

**Michigan's Content Standards & Benchmarks:
Business Management & Administration
Career & Employability Skills
Marketing, Sales, & Services**

**Correlation to
Virtual Business – Retailing 3.0 (VBR 3.0)**

Benchmark	Virtual Business Retailing 3.0
Business Management & Administration: Communication	✓✓✓
Business Management & Administration: Problem Solving & Critical Thinking	✓✓✓
Business Management & Administration: Information Technology Applications	✓✓✓
Business Management & Administration: Systems	✓✓✓
Business Management & Administration: Safety, Health, and Environment	N/A
Business Management & Administration: Leadership and Teamwork	✓✓✓
Business Management & Administration: Ethics & Legal Responsibilities	N/A
Business Management & Administration: Employability and Career Development	✓✓✓
Business Management & Administration: Technical Skills	✓✓✓
Career & Employability Skills	✓✓✓
Marketing, Sales, & Services	✓✓✓

Legend ✓ Some Correlation to the Benchmark ✓✓ High Correlation to the Benchmark ✓✓✓ Very High Correlation to the Benchmark

The information for this correlation was found at the following web address during 07/2009:
Adopted Version 2002 http://www.michigan.gov/mde/0,1607,7-140-6530_2629---,00.html

Business, Management, and Administration

I. Communication

Skill	Virtual Business Activity
<p>A. Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary and follow directions.</p>	<p>All VBR 3.0 lessons require students to follow written directions. All lessons include reading and writing exercises, in addition to the computer simulation. Within the program, students can click on a term to see a definition. Students must evaluate the current business, determine what needs improving, implement their decisions, and evaluate the outcomes of those decisions. This information is exportable to Excel where mathematical analysis, 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
<p>B. Compose and prepare written communications to convey technical concepts and company information.</p>	<p>All VBR 3.0 lessons require students to follow written directions. All lessons include reading and writing exercises, in addition to the computer simulation. Within the program, students can click on a term to see a definition. Students must evaluate the current business, determine what needs improving, implement their decisions, and evaluate the outcomes of those decisions. This information is exportable to Excel where mathematical analysis, 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
<p>C. Interpret verbal and nonverbal messages to enhance communication with co-workers and external customers.</p>	<p>All VBR 3.0 lessons may be completed in a team setting, allowing students to work on their communication skills, teamwork, and leadership skills. Business data is exportable to Excel, where written reports and presentations can be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>D. Develop and deliver formal and informal presentations relating to a broad range of business topics.</p>	<p>All VBR 3.0 lessons allow students to monitor business data - which is exportable to Excel where written reports and presentations can be generated.</p>

	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
E. Exhibit people skills to deal positively with a variety of personalities and diverse individuals.	<p>All VBR 3.0 lessons may be completed in a team setting, allowing students to work on their communication skills, teamwork, and leadership skills. They must work together to monitor, make decisions, and improve their business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
F. Apply active listening skills to obtain and clarify information.	<p>All VBR 3.0 lessons may be completed in a team setting, allowing students to work on their communication skills, teamwork, and leadership skills. They must work together to monitor, make decisions, and improve their business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
G. Interpret and use tables, charts and figures to support written and oral communication.	<p>All VBR 3.0 lessons allow students to monitor business data viewable in charts, graphs and reports. This information is exportable to Excel, where written reports and presentations can be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
H. Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.	<p>All VBR 3.0 lessons allow students to monitor business data viewable in charts, graphs and reports. This information is exportable to Excel, where written reports and presentations can be generated. Lessons may be completed individually or in a team setting, allowing students to share information to maximize business profit.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

II. Problem Solving and Critical Thinking

Skill	Virtual Business Activity
A. Apply accepted problem solving methods to solve business problems.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions

III. Information Technology Applications

Skill	Virtual Business Activity
A. Use technology based tools to accomplish business services and planning.	<p>All VBR 3.0 lessons are to be complete using a computer simulation. Financial data may 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"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
B. Use technology responsibly to apply its functions and understand its impact.	
C. Use technology to express ideas and exchange business information.	<p>All VBR 3.0 lessons allow students to monitor business data (viewable in charts, graphs and reports). This information is exportable to Excel, where written reports and presentations can be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions

IV. Systems

Skill	Virtual Business Activity
A. Understand roles within teams, work units, departments, and organizations to identify the effect of systems on the activities of a	All VBR 3.0 lessons may be completed in a team setting, allowing students to work on their communication skills, teamwork, and

business.	<p>leadership skills. They must work together to monitor, make decisions, and improve their business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
B. Use resources to manage and improve organizational systems.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions

V. Safety, Health and Environment

Skill	Virtual Business Activity
A. Assess workplace conditions to maintain safe and healthful working conditions.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Risks & Surprises • Business Plan Analysis • New Store Project • Multiplayer Competitions
B. Assess hazards, ergonomics, and surface safety in business environment to follow safety procedures and respond to emergency plan.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Risks & Surprises • Business Plan Analysis • New Store Project • Multiplayer Competitions
C. Identify, safeguard and eliminate causes of combustible materials, fires and emergencies to establish a fire-safe working environment,	

VI. Leadership and Teamwork

Skill	Virtual Business Activity
A. Identify characteristics of the leadership role	All VBR 3.0 lessons allow the student to simulate

to perform leadership activities.	<p>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>All VBR 3.0 lessons may also be completed as a team, where students work on communication, teamwork, and leadership skills.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
B. Work as a team to develop and implement company vision and goals.	<p>All VBR 3.0 lessons may also be completed as a team, where students work on communication, teamwork, and leadership skills. Students work together to monitor the business and make decisions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
C. Collaborate with others to accomplish business tasks.	<p>All VBR 3.0 lessons may also be completed as a team, where students work on communication, teamwork, and leadership skills. Students work together to monitor the business and make decisions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

VII. Ethics and Legal Responsibilities

Skill	Virtual Business Activity
A. Apply business laws and regulations to business situations.	
B. Exhibit ethical conduct to business negotiations and decisions.	

VIII. Employability and Career Development

Skill	Virtual Business Activity
A. Exhibit positive work behaviors and personal qualities to enhance the work environment.	All VBR 3.0 lessons may also be completed as a team, where students work on communication, teamwork, and leadership skills. Students work

	<p>together to monitor the business and make decisions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
B. Identify and explore career opportunities to create a professional growth and development plan.	<p>All VBR 3.0 lessons allow students to explore the different aspects involved in operating their own business- exploring their likes, dislikes, strengths and weaknesses in this field.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
C. Apply job seeking skills to seek, evaluate, apply for and accept employment.	
D. Exhibit an understanding of written organizational policies, rules and procedures to optimize employee performance.	<p>All VBR 3.0 lessons require students to complete written exercises, in addition to the computer simulation.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

IX. Technical Skills

Skill	Virtual Business Activity
A. Use effective communication skills for all models of business.	<p>All VBR 3.0 lessons may be completed in a team setting, allowing students to work on their communication skills. Students must monitor business data (viewable in charts, graphs and reports). This information is exportable to Excel, where written reports and presentations can be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Career & Employability Skills

Applied Academic Skills

Benchmark	Virtual Business Activity
All students will apply basic communication skills (e.g., reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.	All VBR 3.0 lessons may be completed as a team, allowing students to work on communication skills. All lessons allow students to view the current business' product and financial information to improve their business. This information is exportable to Excel where mathematical analysis, written reports and presentations may be generated. <u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• New Store Project• Multiplayer Competitions

Career Planning

Benchmark	Virtual Business Activity
All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.	All VBR 3.0 lessons allow students to explore the different aspects involved in operating their own business, exploring their likes, dislikes, strengths and weaknesses in this field. <u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• New Store Project• Multiplayer Competitions

Developing and Presenting Information

Benchmark	Virtual Business Activity
All students will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.	All VBR 3.0 lessons allow the student to work with charts and graphs filled with information pertaining to the business that is being managed. This information is exportable to Excel where mathematical analysis, written reports and presentations may be generated. <u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• New Store Project• Multiplayer Competitions

Problem Solving

Benchmark

All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impacts, choosing appropriate alternatives, implementing plans of action, and evaluating results.

Virtual Business Activity

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.

VBR 3.0 Lessons

- Business Plan Analysis
- New Store Project
- Multiplayer Competitions

Personal Management

Benchmark

All students will display personal qualities such as responsibility, self-management, self-confidence, ethical behavior, and respect for self and others.

Virtual Business Activity

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. Lessons may be completed as a team, allowing students to work on communication and teamwork skills.

VBR 3.0 Lessons

- New Store Project
- Multiplayer Competitions

Organizational Skills

Benchmark

All students will identify, organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.

Virtual Business Activity

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.

VBR 3.0 Lessons

- Business Plan Analysis
- New Store Project
- Multiplayer Competitions

Teamwork

Benchmark	Virtual Business Activity
All students will work cooperatively with people of diverse backgrounds and abilities, identify with the group's goals and values, learn to exercise leadership, teach others new skills, serve clients or customers, and will contribute to a group process with ideas, suggestions, and efforts.	All VBR 3.0 lessons may be completed in a team setting, allowing students to work on communication, teamwork, and leadership skills to maximize business performance. <u>VBR 3.0 Lessons</u> <ul style="list-style-type: none">• New Store Project• Multiplayer Competitions

Negotiation Skills

Benchmark	Virtual Business Activity
All students will communicate ideas to support a position and negotiate to resolve divergent interests.	All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. All lessons may be completed as a team, allowing students to work on communication, negotiation, and teamwork skills. <u>VBR 3.0 Lessons</u> <ul style="list-style-type: none">• New Store Project• Multiplayer Competitions

Understanding Systems

Benchmark	Virtual Business Activity
All students will learn to understand, monitor, and improve complex systems, including social, technical, and mechanical systems, and work with and maintain a variety of technologies.	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. <u>VBR 3.0 Lessons</u> <ul style="list-style-type: none">• Business Plan Analysis• New Store Project• Multiplayer Competitions

Using Employability Skills

Benchmark	Virtual Business Activity
All students will integrate employability skills into behaviors which prepare one for obtaining,	All VBR 3.0 lessons allow students to exhibit the skills that may be used in potential jobs of

maintaining, advancing, and changing employment.

secondary students. Students must evaluate the current business, determine what needs improving, implement their decisions, and evaluate the outcomes of those decisions via computer simulation. This information is exportable to Excel where mathematical analysis, written reports and presentations may be generated. All lessons may be completed individually or as part of a team.

VBR 3.0 Lessons

- New Store Project
- Multiplayer Competitions

Marketing, Sales, & Services

Benchmark	Virtual Business Activity
Integrate social-studies skills into marketing, sales and service to better understand customers and the economic environment in which they function.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
Implement, modify, and improve business and marketing systems to facilitate business activities.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Implement safety, health, and environmental controls to enhance productivity in marketing, sales and service.	
Employ leadership and teamwork skills to facilitate work flow in marketing, sales and service.	<p>All VBR 3.0 lessons may be completed in a team setting, allowing students to work on communication, teamwork, and leadership skills to enhance business performance.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Exhibit ethical behavior in marketing, sales and service to create goodwill and trust	
Implement employability and career-development skills to obtain and progress in marketing, sales and service careers	<p>All VBR 3.0 lessons allow students to exhibit the skills that may be used in potential jobs of secondary students. Students must evaluate the current business, determine what needs improving, implement their decisions, and evaluate the outcomes of those decisions via computer simulation. This information is exportable to Excel where mathematical analysis, written reports and presentations may be generated. All lessons may be completed individually or as part of a team.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Employ technical skills to understand and perform marketing, sales and service	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Promotion

activities	<ul style="list-style-type: none"> • Market Research • Targeted Marketing • Merchandising • Advanced Merchandising • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Assess entrepreneurship/small-business management-career information to enhance opportunities for career success	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Use staffing, organizing, leading, controlling, and planning to manage business activities	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Implement communication and interpersonal skills to manage a business operation	<p>All VBR 3.0 lessons may be completed in a team setting, allowing students to work on communication, teamwork, and leadership skills to enhance business performance.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Manage marketing activities to facilitate business development and growth.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Merchandising • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competitions
Assess sales-career information to enhance opportunities for career success.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Employ processes and techniques to sell goods/services/ideas	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Use staffing, organizing, leading, controlling, and planning to manage sales activities.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Staffing • Security • Risks & Surprises • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Monitor marketing information to enhance sales opportunities	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Merchandising • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Assess buying and merchandising-career information to enhance opportunities for career success	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Purchasing • Merchandising • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • New Store Project • Multiplayer Competitions

<p>Acquire foundational knowledge of retailing to understand its scope and impact on the economy</p>	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>Use leading, controlling, and planning to manage buying and merchandising activities</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Purchasing • Merchandising • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>Acquire foundational knowledge of marketing communication and promotion to understand its scope and impact on business</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Merchandising • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>Apply technological tools in the workplace to expedite work flow and to prepare professional looking materials.</p>	<p>All VBR 3.0 lessons allow the student to work with charts and graphs filled with information pertaining to the business that is being managed. This information is exportable to Excel where mathematical analysis, 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
<p>Use organizing, leading, and planning to manage marketing communication and promotion activities</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Merchandising • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competitions
<p>Manage marketing communication and promotion activities to facilitate business's development and growth and to contribute to customer satisfaction.</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Merchandising • Advanced Promotion • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>Employ communication and interpersonal skills to facilitate interactions with others</p>	<p>All VBR 3.0 lessons may be completed in a team setting, allowing students to work on communication, teamwork, and leadership skills to enhance business performance.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>Assess e-marketing career information to enhance opportunities for career success.</p>	
<p>Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy.</p>	
<p>Implement e-business ethics, regulations, and safeguards to protect the business and to create trust</p>	
<p>Acquire needed skills to create a web presence.</p>	