

New York Standards for Business/Information Systems
Correlation to
Virtual Business – Retailing 3.0 (VBR3.0)

Standard	Virtual Business Retailing 3.0
Core Business/Information Systems	
Basic Business Understanding	✓✓✓
Business-Related Technology	✓✓✓
Information Management/Communication	✓
Business Systems	✓✓
Resource Management	✓✓
Interpersonal Dynamics	✓
Specialized Business/Information Systems	
Basic Business Understanding	✓✓✓
Business-Related Technology	✓
Information Management/Communication	✓
Business Systems	✓✓
Resource Management	✓✓
Interpersonal Dynamics	✓

Legend ✓ Some correlation to Standard ✓✓ High correlation to standard ✓✓✓ Very High correlation to Standard

The information for this correlation was found at the following web address during 07/2009:
<http://www.emsc.nysed.gov/cte/business/sections/standards.html> Version Adopted (c) 1995

Core Business/Information Systems

Basic Business Understanding

Standard	Virtual Business Lesson
<p>Students demonstrate an understanding of business, marketing, and multinational economic concepts, perform business-related mathematical computations, and analyze/interpret business-related numerical information.</p>	
<p>Explain the meaning of basic business and global economic terms.</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"> • New Store Project • Multiplayer Competitions
<p>Provide examples of typical problems (e.g., declining sales, outdated hardware) that could arise in a business and explain how steps in the decision-making process could be used to solve such problems.</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 spreadsheet software to forecast expenses for a business for three consecutive years.</p>	<p>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 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>Interpret a 10-year graph of the Gross National Product (GNP) or Gross Domestic Product (GDP).</p>	
<p>Demonstrate an understanding of basic international business concepts.</p>	
<p>Identify and locate major cities and trade regions throughout the world.</p>	

Business-Related Technology

Standard	Virtual Business Lesson
<p>Students select, apply, and troubleshoot hardware and software used in the processing of business transactions.</p>	
<p>Use touch-keyboarding techniques to produce business documents (e.g., letters, memorandums, reports).</p>	<p>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 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 the components of various business technologies (e.g., CPU, disk drive, CD-ROM, modem, fax machine, scanner).</p>	<p>All VBR 3.0 lessons must be completed through utilization of a computer.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>Enter data into various technological systems, using a variety of input devices (e.g., handwriting, keyboard, mouse, scanner, voice recognition).</p>	<p>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 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>Produce business documents and reports, using appropriate technology (e.g., business letter/word processing; business graphs and charts/spreadsheet and graphics software; inventory control reports/hand-held bar code scanners).</p>	<p>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 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 word processing software to prepare a form letter and do a mail merge soliciting customers for a simulated business.</p>	
<p>Use electronic media (e.g., e mail, Internet/World Wide Web, fax) to communicate internationally.</p>	

Information Management/Communication

Standard	Virtual Business Lesson
<p>Students prepare, maintain, interpret/analyze, and transmit/distribute information in a variety of formats while demonstrating the oral, nonverbal, and written communication skills essential for working in today's international service-/information-/technological-based economy.</p>	
<p>Compose and produce simple business documents (e.g., letters, memos, reports)</p>	<p>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 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
<p>Prepare and deliver a three-minute oral presentation using at least one visual aid (e.g., marketing research report, stock market analysis).</p>	<p>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 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>Identify and interpret positive/negative facial expressions and other body language indicators.</p>	
<p>Identify and explain how and why specialized communication tools are used (e.g., voice mail, electronic mail, beepers, pagers)</p>	
<p>Use simple electronic databases and spreadsheet information systems to manage a membership list or prepare a payroll ledger.</p>	
<p>Recognize challenges in business related to people speaking various languages.</p>	
<p>Identify international cultural similarities and differences and explain their relationship to international trade.</p>	

Business Systems

Standard	Virtual Business Lesson
Students demonstrate an understanding of the interrelatedness of business, social, and economic systems/subsystems.	
Identify and explain the social, organizational, economic, business, and technological systems that stimulated the transition from an agricultural-based economy through an industrial-based economy to the current service-/information/technological-based economy.	
Identify and explain aspects of basic systems that typically function in a business enterprise (administrative, financial, marketing)	<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"> • New Store Project • Multiplayer Competitions
Diagram the components (input, processing, output, feedback) of a typical business system and explain what documents/-materials/products are used in each component (e.g., billing, legal, marketing)	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Financial Statements • New Store Project • Multiplayer Competitions
Explain and provide examples of the interrelationship of the free enterprise system and the marketing concept.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • New Store Project • Multiplayer Competitions
Identify basic features of the sole proprietorship, partnership, corporation, and franchise systems, and decide which form of organization would be best for given situations.	
Identify the currency systems of major countries and calculate currency exchange transactions.	

Resource Management

Standard	Virtual Business Lesson
<p>Students organize, plan, and allocate resources (e.g., financial, materials/facilities, human, time) in demonstrating the ability to manage their lives as learners, contributing family members, globally competitive workers, and self-sufficient individuals.</p>	
<p>Explain the need for and the steps incurred by a business in setting goals and priorities to meet company objectives.</p>	<p>All VBR 3.0 lessons contain certain business objectives for the students to attain.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>Identify and discuss the process for constructing a simple operating budget for a specific purpose in a small business (e.g., advertising budget).</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"> • New Store Project • Multiplayer Competitions
<p>List and explain various personal and business needs related to banking, investments, and insurance (e.g., personal checkbook, mutual funds, life insurance).</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financing • Risks & Surprises • New Store Project • Multiplayer Competitions
<p>Explain various paycheck deductions (e.g., federal and State taxes, FICA).</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Staffing • New Store Project • Multiplayer Competitions
<p>Open and use personal savings and checking accounts.</p>	
<p>Assist Red Cross personnel in scheduling student volunteers for participation in a local blood donor event.</p>	

Interpersonal Dynamics

Standard	Virtual Business Lesson
<p>Students exhibit interpersonal skills essential for success in the multinational business world, demonstrate basic leadership abilities/skills, and function effectively as members of a work group or team.</p>	
<p>Outline essential personal attributes/attitudes for successful interpersonal relationships (e.g., appearance/cleanliness, integrity, punctuality, dedication/commitment).</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 • Multiplayer Competitions
<p>Explain the many benefits inherent in a business with a culturally diverse workforce.</p>	
<p>Demonstrate an understanding of how the traditions of various major cultures affect international business practices.</p>	
<p>Use a case study to illustrate how a business might use a team approach, flextime, or job sharing in its daily operations.</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 • Multiplayer Competitions
<p>List the key elements necessary to facilitate a business-related meeting.</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 • Multiplayer Competitions
<p>Teach a classmate how to reconcile a checking account or how to use telecommunications software.</p>	
<p>Participate in a job interview.</p>	

Specialized Business/Information Systems

Basic Business Understanding

Standard	Virtual Business Lesson
<p>Demonstrate an understanding of business, marketing, and multinational economic concepts, perform business-related mathematical computations, and analyze/interpret business-related numerical information.</p>	
<p>Explain and interpret advanced business and economics terms associated with their occupational cluster of study (e.g., reading and interpreting articles in business publications).</p>	<p>All VBR 3.0 lessons allow students to click on terms within the simulation in order to see a definition of the word.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>Develop a viable solution(s) for a case problem in a business simulation.</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>Conduct a research project and make a presentation illustrating how the law of “supply and demand” applies to the local community.</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competitions
<p>Use accounting or spreadsheet software to prepare an income statement and balance sheet for a simulated service business.</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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
<p>Use appropriate software to produce several types of graphs (e.g., bar, pie) of the operating budget for the school district, the school store, or a local business for each of the past five</p>	<p>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</p>

years and provide an analysis of the financial trends.	reports and presentations may be generated. <u>VBR 3.0 Lessons</u> <ul style="list-style-type: none">• Financial Statements• New Store Project• Multiplayer Competitions
Describe the impact of international business activities on the local, regional, national, and international economies.	

Business-Related Technology

Standard	Virtual Business Lesson
<p>Students select, apply, and troubleshoot hardware and software used in the processing of business transactions.</p>	
<p>Use advanced touch-keyboarding techniques to produce complex business documents pertinent to the occupational cluster of study (e.g., purchase orders, newsletters).</p>	<p>All VBR 3.0 lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, 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>Apply user manuals to set up and troubleshoot hardware devices and software programs.</p>	
<p>Integrate applications and files from various technologies/operating systems (hardware and software) to produce complex, business-quality products and documents (e.g., Apple OS files to MS-DOS files; integrating graphics into a newsletter)</p>	
<p>Conduct a research project and provide a report about various technologies used at a variety of local businesses.</p>	
<p>Evaluate which telecommunications technologies/methods are most appropriate for various given international business situations.</p>	

Information Management/Communication

Standard	Virtual Business Lesson
<p>Students prepare, maintain, interpret/analyze, and transmit/distribute information in a variety of formats while demonstrating the oral, nonverbal, and written communication skills essential for working in today's international service-/information-/technological-based economy.</p>	
<p>Compose/produce a multipage, complex business memorandum or business sales letter.</p>	
<p>Prepare and deliver a persuasive sales presentation and effectively handle customer questions and objections in a simulated situation.</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Turnaround • New Store Project • Multiplayer Competitions
<p>Use specialized communication tools, such as voice and electronic mail systems, at typical business productivity standards.</p>	
<p>Participate in a panel discussion on a business topic, which will be critiqued for communication effectiveness.</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 • Multiplayer Competitions
<p>Analyze the effectiveness of individuals communicating in an international business environment, given a specific situation.</p>	

Business Systems

Standard	Virtual Business Lesson
Students demonstrate an understanding of the interrelatedness of business, social, and economic systems/subsystems.	
Analyze the effects that changes in internal and external influences (e.g., human resources, suppliers, government, technology, customs/traditions) have on various business systems.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Staffing • Purchasing • Security • Supply & Demand • Turnaround • New Store Project • Multiplayer Competitions
Identify, describe, and diagram systems and subsystems associated with typical businesses in the occupational cluster of study.	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
Plan, implement, analyze, and modify systems and subsystems for a student-operated school store or business in which students are employed.	
Describe the international monetary system, including the International Monetary Fund, World Bank, and Eurocurrencies.	

Resource Management

Standard	Virtual Business Lesson
<p>Identify, organize, plan, and allocate resources (e.g., financial, materials/facilities, human, time) in demonstrating the ability to manage their lives as learners, contributing family members, globally competitive workers, and self-sufficient individuals.</p>	
<p>Participate on a team to develop a mission statement, goals, objectives, and an annual work plan for a DECA or Future Business Leaders of America (FBLA) chapter.</p>	<p>Students may use the VBR 3.0 program to prepare themselves for the DECA Virtual Business Challenge. This challenge allows the student to compete individually or in a team setting.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>Demonstrate through simulation how an individual business raises capital by selling stock.</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>Visit a bank and meet with a business loan officer to discuss the process involved in applying for a small business start-up loan.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competitions
<p>Develop a simple budget proposal to refurbish and/or remodel an office or small retail business.</p>	
<p>Diagram and explain an organizational chart of a small corporation.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>Identify organizations, government agencies, and other resources that a small or medium-sized business might use to investigate international trade opportunities.</p>	

Interpersonal Dynamics

Standard	Virtual Business Lesson
<p>Students exhibit interpersonal skills essential for success in the multinational business world, demonstrate basic leadership abilities/skills, and function effectively as members of a work group or team.</p>	
<p>Interact congenially, harmoniously, and effectively with co-members of a school club, community youth leadership organization, or business in which they are employed.</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 • Multiplayer Competitions
<p>Plan and implement a meeting between class representatives and the principal to discuss concerns/needs of the class.</p>	
<p>Survey the personnel policies of a business and develop a report on employer requirements/guidelines.</p>	
<p>Interview students for positions in a simulated business.</p>	
<p>Teach a ninth-grade class how to read the stock page.</p>	
<p>Serve as a negotiator on behalf of the vice principal and students in the handling of student code-of-conduct violations.</p>	
<p>Identify potential human relations problems/conflict areas in a company with a multinational workforce.</p>	