

Kentucky's Career & Technology Skill Standards
Correlation to
Virtual Business – Retailing 3.0 (VBR 3.0)

Skill Standard	Virtual Business Retailing 3.0
Administrative Support Services	✓✓✓
Communication Skills	✓✓✓
Financial Services	✓✓✓
Marketing	✓✓✓
Retail	✓✓✓
Technology	✓✓

Legend ✓ Some correlation to the skill standard ✓✓ High correlation to the skill standard ✓✓✓ Very high correlation to the skill standard

The information for this correlation was found at the following web address during 02/07:
<http://www.education.ky.gov/KDE/Instructional+Resources/Career+and+Technical+Education/Skill+Standards+and+Assessments/Skill+Standards+Documents.htm> Version 2001, Revised 2007

Administrative Skills

Skill Standard	Virtual Business Lesson
Apply math and financial skills	<p>All VBR 3.0 lessons include math exercises, in addition to written and computer exercises.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Financing • Promotion • Targeted Marketing • Security • Supply & Demand • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Demonstrate effective written skills	<p>All VBR 3.0 lessons include written exercises, in addition to math and computer exercises.</p> <p>All VBR 3.0 lessons also allow students to view the current business' product and financial statements - which are exportable to Excel where further analysis, calculations, written reports & presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>Exhibit workplace skills</p> <p>Ex. punctuality, dress, respect, timeliness on tasks, follow directions; work with minimal supervision, etc.</p>	<p>All VBR 3.0 lessons require students to follow directions and complete work within a given time period. All VBR 3.0 lessons may be completed within an individual or team environment. Students are required to complete reading, writing, math, and computer exercises.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>Understand workforce issues</p> <p>Ex. Team vs. individual, ethics, responsibility, confidential/secure, etc.</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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competitions
<p>Perform administrative support functions</p> <p>Ex. Organizing, appointment coordination, equipment, inventory supplies, forms, technical, filing, distribute materials, etc.</p>	
<p>Demonstrate basic computer skills</p> <p>Ex. Keyboarding, graphics, forms, print, tables, database, word processing, spreadsheets.</p>	<p>All VBR 3.0 lessons require students to have general computer knowledge in order to complete the goals and objectives. All VBR 3.0 lessons allow students to view the current business' product and financial information - which is exportable to Excel where further analysis, calculations, written reports & presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Communication Skills

Skill Standard	Virtual Business Lesson
Math and measurement	<p>All VBR 3.0 lessons include math exercises, in addition to written and computer exercises.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Financing • Promotion • Targeted Marketing • Security • Supply & Demand • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Verbal and written communications	<p>All VBR 3.0 lessons include written exercises, in addition to math and computer exercises. All VBR 3.0 lessons also allow students to view the current business' product and financial statements - which are exportable to Excel where further analysis, calculations, written reports & presentations may be generated. Lessons may be completed individually or within a team setting to enhance communication/team skills.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Business planning and operations	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Teamwork	<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><u>VBR 3.0 Lessons:</u></p>

	<ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Workplace responsibilities – Measurable	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Workforce issues – Measurable	
Workplace responsibilities – Observable	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Workforce issues – Observable	
Workplace safety and health – Measurable	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Risks & Surprises • New Store Project • Multiplayer Competitions
Computer use – Measurable	<p>All VBR 3.0 lessons require students to complete exercises via computer simulation. Financial data can be exported to Excel – where additional reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Business planning and operations – Measurable	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions

Financial Services

Skill Standard	Virtual Business Lesson
Apply math skills.	<p>All VBR 3.0 lessons include math exercises, in addition to written and computer exercises.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Financing • Promotion • Targeted Marketing • Security • Supply & Demand • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Demonstrate listening, oral, and written communication skills.	<p>All VBR 3.0 lessons include written exercises, in addition to math and computer exercises. All VBR 3.0 lessons also allow students to view the current business' product and financial statements - which are exportable to Excel where further analysis, calculations, written reports & presentations may be generated. Lessons may be completed individually or within a team setting to enhance communication/team skills.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Use problem-solving techniques.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Apply generally accepted accounting principles.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financing • Financial Statements • Business Plan Analysis • New Store Project • Multiplayer Competitions

Possess knowledge of bank products and services.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financing • Business Plan Analysis • New Store Project • Multiplayer Competitions
Discuss financial service careers.	
Understand interpersonal relationships.	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Exhibit work ethic	
Demonstrate effective team skills	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Exhibit keyboarding/data entry skills	<p>All VBR 3.0 lessons require students to complete exercises via computer simulation. Financial data can be exported to Excel – where additional reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Utilize software applications	<p>All VBR 3.0 lessons require students to complete exercises via computer simulation. .</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Perform clerical duties	
Demonstrate time management skills	<p>All VBR 3.0 lessons require students to complete written, math, and computer exercises in a specific amount of time. Students may also compete in DECA & FBLA competitive online challenges as a timed event.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competitions
Demonstrate marketing skills	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Promotion • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Practice safety and security procedures	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions
Perform banking operations	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • Financial Statements • New Store Project • Multiplayer Competitions

Marketing

Skill Standard	Virtual Business Lesson
Understand fundamental business, management, and entrepreneurial concepts that affect business decision making.	<p>All VBR 3.0 lessons allow students to simulate running their own business and require them to make decisions to enhance business performance. Students may view the current business' product and financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Understand concepts, strategies, and systems needed to interact effectively with others.	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Understand the economic principles and concepts fundamental to marketing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competitions
Understand concepts and strategies needed for career exploration, development, and growth.	<p>All VBR 3.0 lessons require the students to adjust to changes taking place within the business they are operating, make decisions based on the situations they encounter, set personal goals to improve upon their scores, and manage their time based upon the amount of time they are given to complete assignments.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Understand concepts, strategies, and systems needed to interact effectively with others.	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Understand the concepts and processes needed to move, store, locate, and/or transfer	

ownership of goods and services.	
Understand the financial concepts used in making business decisions.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • Financial Statements • New Store Project • Multiplayer Competitions
Understand the concepts, systems, and tools used to gather, access, synthesize, evaluate and disseminate information for use in making business decisions.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competitions
Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • New Store Project • Multiplayer Competitions
Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome (Occupational).	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Targeted Marketing • Promotion • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influence purchase decisions and enhances future business opportunities	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Promotion • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions

Retail

Skill Standard	Virtual Business Lesson
Understand fundamental business, management, and entrepreneurial concepts that affect business decision making.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Understand concepts, strategies, and systems needed to interact effectively with others.	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Understand the economic principles and concepts fundamental to marketing	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competitions
Understand concepts and strategies needed for career exploration and growth.	
Ex. Application, interview, resume, follow up, etc	
Initiate customer contact	
Build customer relations	
Determine customer needs	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Turnaround • New Store Project • Multiplayer Competitions
Build the sale	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Targeted Marketing • Promotion • Merchandising • Advanced Promotion • Advanced Merchandising • Turnaround • New Store Project • Multiplayer Competitions
Close the sale	

Take inventory	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Security • New Store Project • Multiplayer Competitions
Transfer inventory	
Maintain stock, selling, and customer service area	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Purchasing • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Maintain product presentation and displays	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Merchandising • Advanced Merchandising • New Store Project • Multiplayer Competitions
Identify and prevent loss	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Turnaround • New Store Project • Multiplayer Competitions
Follow safety procedures	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Risks & Surprises • Turnaround • New Store Project • Multiplayer Competitions
Support co-workers	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Create competitive advantage	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Analyzing the Competition • New Store Project • Multiplayer Competitions

Technology

Skill Standard	Virtual Business Lesson
Communications and teamwork.	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Math and measurement.	<p>All VBR 3.0 lessons include math exercises, in addition to written and computer exercises.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Targeted Marketing • Financing • Promotion • Advanced Promotion • Advanced Merchandising • Security • Supply & Demand • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Business planning and operations.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>Learning Skills</p> <p>Ex. Preferred learning styles, org logic, team concepts, directions, etc</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. All VBR 3.0 lessons also include reading, written, math, and computer exercises.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Communication and teamwork.	<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><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Workplace safety and health	
Problem solving	<p>All VBR 3.0 lessons require students to evaluate the current business situation and use problem solving skills in order to improve upon that situation.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Quality assurance	
Business planning and operations	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Workforce issues	
Workplace skills	<p>All VBR 3.0 lessons require students to follow directions and complete work within a given time period. All VBR 3.0 lessons may be completed within an individual or team environment, and include reading, written, math, and computer exercises.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The characteristics and scope of technology	
<p>The core concepts of technology</p> <p>Ex. Systems, resources, requirements, optimization, processes, and controls.</p>	
Relationships among technologies and the connections between technology and other	

fields.	
The cultural, social, economic, and political effects of technology	
The effects of technology on the environment	
The role of society in the development and use of technology	
The influence of technology on history	
The attributes of design	
Engineering design	
The role of troubleshooting, research and development, invention, and innovations, and experimentation in problem solving	
Apply design processes	
Use and maintain technological products and systems	
Assess the impact of products and systems	
Medical technologies	
Agricultural and related biotechnologies	
Energy and power technologies	
Information and communication	
Transportation technologies	
Manufacturing technologies	
Construction technologies	