

Oklahoma's Marketing Fundamentals:

First & Second Year Core Learning Outcomes

Correlation to Virtual Business – Retailing 3.0 (VBR 3.0)

First Year - Competency	Virtual Business Retailing 3.0
ECONOMICS: Basic Concepts	✓✓✓
ECONOMICS: Economic Systems	✓✓✓
ECONOMICS: Cost/Profit Relationships	✓✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Fundamentals of Communication	✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Staff Communications	✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Group Working Relationships	✓✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Customer Relationships	✓
COMMUNICATION & INTERPERSONAL SKILLS: Dealing with Conflict	✓
PROFESSIONAL DEVELOPMENT: Self-Development	✓✓✓
PROFESSIONAL DEVELOPMENT: Career Planning	✓✓✓
PROFESSIONAL DEVELOPMENT: Job-Seeking Skills	N/A
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Fundamentals	✓✓✓
BUSINESS, MANAGEMENT & ENTREPRENEURSHIP: Technological Tools	✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Risks	✓✓

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Leading	N/A
DISTRIBUTION: Nature and Scope	N/A
DISTRIBUTION: Order Fulfillment	N/A
DISTRIBUTION: Warehousing/Stock Handling	✓
FINANCING: Nature and Scope	✓✓✓
FINANCING: Extending Credit	✓✓✓
MARKETING INFORMATION MANAGEMENT: Nature and Scope	✓✓✓
MARKETING INFORMATION MANAGEMENT: Marketing Planning	✓✓✓
PRODUCT/SERVICE MANAGEMENT: Quality Assurances	N/A
PROMOTION: Nature and Scope	✓✓✓
SELLING: Nature and Scope	✓✓✓
SELLING: Product Knowledge	N/A
SELLING: Process and Techniques	✓✓
SELLING: Support Activities	N/A
PORTFOLIO DEVELOPMENT	N/A

Oklahoma's Marketing Management: Second Year Core Learning Outcomes

Second Year - Competency	Virtual Business Retailing 3.0
ECONOMICS: Cost/Profit Relationships	✓
ECONOMICS: Economic Indicators/Trends	✓
ECONOMICS: International Concepts	N/A
COMMUNICATION & INTERPERSONAL SKILLS: Fundamentals of Communication	✓✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Ethics in Communication	N/A
COMMUNICATION & INTERPERSONAL SKILLS: Dealing with Conflict	✓
PROFESSIONAL DEVELOPMENT: Self-Understanding	✓✓✓
PROFESSIONAL DEVELOPMENT: Self-Development	✓✓✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Fundamentals	✓✓✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Regulation	N/A
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Organizing	✓✓✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Controlling	✓✓
DISTRIBUTION: Nature & Scope	N/A
DISTRIBUTION: Management of Distribution	N/A
FINANCING: Nature and Scope	✓✓✓
MARKETING-INFORMATION MANAGEMENT: Nature and Scope	✓✓✓
MARKETING-INFORMATION MANAGEMENT: Information Gathering	✓✓✓
MARKETING-INFORMATION MANAGEMENT: Information Processing	✓✓

MARKETING-INFORMATION MANAGEMENT: Information Reporting	✓✓✓
MARKETING-INFORMATION MANAGEMENT: Marketing Planning	✓✓✓
PRICING: Nature and Scope	✓✓✓
PRICING: Determining Prices	✓✓✓
PRODUCT/SERVICE MANAGEMENT: Nature and Scope	✓✓✓
PRODUCT/SERVICE MANAGEMENT: Product Mix	✓✓✓
PRODUCT/SERVICE MANAGEMENT: Positioning	✓✓
PROMOTION: Nature and Scope	✓
PROMOTION: Advertising	✓✓✓
PROMOTION: Management of Promotion	✓✓✓
SELLING: Nature and Scope	✓
SELLING: Process and Techniques	✓
SELLING: Support Activities	N/A
SELLING: Management of Selling Activities	✓✓✓

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

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

The information for this correlation was found at the following web address during 07/2009:

Version Adopted © 2004: http://www.okcareertech.org/testing/Skills_Standards.htm

ECONOMICS: Basic Concepts

Competency	Virtual Business Lesson
Distinguish between economic goods and services	
Explain the concept of economic resources	
Describe the nature of economics and economic activities	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competitions
Determine forms of economic utility created by marketing activities	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Promotion • Merchandising • Advanced Promotion • Advanced Merchandising • New Store Project • Multiplayer Competitions
Explain the principles of supply and demand	<p><u>VBR 3.0 Lesson:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competitions
Describe the concept of price	<p><u>VBR 3.0 Lesson:</u></p> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • New Store Project • Multiplayer Competitions

ECONOMICS: Economic Systems

Competency	Virtual Business Lesson
Explain the types of economic systems	
Determine the relationship between government and business	
Explain the concept of private enterprise	<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
Identify factors affecting a business's profit	<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
Determine factors affecting business risk	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions
Explain the concept of competition	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Pricing • Market Research • Location Selection • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions

ECONOMICS: Cost/Profit Relationships

Competency	Virtual Business Lesson
Explain the concept of productivity	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Turnaround • New Store Project • Multiplayer Competitions

COMMUNICATION & INTERPERSONAL SKILLS: Fundamentals of Communication

Competency	Virtual Business Lesson
Handle telephone calls in a business-like manner	
Explain the nature of written communications	<p>All VBR 3.0 lessons include written exercises, in addition to math and computer exercises. All 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
Write business letters	<p>All VBR 3.0 lessons include written exercises, in addition to math and computer exercises. All 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
Write informational messages	
Write inquiries	
Use communications technologies/systems	

COMMUNICATION & INTERPERSONAL SKILLS: Staff Communications

Competency	Virtual Business Lesson
Explain the nature of staff communication	<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 use of inter-departmental/company communications</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
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COMMUNICATION & INTERPERSONAL SKILLS: Group Working Relationships

Competency	Virtual Business Lesson
<p>Develop cultural sensitivity</p> <p>Foster positive working relationships</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>Participate as a team member</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

COMMUNICATION & INTERPERSONAL SKILLS: Customer Relationships

Competency	Virtual Business Lesson
<p>Explain the nature of positive customer/client relations</p>	<p>All VBR 3.0 lessons allow students to monitor customer comments which may be used to improve upon the current business situation if necessary.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions

Demonstrate a customer-service mindset	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions
Handle customer inquiries	

COMMUNICATION & INTERPERSONAL SKILLS: Dealing with Conflict

Competency	Virtual Business Lesson
Handle difficult customers	
Interpret business policies to customer/clients	
Handle customer/client complaints	<p>All VBR 3.0 lessons allow students to monitor customer comments which may be used to improve upon the current business situation if necessary.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Handle situations when the customer is at fault	

PROFESSIONAL DEVELOPMENT: Self-Development

Competency	Virtual Business Lesson
Make Decisions	<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
Set personal goals	<p>All VBR 3.0 lessons allow students to set goals and to continuously monitor personal progress.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions

PROFESSIONAL DEVELOPMENT: Career Planning

Competency	Virtual Business Lesson
Identify sources of career information	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to identify their individual likes and dislikes, strengths and weaknesses within these areas.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Identify tentative occupational interest	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to identify their individual likes and dislikes, strengths and weaknesses within these areas.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Explain employment opportunities in marketing	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to identify their individual likes and dislikes, strengths and weaknesses within these areas.</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
Explain employment opportunities in business	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to identify their individual likes and dislikes, strengths and weaknesses within these areas.</p> <p>VBR 3.0 Lessons</p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Identify E-Commerce Career Options	

PROFESSIONAL DEVELOPMENT: Job-Seeking Skills

Competency	Virtual Business Lesson
Write a follow-up letter after job interviews	
Write a letter of application	
Prepare a resume	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Fundamentals

Competency	Virtual Business Lesson
Explain the role of business in society	

Describe types of business activities	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Financing • Market Research • Targeted Marketing • Merchandising • Security • Location Selection • Advanced Promotion • Advanced Merchandising • Risks & Surprises • Supply & Demand • Financial Statements • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Explain marketing and its importance in a global economy	
Describe marketing functions and related activities	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Turnaround • New Store Project • Multiplayer Competitions
Explain the nature and scope of purchasing	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competitions
Explain the concept of production	
Explain the concept of accounting	<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

Explain the concept of management	<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
Explain types of business ownership	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Technological Tools

Competency	Virtual Business Lesson
Identify ways that technology impacts business	
Demonstrate basic word-processing skills	
Demonstrate basic presentation software skills	
Demonstrate basic database skills	
Demonstrate basic spreadsheet skills	<p>All VBR 3.0 lessons allow students to view the current business' financial and product reports which are 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
Demonstrate basic search skills on the Web	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Risks

Competency	Virtual Business Lesson
Explain types of business risk	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions

Describe the concept of insurance	<u>VBR 3.0 Lessons</u> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions
Explain routine security precautions	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Security • New Store Project • Multiplayer Competitions
Explain procedures for dealing with workplace threats	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Leading

Competency	Virtual Business Lesson
Orient new employees	

DISTRIBUTION: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of distribution	
Explain the nature of channels of distribution	
Describe the use of technology in the distribution function	

DISTRIBUTION: Order Fulfillment

Competency	Virtual Business Lesson
Explain the relationship between customer service & distribution	
Prepare invoices	
Use an information system for order fulfillment	

DISTRIBUTION: Warehousing/Stock Handling

Competency	Virtual Business Lesson
Explain the receiving process	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• Purchasing• New Store Project• Multiplayer Competitions
Explain shipping processes	
Explain storing considerations	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• Purchasing• Turnaround• New Store Project• Multiplayer Competitions
Explain the nature of warehousing	

FINANCING: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of financing	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• Financing• New Store Project• Multiplayer Competitions

FINANCING: Extending Credit

Competency	Virtual Business Lesson
Explain the purpose and importance of credit	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• Financing• New Store Project• Multiplayer Competitions

MARKETING –INFORMATION MANAGEMENT: Nature and Scope

Competency	Virtual Business Lesson
Describe the need for marketing information	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Business Plan Analysis • New Store Project • Multiplayer Competitions

MARKETING-INFORMATION MANAGEMENT: Marketing Planning

Competency	Virtual Business Lesson
Explain the concept of marketing strategies	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • New Store Project • Multiplayer Competitions
Explain the concept of market & market identification	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Business Plan Analysis • New Store Project • Multiplayer Competitions

PRODUCT/SERVICE MANAGEMENT: Quality Assurances

Competency	Virtual Business Lesson
Describe the uses of grades and standards in marketing	
Explain the warranties and guarantees	

PROMOTION: Nature and Scope

Competency	Virtual Business Lesson
Explain the communication process used in promotion	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Advanced Promotion • Targeted Marketing • New Store Project • Multiplayer Competitions

Explain the role of promotion as a marketing function	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • Turnaround • New Store Project • Multiplayer Competitions
Explain the types of promotion	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • New Store Project • Multiplayer Competitions
Prepare a display	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Merchandising • Advanced Merchandising • New Store Project • Multiplayer Competitions

SELLING: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of the selling function	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Explain the role of customer service as a component of selling relationships	<p>All VBR 3.0 lessons allow students to monitor customer comments, which allow students to implement business changes if necessary.</p> <u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions

Explain company selling policies	

SELLING: Product Knowledge

Competency	Virtual Business Lesson
Acquire product information for use in selling	
Analyze product information to identify product features and benefits	

SELLING: Process and Techniques

Competency	Virtual Business Lesson
Explain the selling process	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
Prepare for the sales presentation	
Establish relationship with client/customer	<p>All VBR 3.0 lessons allow students to monitor the customer comments which allow students to make business changes if necessary.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Address needs of individual personalities	
Determining customer/client needs	<p>All VBR 3.0 lessons allow students to monitor the customer comments which allow students to make business changes if necessary.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Identify customer's buying motives for use in selling	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • New Store Project • Multiplayer Competitions
Facilitate customer buying decisions	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Promotion • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis

	<ul style="list-style-type: none"> • Turnaround • New Store Project • Multiplayer Competitions
Recommend specific product	
Demonstrate product	
Convert customer/client objections into selling points	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Turnaround • New Store Project • Multiplayer Competitions
Close the sale	
Demonstrate suggestion selling	

SELLING: Support Activities

Competency	Virtual Business Lesson
Calculate miscellaneous charges	
Create a presentation software package to support sales presentation	

PORTFOLIO DEVELOPMENT

Competency	Virtual Business Lesson
Obtain employment	

Oklahoma's Marketing Management: Second Year Core Learning Outcomes

ECONOMICS: Cost/Profit Relationships

Competency	Virtual Business Lesson
Analyze the impact of specialization/division of labor on productivity	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Staffing • Turnaround • New Store Project • Multiplayer Competitions
Explain the concept of organized labor and business	
Explain the law of diminishing returns	

ECONOMICS: Economic Indicators/Trends

Competency	Virtual Business Lesson
Explain measures used to analyze economic conditions	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competitions
Explain the nature of the Consumer Price Index	
Explain the concept of Gross Domestic Product	
Determine the impact of business cycles on business activities	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Describe the nature of current economic problems	

ECONOMICS: International Concepts

Competency	Virtual Business Lesson
Explain the nature of international trade	
Identify the impact of cultural & social environments on world trade	

COMMUNICATION & INTERPERSONAL SKILLS: Fundamentals of Communication

Competency	Virtual Business Lesson
Persuade 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"> • Promotion • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • New Store Project • Multiplayer Competitions
Make oral presentations	
Write persuasive messages	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Advanced Promotion • New Store Project • Multiplayer Competitions
Prepare simple written reports	<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

COMMUNICATION & INTERPERSONAL SKILLS: Ethics in Communication

Competency	Virtual Business Lesson
Describe ethical considerations in providing information	

COMMUNICATION & INTERPERSONAL SKILLS:

Dealing with Conflict

Competency	Virtual Business Lesson
Demonstrate negotiation 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
Explain the nature of organizational change	
Describe the nature of organizational conflict	
Explain the nature of stress management	

PROFESSIONAL DEVELOPMENT: Self-Understanding

Competency	Virtual Business Lesson
Demonstrate appropriate creativity	<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, creative 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

PROFESSIONAL DEVELOPMENT: Self-Development

Competency	Virtual Business Lesson
Use time-management principles	All VBR 3.0 lessons should be completed

	<p>within the time period allotted by the instructor.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
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BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Fundamentals

Competency	Virtual Business Lesson
Explain company buying/purchasing policies	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competitions
Explain the nature of the buying process	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • New Store Project • Multiplayer Competitions
Conduct vendor search	
Calculate net sales	<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, creative 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
Describe the nature of cash-flow statements	
Explain the nature of balance sheets	<p>All VBR 3.0 lessons allow students to view the current business' financial statements which are 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"> • Financial Statements • New Store Project • Multiplayer Competitions
Describe the nature of profit-and-loss statements	<p>All VBR 3.0 lessons allow students to view the current business' financial statements which</p>

	<p>are 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"> • Financial Statements • New Store Project • Multiplayer Competitions
Describe the nature of business records	
Describe the nature of budgets	<p>All VBR 3.0 lessons allow students to monitor the current business' product and financial information in order to make the best possible financial decisions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
Describe crucial elements of a quality culture	
Describe current business trends	
Examine issues in E-commerce	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Regulation

Competency	Virtual Business Lesson
Describe legal issues affecting businesses	
Describe the nature of legally binding contracts	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Organizing

Competency	Virtual Business Lesson
Develop project plan	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Controlling

Competency	Virtual Business Lesson
Explain the nature of overhead/operating costs	<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, creative 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
Explain the employee's role in expense control	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Staffing • Security • New Store Project • Multiplayer Competitions
Describe the nature of managerial control	<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, creative 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
Identify routine activities for maintaining business facilities & equipment	
Identify risk management	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions

DISTRIBUTION: Nature and Scope

Competency	Virtual Business Lesson
Explain legal considerations in distribution	
Describe ethical considerations in distribution	

DISTRIBUTION: Management of Distribution

Competency	Virtual Business Lesson
Coordinate distribution with other marketing activities	
Explain the nature of channel-member relationships	

FINANCING: Nature and Scope

Competency	Virtual Business Lesson
Describe the use of technology in the financing function	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competitions

MARKETING-INFORMATION MANAGEMENT: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature & scope of the marketing-information management function	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competitions
Explain the role of ethics in marketing-information management	
Describe the use of technology in the marketing-info management function	

MARKETING-INFORMATION MANAGEMENT: Information Gathering

Competency	Virtual Business Lesson
Identify information monitored for marketing decision making	<u>VBR 3.0 Lessons</u> <ul style="list-style-type: none"> • Market Research • New Store Project • Multiplayer Competitions
Describe sources of secondary data	
Search the Internet for marketing information	

Monitor internal records for marketing information	<u>VBR 3.0 Lessons</u> <ul style="list-style-type: none"> • Market Research • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions
Collect marketing information from others	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Analyzing the Competition • New Store Project • Multiplayer Competitions
Conduct an environmental scan to obtain marketing information	
Explain the nature of marketing research in a marketing-info management system	

MARKETING-INFORMATION MANAGEMENT: Information Processing

Competency	Virtual Business Lesson
Describe techniques for processing marketing information	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competitions
Explain the use of databases in organizing marketing data	
Design a database for retrieval of information	
Use database for information analysis	
Interpret descriptive statistics for marketing decision making	<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

MARKETING-INFORMATION MANAGEMENT: Information Reporting

Competency	Virtual Business Lesson
Write marketing reports	<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"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Present report findings and recommendations	<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

MARKETING-INFORMATION MANAGEMENT: Marketing Planning

Competency	Virtual Business Lesson
Explain the nature of marketing plans	<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 • Business Plan Analysis • New Store Project • Multiplayer Competitions
Explain the role of situational analysis in the marketing-planning process	
Explain the nature of sales forecasts	<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, creative 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

	<ul style="list-style-type: none"> • Multiplayer Competitions
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PRICING: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of the pricing function	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competition
Describe the role of business ethics in pricing	
Explain the use of technology in the pricing function	
Explain legal considerations for pricing	

PRICING: Determining Prices

Competency	Virtual Business Lesson
Explain factors affecting pricing decisions	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions

PRODUCT/SERVICE MANAGEMENT: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of the product/service management function	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, creative business decisions to maximize profitability. <u>VBR 3.0 Lessons</u> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Identify the impact of product life cycles on marketing decisions	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Purchasing • New Store Project • Multiplayer Competitions
Describe the use of technology in the product/service management function	
Explain business ethics in product/service management	

PRODUCT/SERVICE MANAGEMENT: Product Mix

Competency	Virtual Business Lesson
Explain the concept of product mix	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Purchasing • Merchandising • New Store Project • Multiplayer Competitions
Describe the nature of product bundling	

PRODUCT/SERVICE MANAGEMENT: Positioning

Competency	Virtual Business Lesson
Describe factors used by marketers to position products/businesses	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Merchandising • Advanced Promotion • New Store Project • Multiplayer Competitions
Explain the nature of branding	

PROMOTION: Nature and Scope

Competency**Virtual Business Lesson**

Identify the elements of the promotional mix	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Advanced Promotion • Targeted Marketing • New Store Project • Multiplayer Competitions
Describe the use of business ethics in promotion	
Describe the use of technology in the promotion function	
Describe the regulation of promotion	

PROMOTION: Advertising**Competency****Virtual Business Lesson**

Explain the types of advertising media	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competitions
Explain components of advertisements	
Explain the nature of direct advertising strategies	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competitions
Create website	
Calculate media costs	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • New Store Project • Multiplayer Competitions

PROMOTION: Publicity/Public Relations**Competency****Virtual Business Lesson**

Write news release	
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PROMOTION: Management of Promotion

Competency	Virtual Business Lesson
Explain the nature of a promotional plan	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competitions
Coordinate activities in the promotional mix	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competitions

SELLING: Nature and Scope

Competency	Virtual Business Lesson
Explain key factors in building a clientele	<p>All VBR 3.0 lessons allow students to monitor customer comments which may be used to make business decisions for improvement if necessary.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions
Explain business ethics in selling	
Describe the use of technology in the selling function	
Describe the nature of selling regulations	

SELLING: Process and Techniques

Competency	Virtual Business Lesson
Differentiate between consumer & organizational buying behavior	
Sell good/service/idea to individuals	<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, creative business</p>

	decisions to maximize profitability. <u>VBR 3.0 Lessons</u> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Sell good/service/idea to groups	
Plan follow-up strategies for use in selling	

SELLING: Support Activities

Competency	Virtual Business Lesson
Process sales documentation	All VBR 3.0 lessons allow students to view the current business' sales and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated. <u>VBR 3.0 Lessons</u> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Prospect for customers	<u>VBR 3.0 Lessons</u> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Promotion • Advanced Promotion • New Store Project • Multiplayer Competitions
Write sales letters	

SELLING: Management of Selling Activities

Competency	Virtual Business Lesson
Plan strategies for meeting sales quotas	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, creative business decisions to maximize profitability. <u>VBR 3.0 Lessons</u>

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|--|---|
| | <ul style="list-style-type: none">• Business Plan Analysis• New Store Project• Multiplayer Competitions |
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**Oklahoma's Business & Information Technology
Core Foundation Skills
Correlation to
Virtual Business - Retailing 3.0 (VBR 3.0)**

Competency	Virtual Business Lesson
Use basic terminology common in the computer industry	<p>All VBR 3.0 lessons require students to be familiar with the basic computer components in order to complete the lesson.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Identify the types and functions of hardware, multimedia equipment, and peripheral components	
Demonstrate care and routine maintenance of computer systems	
Identify the types of operating systems	
Use specific operating systems commands	
Organize directories/folders	
Use components of a specific graphical user interface	
Perform backup	
Define purposes of licensing agreements	
Identify installation requirements	
Perform custom installations and upgrades	
Use data communications applications	
Produce and format common business documents such as letters, memos and reports	<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 forms and templates may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Edit a document	<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 forms and templates may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Enhance a document	<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 forms and templates may</p>

	<p>be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Utilize software reference/documentation	
Perform basic spreadsheet applications	<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 forms and templates 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
Edit a spreadsheet	<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 forms and templates 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
Enhance a spreadsheet	<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 forms and templates 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
Perform basic database operations	
Integrate software applications	<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 forms and templates may be generated.</p> <p>New Store Project (VBR 3.0) Multiplayer Competitions (VBR 3.0, VBM2.0) New Business Project (VBM2.0)</p>
Demonstrate knowledge of graphics software	
Demonstrate knowledge of presentation software	
Analyze and identify problem source	<p>All VBR 3.0 lessons require students to evaluate the current business situation and to utilize decision-making and problem-solving</p>

	<p>skills in order to improve the situation if necessary.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Utilize technical support resources	
Describe the general structure of the connectivity	
Demonstrate use of connectivity applications for research	
Identify and understand basic network components and concepts	
Perform basic file commands on network drive	
Print using a network printer	
Project appropriate business image	
Apply problem solving techniques and/or critical thinking skills	<p>All VBR 3.0 lessons require students to evaluate the current business situation and to utilize decision-making and problem-solving skills in order to maximize profit.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Develop self-improvement goals	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine individual strengths and weaknesses within these areas.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Demonstrate professional interpersonal 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
Apply business and work ethics	
Practice stress management skills	
Practice awareness and skills to be an effective team member	<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</p>

	<p>capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Practice awareness of safety and security measures	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions
Practice appropriate ergonomic preventive measures	
Deal with confidential information	
Describe various types of compensation and benefit plans	
Compose and understand correspondence	
Demonstrate styles and techniques for verbal and nonverbal communications	<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
Define and discuss communication barriers and factors of poor communication	
Demonstrate proper telephone techniques	
Use a wide variety of references and research resources	
Address the ethics of ownership of information	
Apply appropriate reading comprehension skills	<p>All VBR 3.0 lessons require students to understand verbal and written instructions and complete reading and writing exercises.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Apply appropriate writing skills	<p>All VBR 3.0 lessons include writing exercises, in addition to the math and computer exercises. Lessons also 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
Apply appropriate math skills	<p>All VBR 3.0 lessons include math exercises, in addition to the reading, writing, and computer</p>

	<p>exercises. Lessons also 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
Apply appropriate communication 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
Develop filing methods for internal/external customers	
Practice time management and follow work schedule	<p>All VBR 3.0 lessons should be completed within the time allotted by the instructor. Online challenges (endorsed by DECA/FBLA) must be completed within the timeframe of the competition.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Identify strategic planning steps	<p>All VBR 3.0 lessons require students to evaluate the current business situation and to utilize decision-making and problem-solving skills in order to maximize profit.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Identify and implement planning tools	
Demonstrate good organization characteristics	
Work within the constraints of budgets	<p>All VBR 3.0 lessons require students to be aware of the business' monetary situation by allowing students to evaluate the business' financial statements.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
Participate in long range planning	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competitions
Identify and apply quality programs	
Identify leader characteristics	<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
Identify leadership styles	<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
Identify professional and community organizations	
Participate in student organization activities and various projects on the local, state and national levels	<p>VBR 3.0 students may participate in DECA/FBLA endorsed online challenges at the local, state, regional, and national level.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Demonstrate leadership/supervisory 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
Define international business	
List examples of international trade in the local community	
Demonstrate an understanding of the relationship between international events and the daily conduct of business	
Interpret the impact of emerging economic and political changes in international operations	
Locate the major trade regions of the world	
Explain how time zones around the world affect business	
Identify careers that are influenced by international business	
List skill requirements/qualifications needed to	

enter a selected international business career path	
Compare business of various countries	
Define terms such as ethnocentrism, stereotyping and cultural bias	
Compare the social roles of various subpopulations (e.g. women and minorities) in different countries	
Identify distinctive social cultural factors affecting business activities (e.g. time, workday, workweek, schedules, and holidays)	
Differentiate between types of governments	
Demonstrate knowledge of international trade	
Discuss information needed to conduct international trade	
List examples of importing/exporting	
Set occupational objectives	<p>All VBR 3.0 lessons allow students to experience the functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes within these areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Compose a letter of application	
Create a resume	
Review potential interview questions	
Formulate responses to simulated situations	
Participate in job interview	
Complete post-interview activities	
Create a portfolio	
Demonstrate knowledge of available employment services	
Complete benefits forms	
Discuss legal issues	
Compare and evaluate career and training opportunities	