

**The California CTE Standards and Framework**  
Correlation to:

**Virtual Business Retailing 3.0 (VBR 3.0)**

<b>Standard</b>	<b>Virtual Business Retailing 3.0</b>
<b>Foundation (Marketing)</b>	✓✓✓
<b>E-Commerce Pathway</b>	N/A
<b>International Trade Pathway</b>	N/A
<b>Entrepreneurship Pathway</b>	✓✓✓
<b>Professional Sales and Marketing Pathway</b>	✓✓✓
<b>Foundation (Business)</b>	✓✓✓
<b>Accounting Services Pathway</b>	✓✓✓
<b>Banking and Related Services Pathway</b>	N/A
<b>Business Financial Management Pathway</b>	✓✓✓

Legend ✓ Some correlation to Standards ✓✓ High correlation to Standards ✓✓✓ Very High correlation to Standards  
The information for this correlation was found at the following web address during 06/2009:  
<http://www.cde.ca.gov/be/st/ss/> (Adopted © 05/05)

# Foundation Standards Marketing

<b>Standard</b>	<b>Virtual Business Lesson</b>
<p><i>1.0 Academic Foundations:</i> Students understand the academic content required for entry into postsecondary education and employment within the Marketing, Sales, and Service cluster.</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>• Promotion</li> <li>• Targeted Marketing</li> <li>• Advanced Promotion</li> <li>• Supply &amp; Demand</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>2.0 Communications:</i> Students understand the principles of effective oral, written and multimedia communication in a variety of formats and contexts.</p>	<p>All VBR 3.0 include written and computer exercises which may be completed in a team environment. Also, all VBR 3.0 lessons allow students to view the current business' financial and product information which is exportable to Excel where analysis, reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>3.0 Career Planning and Management:</i> Students understand how to make effective decisions, use career information, and manage personal career plans.</p>	<p>All VBR 3.0 lessons allow the student to work with multiple aspects of the complete business cycle, including analyzing dynamic financial data to make decisions. This enables the students to explore their likes, dislikes, individual strengths and weaknesses within a business model.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>4.0 Technology:</i> Students know how to use contemporary and emerging technological resources in diverse and changing personal, community, and workplace environments.</p>	<p>All VBR 3.0 lessons must be completed via computer simulations, allowing students to advance computer skills. Financial data may be exported to Excel, where reports and presentations may be generated via multiple office applications.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>5.0 Problem Solving and Critical Thinking:</i> Students understand how to create alternative solutions using critical and creative thinking skills, such as logical reasoning, analytical thinking and problem solving.</p>	<p>All VBR 3.0 lessons also allow students to constantly evaluate the current business situation, analyze multiple variables, and make logical decisions to maximize profitability.</p>

	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>6.0 Health and Safety:</i> Students understand health and safety policies, procedures, regulations, and practices including the use of equipment and handling of hazardous materials.</p>	
<p><i>7.0 Responsibility and Flexibility:</i> Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace and community settings.</p>	<p>All VBR 3.0 lessons allow students to view information regarding the current business and to make strategic decisions based on that information. All VBR 3.0 lessons allow students to see the direct impact that their decisions have on the business and to make alternate decisions if the impact is unfavorable. Students are required to finish lessons and competitions in the time allotted by the instructor.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>8.0 Ethics and Legal Responsibilities:</i> Students demonstrate professional, ethical and legal behavior consistent with applicable laws, regulations and organizational norms.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>9.0 Leadership and Teamwork:</i> Students understand effective leadership styles, key concepts of group dynamics, team and individual decision-making, the benefits of workforce diversity, and conflict resolution.</p>	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment which would allow students to explore group dynamics and leadership capabilities.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>10. Technical Knowledge and Skills:</i> Students understand the essential knowledge and skills common to all pathways in the Marketing, Sales, and Service sector.</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>• Promotion</li> <li>• Financing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Security</li> <li>• Location Selection</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Risks &amp; Surprises</li> <li>• Supply &amp; Demand</li> <li>• Financial Statements</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> </ul>

	<ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>11.0 Demonstration and Application:</i> Students demonstrate and apply the concepts contained in the foundation and pathways standards.</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>• Promotion</li> <li>• Financing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Security</li> <li>• Location Selection</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Risks &amp; Surprises</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 Competitions</li> </ul>

## E-Commerce Pathway

Standard	Virtual Business Lesson
A1.0 Students understand fundamental concepts of e-commerce.	
A2.0 Students understand the decisions an e-commerce business makes in the development of products and services.	
A3.0 Students understand important promotional strategies for communicating information about products, services, images, and ideas in an e-commerce environment.	
A4.0 Students understand the purpose, process, and components of effective online sales and purchasing.	
A5.0 Students understand the role or technology as it relates to e-commerce.	

## Entrepreneurship Pathway

Standard	Virtual Business Lesson
B1.0 Students understand basic aspects of entrepreneurship.	<p>All VBR 3.0 lessons allow students to operate their own business and evaluate the advantages and disadvantages of owning that business.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
B2.0 Students understand the elements and purpose of a business plan.	<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 Competitions</li> </ul>
B3.0 Students understand how to use technology in a small business to gain a competitive advantage.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
B4.0 Students understand effective marketing of small business.	<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>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> </ul>

	<ul style="list-style-type: none"> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
B5.0 Students understand key economic concepts that affect small business ownership.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Supply &amp; Demand</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## International Trade Pathway

Standard	Virtual Business Lesson
C1.0 Students understand the fundamental concepts of international business.	
C2.0 Students understand how geographic, cultural, political, legal, historical, and economic factors influence international trade.	
C3.0 Students understand the role of information technology in modern global trade.	
C4.0 Students understand the logistics of importing and exporting products and services.	

## Professional Sales and Marketing Pathway

Standard	Virtual Business Lesson
D1.0 Students understand the key concepts of professional sales and marketing.	<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>• 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> </ul>

	<ul style="list-style-type: none"> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
D2.0 Students understand the theories and basic functions of sales management.	<p>All VBR 3.0 lessons allow students to track the current business' sales performance and financial data. Students make adjustments to their business accordingly.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
D3.0 Students understand how to access and use marketing information to enhance sales opportunities and activities.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Analyzing the Competition</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Foundation Standards Business

Standard	Virtual Business Lesson
<p><i>1.0 Academic Foundations:</i> Students understand the academic content required for entry into postsecondary education and employment within the Finance and Business sector.</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>• Promotion</li> <li>• Targeted Marketing</li> <li>• Advanced Promotion</li> <li>• Supply &amp; Demand</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>2.0 Communications:</i> Students understand the principles of effective oral, written, and multimedia communication in a variety of formats and contexts.</p>	<p>All VBR 3.0 include written and computer exercises which may be completed in a team environment. All VBR 3.0 lessons also allow students to view the current business' financial and product information, which is exportable to Excel where analysis, reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>3.0 Career Planning and Management:</i> Students understand how to make effective decisions, use career information, and manage personal career plans.</p>	<p>All VBR 3.0 lessons allow the student to work with multiple aspects of the complete business cycle, including analyzing dynamic financial data to make decisions. This enables the students to explore their likes, dislikes, individual strengths and weaknesses within a business model.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>4.0 Technology:</i> Students know how to use contemporary and emerging technological resources in diverse and changing personal, community and workplace environments.</p>	<p>All VBR 3.0 lessons must be completed via computer simulations, allowing students to advance computer skills. Financial data may be exported to Excel, where reports and presentations may be generated via multiple office applications.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>5.0 Problem Solving and Critical Thinking:</i> Students understand how to create alternative solutions using critical and creative thinking skills, such as logical reasoning, analytical</p>	<p>All VBR 3.0 lessons also allow students to constantly evaluate the current business situation, analyze multiple variables, and make logical decisions to maximize profitability.</p>

<p>thinking and problem solving techniques.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>6.0 Health and Safety:</i> Students understand health and safety policies, procedures, regulations, and practices including the use of equipment and handling hazardous material.</p>	
<p><i>7.0 Responsibility and Flexibility:</i> Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace and community settings.</p>	<p>All VBR 3.0 lessons allow students to view information regarding the current business and to make strategic decisions based on that information. All VBR 3.0 lessons allow students to see the direct impact that their decisions have on the business and to make alternate decisions if the impact is unfavorable. Students are required to finish lessons and competitions in the time allotted by the instructor.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>8.0 Ethics and Legal Responsibility:</i> Students understand professional, ethical and legal behavior consistent with applicable laws, regulations and organizational norms.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>9.0 Leadership and Teamwork:</i> Students understand effective leadership styles, key concepts of group dynamics, team and individual decision-making, the benefits of workplace diversity, and conflict resolution.</p>	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics and leadership capabilities.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>10.0 Technical Knowledge and Skills:</i> Students understand the essential knowledge and skills common to all pathways within the Finance and Business sector.</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>• Promotion</li> <li>• Financing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Security</li> <li>• Location Selection</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Risks &amp; Surprises</li> <li>• Supply &amp; Demand</li> <li>• Financial Statements</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> </ul>

	<ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p><i>11.0 Demonstration and Application:</i> Students demonstrate and apply the concepts contained in the foundation and pathways standards.</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>• Promotion</li> <li>• Financing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Security</li> <li>• Location Selection</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Risks &amp; Surprises</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 Competitions</li> </ul>

## Accounting Services Pathway

Standard	Virtual Business Lesson
A1.0 Students understand the basic principles and procedures of the accounting cycle.	<p>All VBR 3.0 lessons allow the student to work with multiple aspects of the complete business cycle, including analyzing dynamic financial data to make decisions.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
A2.0 Students understand and apply accounting principles and concepts.	<p>All VBR 3.0 lessons allow the student to work with multiple aspects of the complete business cycle. Students are required to analyze multiple variables and dynamic financial data in order to make business decisions. Data is exportable to Excel, where further analysis and reports can be generated.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
A3.0 Students understand governing agencies and the typical development and structure of various business environments.	
A4.0 Students understand how basic principles of internal control systems relate to the accounting cycle.	<p>All VBR 3.0 lessons allow the student to work with multiple aspects of the complete business cycle. Students are required to analyze multiple variables and dynamic financial data in order to make business decisions. Data is exportable to Excel, where further analysis and reports can be generated.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Banking and Related Services Pathway

Standard	Virtual Business Lesson
B1.0 Students will understand the concepts involved in providing customer service in Banking and Related Services.	
B2.0 Students understand the main operations and management techniques of banking and related services.	
B3.0 Students understand the regulatory	

compliance of banking and related services.	
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## Business Financial Management Pathway

<b>Standard</b>	<b>Virtual Business Lesson</b>
C1.0 Students create and use budgets to guide financial decision-making.	<p>All VBR 3.0 lessons allow the student to work with multiple aspects of the complete business cycle. Students are required to analyze multiple variables and dynamic financial data in order to make business decisions.</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 Competitions</li> </ul>
C2.0 Students know how to analyze and interpret financial data.	<p>All VBR 3.0 lessons allow the student to work with multiple aspects of the complete business cycle. Students are required to analyze multiple variables and dynamic financial data in order to make business decisions.</p> <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 Competitions</li> </ul>
C3.0 Students understand the impact of federal, state, and local regulations on financial management decisions.	
C4.0 Students understand the role of insurance products and services in successful business management.	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Security</li> <li>• Risks &amp; Surprises</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>