and unethical behavior and actions in the workplace.</li> </ol>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Store Security</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Leadership and Teamwork</b></p> <ol style="list-style-type: none"> <li>9. Explain leadership skills and practices.</li> <li>10. Apply leadership skills through participation in career and technical student organization (CTSO) activities.</li> <li>11. Identify behaviors that promote effective teamwork.</li> </ol>	<p>All VBR 3.0 Lessons can be completed in a team environment allowing students to work on communication, leadership, and team building skills.</p> <p>Students can participate in the VBR Challenge as a DECA Competitive Event.</p>
<p><b>Applied Technology</b></p> <ol style="list-style-type: none"> <li>12. Determine uses, capabilities, and limitations of technological tools for achieving personal and workplace needs.</li> </ol>	
<p><b>Technical Knowledge and Skills</b></p> <ol style="list-style-type: none"> <li>13. Interpret a company's vision and mission statements, goals, and objectives with regard to a specific career objective or pathway.</li> <li>14. Evaluate opportunities to obtain business- and industry-</li> </ol>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>

<p>recognized work-readiness credentials.</p>	
<p><b>Economics and Finance</b>  15. Explain economic principles and concepts fundamental to entrepreneurship.  16. Differentiate among types of employment documents and records.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Financing</li> <li>• Supply &amp; Demand</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p><b>Safety and Health</b>  17. Formulate a workplace safety plan.  18. Describe how worker safety regulations protect employees and employers.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Business Risks</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>