

**Georgia's Career & Technical Education Standards**  
**CTE Framework Standards**  
 Correlation to  
**Virtual Business – Retailing 3.0 (VBR3.0)**

<b>Georgia Course Titles</b>	<b>Virtual Business Retailing 3.0</b>
<b>FOUNDATION SKILLS FOR CAREER, TECHNICAL &amp; AG EDUCATION</b>	
Technical Skills	✓✓✓
Academic Foundation	✓✓✓
Communications	✓✓✓
Problem Solving & Critical Thinking	✓✓✓
Information Technology Application	✓✓✓
Systems	✓✓✓
Safety, Health & Environment	
Leadership & Teamwork	✓✓✓
Ethics & Legal Responsibilities	
Career Development	✓✓✓
Entrepreneurship	✓✓✓
<b>BUSINESS &amp; COMPUTER SCIENCE (SMALL BUSIENSS DEVELOPMENT CAREER PATHWAY)</b>	
Business Essentials	✓✓✓
Legal Environment of Business	✓
Entrepreneurial Ventures	✓✓✓
<b>MARKETING, SALES &amp; SERVICE (MARKETING &amp; MANAGEMENT CAREER PATHWAY)</b>	
Marketing Principles	✓
Advanced Marketing	✓✓
Entrepreneurship: Building a Business	✓✓✓

**Legend:**

- ✓ Some Correlation to the Competency
- ✓✓ High Correlation to the Competency
- ✓✓✓ Very High Correlation to the Competency

The information for these competencies was found at the following link during 06/2009:

[http://www.doe.k12.ga.us/ci\\_cta.aspx](http://www.doe.k12.ga.us/ci_cta.aspx) Implemented © July 2007

# FOUNDATION SKILLS FOR CAREER, TECHNICAL & AG EDUCATION

## Technical Skills

Standard	Virtual Business Lesson
Learners achieve technical content skills necessary to pursue the full range of careers for all pathways in the program concentration.	<p>All VBR 3.0 lessons allow the student to simulate owning their own business via computer simulation. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students must constantly monitor financial data, which can be exported to Excel where further reports and presentations can be generated. Students make ongoing business decisions to maximize profitability.</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>

## Academic Foundations

Standard	Virtual Business Lesson
Learners achieve state academic standards at or above grade level.	<p>All VBR 3.0 lessons require students to follow technical written instructions. Students are also required to analyze business performance using various mathematical charts &amp; graphs. This data can also be downloaded to Excel – where they can further analyze their business model, write reports and prepare 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 Competitions</li></ul>

## Communications

Standard	Virtual Business Lesson
Learners use various communication skills in expressing and interpreting information.	<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, communication skills, and personal leadership capabilities. Financial data may be exported to Excel, where other applications may be used to generate reports and 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 Competitions</li></ul>

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## Problem Solving & Critical Thinking

Standard	Virtual Business Lesson
<p>Learners define and solve problems, and use problem-solving and improvement methods and tools.</p>	<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 and maximize profitability. 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>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Information Technology Application

Standard	Virtual Business Lesson
<p>Learners use multiple information technology devices to access, organize, process, transmit, and communicate information.</p>	<p>All VBR 3.0 lessons require students to use a computer and analyze business performance using various mathematical charts &amp; graphs. This data can also be downloaded to Excel – where they can generate written reports and prepare presentations.</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>

## Systems

Standard	Virtual Business Lesson
<p>Learners understand a variety of organizational structures and functions.</p>	

## Safety, Health & Environment

Standard	Virtual Business Lesson
<p>Learners employ safety, health and environmental management systems in corporations and comprehend their importance to organizational performance and regulatory compliance.</p>	

## Leadership & Teamwork

<b>Standard</b>	<b>Virtual Business Lesson</b>
Learners apply leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.	All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.  <b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>

## Ethics & Legal Responsibilities

<b>Standard</b>	<b>Virtual Business Lesson</b>
Learners commit to work ethics, behavior, and legal responsibilities in the workplace.	

## Career Development

<b>Standard</b>	<b>Virtual Business Lesson</b>
Learners plan and manage academic-career plans and employment relations.	All VBR 3.0 lessons allow students to experience the various aspects of running a business. They can explore their likes, dislikes, strengths, & weaknesses in this field.  <b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>

## Entrepreneurship

<b>Standard</b>	<b>Virtual Business Lesson</b>
Learners demonstrate understanding of concepts, processes, and behaviors associated with successful entrepreneurial performance.	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 and maximize profitability. Data is exportable to Excel, where further analysis and reports can be generated.  <b><u>VBR 3.0 Lessons</u></b>

	<ul style="list-style-type: none"><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>
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# BUSINESS & COMPUTER SCIENCE (SMALL BUSINESS DEVELOPMENT CAREER PATHWAY)

## Business Essentials

Standard	Virtual Business Lesson
<b>COMMUNICATION</b>	
The student exhibits appropriate oral and written communication on personal and professional levels.	<p>All VBR 3.0 lessons require students to analyze business performance. This data can be downloaded to Excel – where they can write reports and prepare oral presentations. All lessons can be completed individually or in a team setting, allowing students to work on their peer communication skills in improving their 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>
The student produces written communications that utilize proper tone, grammar, and bias-free language.	<p>All VBR 3.0 lessons require students to analyze business performance. This data can be downloaded to Excel – where they can write reports and prepare oral 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 Competitions</li> </ul>
The student practices proper oral communications that express wants, needs, and feelings.	<p>All VBR 3.0 lessons require students to analyze business performance. This data can be downloaded to Excel – where they can write reports and prepare oral presentations. All lessons can be completed individually or in a team setting, allowing students to work on their peer communication skills in improving their 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>
<b>LEADERSHIP &amp; TEAMWORK</b>	
The student participates in a variety of activities that demonstrates the importance of leadership within a business endeavor.	<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, communication skills, and personal 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>The student participates as part of a team in an effort to accomplish a common goal leading to a successful business endeavor.</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, communication skills, and personal 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><b><i>BUSINESS CONCEPTS</i></b></p>	
<p>The student demonstrates an understanding of basic business concepts and how they are applied to business activities.</p>	<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 and maximize profitability. 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>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>The student utilizes technology in a variety of ways while solving business problems.</p>	<p>All VBR 3.0 lessons allow the student to work with multiple aspects of the complete business cycle via computer simulations. Financial 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>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>The student analyzes how international business impacts business.</p>	
<p>The student demonstrates an understanding of the importance of developing and organizing a successful business plan.</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>
<p><b><i>ENTREPRENEURIAL DISCOVERY</i></b></p>	
<p>The student recognizes and demonstrates an understanding of the unique characteristics, traits and concepts of the successful entrepreneur.</p>	<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 and maximize profitability. Lessons may be completed in a team setting, allowing students to work on communication and leadership.</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>
<p><b><i>ETHICS</i></b></p>	
<p>The student compares and contrasts common</p>	

ethical issues.	
The student evaluates personal responsibility of ethical behavior.	
The student investigates the relationship between ethics and law.	
The student derives the importance of employer/employee relationships.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student evaluates the impact of technology on business ethics.	
<b>FORMS OF BUSINESS OWNERSHIP</b>	
The student evaluates sole proprietorships as a form of business.	
The student evaluates the different types of partnerships as a form of business.	
The student evaluates the different types of corporations as a form of business.	
The student chooses the most appropriate form of business ownership on any planned business.	
The student evaluates franchising as a form of business ownership.	
<b>FUNCTIONS OF MANAGEMENT</b>	
The student analyzes the management functions and their implementation and integration within the business environment.	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</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>
The student analyzes and explains the planning function and how it is used.	<p>All VBR 3.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their 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 Competitions</li> </ul>
The student analyzes and explains the	

organizing function and how it is used to group resources within a business structure.	
The student analyzes and explains the directing function and how it relates to leadership in an organization.	
The student analyzes and describes the control function of management and how it is used to measure performance.	
<b>BUDGETING AND FINANCE</b>	
The student explains the process in developing a budget.	<b><u>VBR 3.0 Lessons</u></b> <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>
The student analyzes the financial statements of a business and utilizes those statements to make important business decisions.	<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 and maximize profitability.</p> <b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student identifies financial aspects associated with opening a business.	<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 Competitions</li> </ul>
The student completes records which are fundamental for any business.	<b><u>VBR 3.0 Lessons</u></b> <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>
<b>BUSINESS LAW</b>	
The student identifies the sources of law & procedures of the court system as they relate to entrepreneurship.	
The student examines the role of contracts, sales law, and consumer law as they relate to entrepreneurship.	
The student analyzes the role of agency law & employment law as it relates to entrepreneurship.	
The student analyzes and assesses government regulations and the effects on entrepreneurial ventures.	

<b>RISK MANAGEMENT</b>	
The student explores and interprets the various risks involved in operating a business.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Risks &amp; Surprises</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student analyzes choices available to consumers for protection against risk and financial loss.	
<b>MARKETING</b>	
The student demonstrates understanding of the concept of marketing and its importance to business ownership.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student identifies and analyzes the relationship between marketing and the individual, business, and society.	
<b>ECONOMICS</b>	
The student will explain why limited productive resources and unlimited wants result in scarcity, opportunity costs and trade offs for individuals, business and governments.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student will compare and contrast different economic systems, and explain how they answer the three basic economic questions of what to produce, how to produce and for whom to produce.	
<b>JOB ACQUISITION</b>	
The student integrates all forms of communication in the successful pursuit of employment.	

## Legal Environment of Business

<b>Standard</b>	<b>Virtual Business Lesson</b>
<b>ETHICS</b>	
The student summarizes the ethical responsibilities of business ownership.	
The student summarizes the effects of diverse cultures and customs on business.	
The student determines ethical issues directly related to government regulations.	
<b>BUSINESS LAW</b>	
The student identifies rights and responsibilities of contract negotiations.	
The student analyzes the importance of sales regulations.	
The student identifies consumer protection legislation and its effects on business.	

The student analyzes the role and importance of agency law and employment law as they relate to the conduct of business in the national and international marketplace.	
The student explains the legal rules that apply to personal property and real property.	
The student analyzes the function of commercial paper.	
The student analyzes the function of bankruptcy law.	
The student explains how advances in computer technology impact business law.	
The student explains laws and regulations that apply to the environment.	
The student analyzes the role of government in managing a business.	
<b>RISK MANAGEMENT</b>	
The student analyzes the purpose of business insurance.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Risks &amp; Surprises</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student analyzes the risk involved in product liability.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Risks &amp; Surprises</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student analyzes automobile insurance.	
The student analyzes business property insurance.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Risks &amp; Surprises</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student analyzes health/medical and life insurance.	
The student analyzes unemployment insurance.	
The student analyzes disability insurance.	
The student analyzes insurance ethics and insurance fraud.	

# Entrepreneurial Ventures

## Standard

## Virtual Business Lesson

<b>COMMUNICATION</b>	
<p>The student acquires meaning from written materials and applies the information to a task.</p>	<p>All VBR 3.0 lessons require students to follow written instructions. Students analyze business performance and financials as reported in graphs, charts, and tables. This data can be downloaded to Excel – where they can further analyze the data, write reports, and prepare oral 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 Competitions</li> </ul>
<p>The student effectively communicates with coworkers.</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, communication skills, and personal 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>The student effectively communicates with people of different cultures and/or countries.</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, communication skills, and personal 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>The student utilizes strategies for effective conflict management.</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, communication skills, and personal 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>
<b>ECONOMICS</b>	
<p>The student will explain how the Law of Demand &amp; the Law of Supply, prices and profits work to determine production and distribution in a market economy.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>The student will explain how productivity, economic growth and future standards of living are influenced by investment in factories, machinery, new technology and the health,</p>	

education and training of people.	
The student will explain the organization and role of business, and analyze the four types of market structures in the U.S. economy.	
The student will explain why individuals, businesses and government trade goods and services.	
The student will explain why countries sometimes erect trade barriers and sometimes advocate free trade.	
The student applies the fundamentals of international trade.	
<b><i>FUNCTIONS OF MANAGEMENT</i></b>	
The student applies the planning function of management.	<p>All VBR 3.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their 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>
The student applies organizing as a function of management.	<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>
The student applies the role of directing or leading as a function of management.	<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>
The student applies controlling and evaluation together as a function of a management.	
<b><i>ORGANIZATIONAL STRUCTURES</i></b>	
The student determines appropriate organization structures for various business models.	
The student analyzes the interrelationships of organizational models.	
<b><i>FINANCIAL MANAGEMENT</i></b>	
The student creates a budget and uses the budget to guide management decisions.	<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>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student analyzes financial issues that are related to doing businesses with other countries.	
The student identifies the elements needed to	

develop a financial plan and to obtain business financing.	
The student determines the financial strength of a business.	<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>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<b>INFORMATION MANAGEMENT</b>	
The student demonstrates an understanding of information management and how they support effective business operations.	
The student demonstrates an understanding of what constitutes vital records and how they differ from important and useful records.	
The student demonstrates an understanding of the filing classification system and equipment.	
The student demonstrates an understanding of electronic records management.	
The student demonstrates an understanding of the purpose of a records center.	
<b>OPERATIONS MANGEMENT</b>	
The student develops organizational skills to improve efficiency.	<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 and maximize profitability. Organization skills are necessary to juggle multiple variable within the exercises.</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>
The student implements expense control strategies to enhance the financial well being of a business.	<p>All VBR 3.0 lessons require students to constantly analyze business performance and financials as reported in graphs, charts, and tables. Students then make decisions to improve business performance.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student performs activities to facilitate ongoing business operations.	<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> </ul>

	<ul style="list-style-type: none"> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Supply &amp; Demand</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<b>HUMAN RESOURCE MANAGEMENT</b>	
The student describes the role and function of a human resource unit in an organization.	
The student utilizes techniques to staff a unit within an organization.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student integrates training and development strategies to increase productivity and employee satisfaction.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Security</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student analyzes the importance of employee evaluations.	
The student creates a culture that fosters good employee morale resulting in employee retention.	
The student describes separation, termination, and transition strategies.	
The student investigates the concept of labor relations.	
<b>MARKETING MANAGEMENT</b>	
The student analyzes the impact and influence of external factors on marketing	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student develops a plan to identify, reach and retain customers in a specific target market.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Location Selection</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student evaluates and applies elements of the marketing mix.	

<b><i>BUSINESSPLAN DEVELOPMENT AND IMPLEMENTATION</i></b>	
The student conducts a needs assessment for a business.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student plans the product or service for a business.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student prepares a marketing strategy.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student prepares the components of a business plan.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student develops the financial plan for a business.	<b><u>VBR 3.0 Lessons</u></b> <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>
The student plans production.	
The student staffs the business.	<b><u>VBR 3.0 Lessons</u></b> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student operates the business.	<p>All VBR 3.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their 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 Competitions</li> </ul>
The student evaluates the business.	<p>All VBR 3.0 lessons require students to constantly analyze business performance and financials as reported in graphs, charts, and tables. This data can be downloaded to Excel – where they can further analyze the data, write reports, and prepare oral presentations.</p>

	<b><u>VBR 3.0 Lessons</u></b>
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- Business Plan Analysis
- New Store Project
- Multiplayer Competitions

# MARKETING, SALES & SERVICE (MARKETING & MANAGEMENT CAREER PATHWAY)

## Marketing Principles

Standard	Virtual Business Lesson
Examine marketing principles in relation to the free enterprise system and the global environment.	
Integrate social-studies skills into marketing, sales and service to obtain an understanding of customers and the economic environment in which they function.	<p>All VBR 3.0 lessons allow students to monitor customer comments in order to improve business performance.</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>
Acquire foundational knowledge of marketing concepts and understand the scope and impact of marketing on the economy.	
Implement, modify, and improve business and marketing systems to facilitate business activities.	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Acquire foundational knowledge of international business and marketing concepts to understand the scope and impact on the economy.	
Utilize distribution knowledge to manage supply-chain activities	
Employ financial knowledge and skill to facilitate marketing decisions.	<p>All VBR 3.0 lessons require the students to analyze financial data to make decisions regarding the 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>
Acquire foundational knowledge of marketing information and research to understand its scope on business and marketing decisions.	
Utilize pricing strategies to maximize return and meet customer perception of value.	
Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.	
Employ processes and techniques to sell goods, services, and ideas.	<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> </ul>

## Advanced Marketing

<b>Standard</b>	<b>Virtual Business Lesson</b>
Utilize social-studies skills in marketing, sales, and services to obtain understanding of customers and the economic environment in which they function.	<u><b>VBR 3.0 Lessons</b></u> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Merchandising</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Utilize distribution knowledge and skill to manage supply-chain activities.	
Evaluate financial systems to enhance their impact on business and marketing operations and decisions.	
Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.	<u><b>VBR 3.0 Lessons</b></u> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Analyzing the Competition</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Utilize pricing strategies to maximize return and meet customers' perception of value.	<u><b>VBR 3.0 Lessons</b></u> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Market Research</li> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Examine marketing activities and related legal considerations to facilitate business development and growth.	
Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.	
Utilize purchasing and pricing strategies to maximize return and meet customers' perceptions of value.	<u><b>VBR 3.0 Lessons</b></u> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Market Research</li> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Utilize sales and knowledge and skill to determine client needs and wants to respond through planned, personalized marketing communications.	<u><b>VBR 3.0 Lessons</b></u> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Utilize promotional knowledge and skill for communication information to achieve a desired marketing outcome.	<u><b>VBR 3.0 Lessons</b></u> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> </ul>

	<ul style="list-style-type: none"><li>• Multiplayer Competitions</li></ul>
Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.	

## Entrepreneurship: Building a Business

<b>Standard</b>	<b>Virtual Business Lesson</b>
Understands concepts and processes associated with successful entrepreneurial performance.	<p>All VBR 3.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their 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 Competitions</li> </ul>
Explain the fundamental concepts of business ownership.	<p>All VBR 3.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their 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 Competitions</li> </ul>
Identify components necessary to determine market segment/target market.	<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>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Compile a business plan worksheet.	<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>
Determine the effect of government on business.	
Identify the ethical, social, and environmental responsibilities of businesses.	
Understand the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.	<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>
Understand the concepts, systems, and tools needed to meet the goals and objectives of an entrepreneurial entity.	<p>All VBR 3.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve</p>

	<p>their 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 Competitions</li> </ul>
<p>Understand the concepts, systems, and strategies needed to acquire and develop human resource needs for an entrepreneurial entity.</p>	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Security</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Understand the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity. (Business plan, presentations, etc)</p>	<p>All VBR 3.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their 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 Competitions</li> </ul>