

# Missouri's Business Education Competencies

Correlation to  
Virtual Business – Retailing 3.0 (VBR 3.0)

Business Ed Competencies	Virtual Business Retailing 3.0
Accounting I	✓✓✓
Accounting II	✓✓✓
Business Communications	✓✓
Business Economics	✓✓✓
Business Management	✓✓✓
Business Technology	✓✓✓
Computer Business Applications	✓✓✓
Financial Management / Personal Finance	✓
Introduction to Business	✓✓✓
Mathematics in Business	✓✓✓
Marketing Ed Competency	Virtual Business Retailing 3.0
Communications in Marketing	✓✓✓
Employment & Advancement	✓
Marketing Operations	✓✓✓
Advertising & Sales Promotion	✓✓✓
Marketing Concepts	✓✓✓
Economic Concepts	✓✓✓
Human Relations	✓✓
Marketing Management	✓✓✓
Selling	✓✓

Legend ✓ Some correlation to Competencies ✓✓ High correlation to Competencies ✓✓✓ Very High correlation to Competencies

The information for this correlation was found at the following web address during 07/2009:  
 Adopted Version © 2003 [http://dese.mo.gov/divcareered/biz\\_be\\_competencies.htm](http://dese.mo.gov/divcareered/biz_be_competencies.htm) and  
 Adopted Version © 2003 [http://dese.mo.gov/divcareered/mark\\_curriculum\\_resources.htm](http://dese.mo.gov/divcareered/mark_curriculum_resources.htm)

# Accounting I

## BE Competency

## Virtual Business Lesson

<p>Apply Accounting Concepts</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</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>Complete the Accounting Cycle Process</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Maintain Cash Control</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Complete Payroll Procedures</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Complete Special Accounting Procedures</p>	<p>All VBR 3.0 lessons allow students to click on an accounting term in order to view its definition.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Maintain Computerized Accounting Systems</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Demonstrate Employability Skills</p>	<p>All VBR 3.0 lessons require students to evaluate the current business situation and to utilize their problem solving skills in order to improve upon their business performance. All VBR 3.0 lessons may be completed within an individual or team environment. All VBR 3.0 lessons must be completed within the time period allotted by the instructor.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p>

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|--|--|
|  | <ul style="list-style-type: none"><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul> |
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# Accounting II

## BE Competency

## Virtual Business Lesson

BE Competency	Virtual Business Lesson
Complete the Accounting Cycle Process for Departmentalized Business	
Prepare Advanced Accounting Adjustments	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Complete the Accounting Cycle Process for Corporations	
Complete Cost Accounting Procedures	
Complete Managerial Accounting Procedures	<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>• Financing</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Apply the Appropriate Accounting Principles to Various Forms of Ownership	
Manage Computerized Accounting Systems	
Demonstrate Employability Skills	<p>All VBR 3.0 lessons require students to evaluate the current business situation and to utilize their problem solving skills in order to improve upon their business performance. All VBR 3.0 lessons may be completed within an individual or team environment. All VBR 3.0 lessons must be completed within the time period allotted by the instructor.</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>

# Business Communication Competencies

## BE Competency

## Virtual Business Lesson

<p>Develop Communication Foundation Skills</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. All VBR 3.0 lessons may be completed within an individual or team environment, allowing students to work on communication, teamwork, and leadership skills.</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>Develop Social Communication Skills</p>	<p>All VBR 3.0 lessons may be completed within an individual or team environment, allowing students to work on communication, teamwork, and leadership skills.</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>Use Technological Communications</p>	
<p>Develop Employment Communication Skills</p>	
<p>Develop Organizational Communication Skills</p>	<p>All VBR 3.0 lessons may be completed within an individual or team environment, allowing students to work on communication, teamwork, and leadership skills.</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>

# Business Economics Competencies

BE Competency	Virtual Business Lesson
Production	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Consumption	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Exchange	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• Pricing</li> <li>• Financing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Savings	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Investment	
Measurement Concepts and Methods	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Careers	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine their likes, dislikes, strengths, and weaknesses within those individual areas.</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>

# Business Management Competencies

BA Competency	Virtual Business Lesson
Apply Economic Concepts	<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>
Identify Management Responsibilities	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Staffing</li> <li>• Promotion</li> <li>• Financing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Security</li> <li>• Location Selection</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Risks &amp; Surprises</li> <li>• Supply &amp; Demand</li> <li>• Financial Statements</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Use of Communication Skills	<p>All VBR 3.0 lessons may be completed within an individual or team environment, allowing students to work on communication, teamwork, and leadership skills.</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>
Demonstrate Interpersonal Skills	<p>All VBR 3.0 lessons may be completed within an individual or team environment, allowing students to work on communication, teamwork, and leadership skills.</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>
Define Elements of Marketing	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

<p>Explain Financial Issues</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. All VBR 3.0 lessons allow students to evaluate how to obtain the best business results using the lowest cost.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Explore Human Resources</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Discuss Legal, Ethical, and Social Aspects of Business</p>	

## Business Technology Competencies

<b>BE Competency</b>	<b>Virtual Business Lesson</b>
Explore Careers in Business	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine their strengths and weaknesses, likes and dislikes within those areas.</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>
Prepare for Employment	
Develop Career Management Strategies	
Communicate Effectively	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>All VBR 3.0 lessons may be completed within an individual or team environment, allowing students to work on communication, teamwork, and leadership skills.</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>
Use Business Equipment	<p>All VBR 3.0 lessons are to be completed via computer simulation.</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>
Demonstrate Proper Workplace Behaviors	<p>All VBR 3.0 lessons may be completed as a team allowing students to work on communication, teamwork, and leadership skills.</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>
Apply Business Administrative Skills	<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>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Apply Technology to Business Applications	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> </ul>

	<ul style="list-style-type: none"><li>• Multiplayer Competitions</li></ul>
Use Internet as a Business Tool	
Demonstrate Entrepreneurial Awareness	<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>• New Store Project</li><li>• Multiplayer Competitions</li></ul>

# Computer Business Applications Competencies

<b>BE Competency</b>	<b>Virtual Business Lesson</b>
Apply Input Methods	<p>All VBR 3.0 lessons require students to complete exercises via computer simulation. Students may view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Execute Basic Computer Operations	<p>All VBR 3.0 lessons require students to know the basic requirements involved in operating a computer in order to complete the objectives and goals of the simulation.</p> <p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Use Spreadsheet Applications	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Use Database Applications	
Apply Desktop Publishing Principles	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Use Presentation Software	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Financial Management aligned with Personal Finance

### BE Competency

### Virtual Business Lesson

<p>Explain how the way one earns a living determines financial success.</p>	
<p>Set goals for a budget and financial plan</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statement</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Examine banking and investment practices</p>	
<p>Apply spending and credit policies</p>	
<p>Make management decisions related to and using financial information</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data 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>

# Introduction to Business Competencies

<b>BE Competency</b>	<b>Virtual Business Lesson</b>
Develop Research Skills	
Develop Communication and Interpersonal Skills	<p>All VBR 3.0 lessons may be completed as a team allowing students to work on communication, teamwork, and leadership skills.</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>
Develop Employability Skills	<p>All VBR 3.0 lessons allow students to experience the functions that are involved in operating a business and to determine their strengths and weaknesses, likes and dislikes within these areas.</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>
Investigate 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>• Market Research</li> <li>• Financing</li> <li>• Security</li> <li>• Choosing a Location</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Develop Economic Awareness	<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 Competition</li> </ul>
Explore Entrepreneurship	<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>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Manage Personal Finance	
Make Wise Consumer Choices	

# Mathematics in Business Competencies

## BE Competency

## Virtual Business Lesson

Math Applications	<p>All VBR 3.0 lessons include math exercises in addition to the written and computer exercises.</p> <p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data 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 Competition</li> </ul>
Workplace Technology	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data 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 Competition</li> </ul>
Personal Money Management	
Entrepreneurial Math	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data 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 Competition</li> </ul>
International Math	

# Missouri's Marketing Education Competencies

## Communications in Marketing

ME Competency	Virtual Business Lesson
Facilitate communications among employees, management, and customers.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Interpret marketing information.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data to improve business performance.</p> <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>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Train employees.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Security</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Use oral communication in marketing.	
Use written communications in marketing.	<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>• Promotion</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

# Employment & Advancement

## ME Competency

## Virtual Business Lesson

Apply marketing management abilities.	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.  <b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>
Complete a marketing employment interview.	
Identify a marketing occupational objective.	
Secure a marketing position.	
Secure advanced marketing employment.	

# Marketing Operations

ME Competency	Virtual Business Lesson
Calculate prices of products or services.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Advanced Promotion</li> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Handle payments for purchases of products or services.	
Operate a check-out area.	
Perform basic mathematical computations in marketing.	<p>All VBR 3.0 lessons include math exercises in addition to the written and computer exercises.</p> <p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data 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 Competition</li> </ul>
Process purchase/payment forms and records.	
Manage inventory.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Understand financial statements.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data to improve business performance.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Understand inventory control.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Security</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>

## Advertising & Sales Promotion

**ME Competency****Virtual Business Lesson**

Analyze the advertising media.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• Promotion</li><li>• Targeted Marketing</li><li>• Advanced Promotion</li><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>
Evaluate promotional activities.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• Promotion</li><li>• Merchandising</li><li>• Targeted Marketing</li><li>• Advanced Promotion</li><li>• Advanced Merchandising</li><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>
Manage promotional activities.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• Promotion</li><li>• Targeted Marketing</li><li>• Advanced Promotion</li><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>
Develop and plan promotional activities.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• Promotion</li><li>• Targeted Marketing</li><li>• Advanced Promotion</li><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>
Utilize visual merchandising in the promotion mix.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• Merchandising</li><li>• Advanced Merchandising</li><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>

# Marketing Concepts

<b>ME Competency</b>	<b>Virtual Business Lesson</b>
Analyze the marketing mix.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Classify channels of distribution.	
Identify marketing strategies.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Identify markets for a product and/or service.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Location Selection</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Identify the importance of marketing.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Describe the importance of international marketing.	

## Economic Concepts

<b>ME Competency</b>	<b>Virtual Business Lesson</b>
Identify business risks in the marketplace.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Security</li> <li>• Risks &amp; Surprises</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Identify Gross Domestic Product.	
Understand economics and economic activities.	<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>
Understand government regulations in marketing enterprises.	
Understand profits.	<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>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Understand the private enterprise system.	<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>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Understand the relationship between supply and demand.	<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>

# Human Relations

## ME Competency

## Virtual Business Lesson

Develop effective personal human relations skills for marketing.	
Identify the ethical and social responsibilities of marketing.	
Motivate marketing employees.	
Participate in professional marketing related activities.	
Understand human relations in a marketing enterprise.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Participate in problem solving work teams.	<p>All VBR 3.0 lessons may be completed as a team allowing students to work on communication, teamwork, and leadership skills.</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>

# Marketing Management

## ME Competency

## Virtual Business Lesson

<p>Conduct marketing research.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p>Develop specific products and/or services for specific markets.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p>Establish pricing policies.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p>Examine the development of new products.</p>	
<p>Plan for product and services in the marketplace.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p>Understand the marketing cycle of a product.</p>	

# Selling

<b>ME Competency</b>	<b>Virtual Business Lesson</b>
Plan a sales presentation.	
Conduct a sales presentation.	
Identify various types of selling.	
Utilize specialized selling techniques.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• Pricing</li><li>• Promotion</li><li>• Merchandising</li><li>• Advanced Promotion</li><li>• Advanced Merchandising</li><li>• Analyzing the Competition</li><li>• Turnaround</li><li>• New Store Project</li><li>• Multiplayer Competition</li></ul>
Utilize organizational skills in professional selling.	
Understand the buying process.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• Purchasing</li><li>• New Store Project</li><li>• Multiplayer Competition</li></ul>