

Oregon's Business & Management Endorsement Area Curriculum Framework

Correlation to Virtual Business – Retailing 3.0 (VBR3.0)

Unifying Concept	Business/Management Knowledge & Skills	Virtual Business Retailing 3.0
Economic Foundations	The student will analyze, interpret and communicate the application of economic principles.	✓✓✓
Business Processes	The student will understand and be able to implement standard business procedures utilizing contemporary technologies.	✓✓
Business Practices	The student will understand and perform standard business practices.	✓✓✓
Career Mapping	The student will establish potential career directions that will contribute to the success of an organization.	✓✓✓
Communication	The student will communicate effectively and process information accurately and efficiently in a professional environment.	✓✓
Information Management	The student will establish and maintain a system of storing and retrieving business information and documents manually and electronically.	✓✓
Strategic Thinking	The student will apply business and economic indicators to analyze organizational productivity.	✓✓✓
Promotion	The student will demonstrate an understanding of the critical success factors in the marketing process.	✓✓✓
Collaboration	The student will cooperate with others to reach consensus on organizational goals and objectives.	✓✓✓
Resource Management	The student will determine the most efficient way to complete tasks within guidelines and time limitations.	✓✓
Regulatory Compliance (Risk Management)	The student will identify and evaluate regulatory and compliance issues.	✓

LEGEND: ✓ Some Correlation to the Concept ✓✓ High Correlation to the Concept ✓✓✓ Very High Correlation to the Concept

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

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<http://www.ode.state.or.us/teachlearn/certificates/cam/careerlrngfrmwrks/EACFBMFramework010702.pdf>

Economic Foundations

Suggested Applications	Virtual Business Lesson
Supply and demand principles	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
Business cycles and competition	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Analyzing the Competition • New Store Project • Multiplayer Competition
The role and impact of government and regulations in economics	
Monetary and fiscal policies	<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"> • Financial Statements • New Store Project • Multiplayer Competitions
The impact of cultural and environmental issues and conditions on economics	
Personnel practices; management, employee and labor union issues	<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> Staffing New Store Project Multiplayer Competition</p>
Economic history, research and forecasting techniques	
International trade	
Personal Finance and money 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"> • Financial Statements • New Store Project • Multiplayer Competitions

Business Processes

Suggested Applications	Virtual Business Lesson
Follow current business operating 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Conduct business transactions and perform business services	<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
Perform banking and bookkeeping functions	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • Business Plan Analysis • New Store Project • Multiplayer Competitions
Utilize electronic communications and telecommunications	
Produce business documents	<p>All VBR 3.0 lessons require students to monitor the current business' 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"> • Financial Statements • Business Plan Analysis • New Store Project • Multiplayer Competitions
Comprehend and evaluate basic contracts	
Create a business plan	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • Business Plan Analysis • New Store Project • Multiplayer Competitions
Maintain an accounting system	<p>All VBR 3.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p>

	<ul style="list-style-type: none">• New Store Project• Multiplayer Competitions
Understand the auditing function in business	

Business Practices

Suggested Applications	Virtual Business Lesson
Interact with clients, customers and associates in a businesslike manner	<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
Make decisions based on company goals, policies and 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Understand cultural diversities within an organization	
Demonstrate initiative and leadership	<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
Demonstrate civic and community awareness by participating in a civic or professional organization	

Career Mapping

Suggested Applications	Virtual Business Lesson
Maintain a positive self image	
Prepare a resume, letter of application and portfolio; apply and be interviewed for a position, and complete interview follow-up procedures	
Employ skills to develop a career	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine strengths and weaknesses within those individual areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Apply business success skills for career development	<p>All VBR 3.0 lessons allow students to evaluate the current business and to utilize their 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
Develop strategies for self evaluation and continuous improvement that lead to individual and organizational success	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine strengths and weaknesses within those individual areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Communication

Suggested Application	Virtual Business Lesson
Listen effectively and summarize content, factual data and intent	
Assure comprehension through questions and paraphrasing	<p>All VBR 3.0 lessons require students to complete reading comprehension and written exercises, in addition to the computer simulation.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Comprehend, analyze and interpret written text, tables, graphs and charts	<p>All VBR 3.0 lessons require students to monitor the current business' 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
Speak clearly, purposefully and concisely to individuals and groups	<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
Write clearly and concisely in an organized, logical sequence using standard English	<p>All VBR 3.0 lessons require students to complete reading comprehension and written exercises, in addition to the computer simulation.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Transfer symbolic data into oral, written or graphic form	
Select and use appropriate software technology to facilitate organizational communication	
Prepare, process, send and receive information electronically	
Understand cultural differences and similarities in communication forms and styles	
Communicate in a second language	
Organize and present information using appropriate graphics, media, and support materials	<p>All VBR 3.0 lessons require students to monitor the current business' 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



Information Management

Suggested Application	Virtual Business Lesson
Use currently accepted records management systems to manage information	
Discuss and demonstrate adherence to security procedures for confidential and classified information	
Enter, send and retrieve electronic data	
Demonstrate knowledge of file maintenance	<p>All VBR 3.0 lessons allow students to save their simulation files and return to them at a later point in time if necessary.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Research and compile information for reports	<p>All VBR 3.0 lessons require students to monitor the current business' 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

Strategic Thinking

Suggested Applications	Virtual Business Lesson
Identify market share, niche markets, growth potential, investment and capital development needs	<p>All VBR 3.0 lessons allow students to view current market share reports.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Location Selection • Analyzing the Competition • New Store Project • Multiplayer Competitions
Monitor, interpret and apply standard business climate indicators in terms of specific goals and operations	
Evaluate markets, costs, pricing, inventory needs and profit margins	<p><u>VBR 3.0 Lessons:</u></p> <p>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 Competition</p>
Apply research methodologies, to include: (a) the definition of research parameters (b) acquisition of relevant data (c) organization and analysis of data (d) the presentation of data in visual and print formats	<p>All VBR 3.0 lessons require students to monitor the current business' 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"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competitions
Evaluate the impact of regulations on operations	

Promotion

Suggested Applications	Virtual Business Lesson
Identify audiences and potential customers for company products and services	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • New Store Project • Multiplayer Competition
Develop, implement and evaluate a marketing plan	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
Evaluate the effect of market influences on products and services, including competition and changes in economic, legal, political, social, cultural, environmental and technological factors	<p>All VBR 3.0 lessons contain competitor stores for students to consider when making decisions.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • Analyzing the Competition • New Store Project • Multiplayer Competitions • New Business Project
Utilize various merchandising methods to present products and services that meet the needs of defined audiences	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Merchandising • Advanced Merchandising • New Store Project • Multiplayer Competitions • New Business Project
Utilize professional selling techniques to gain customer acceptance of products and services	
Assess the effectiveness of promotional selling activities	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competitions

Collaboration

Suggested Applications	Virtual Business Lesson
Interact with coworkers cordially and respectfully	<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
Participate in and accept personal responsibility for team efforts	<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
Organize work toward defined goals and objectives	<p>All VBR 3.0 lessons require students to meet certain objectives and goals regarding their business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Identify problems and collaborate with others to identify solutions	<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
Negotiate with others to reach consensus	<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
Recognize and access the strengths of team members in coordinating tasks	<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
Make independent decisions when appropriate	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which</p>

	<p>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>Facilitate cooperative efforts with diverse groups</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>Recognize the relationship between the organization's strategic plan, specific objectives, implementation tactics and individual roles</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 leadership in group activities</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

Resource Management

Suggested Applications	Virtual Business Lesson
Define areas of responsibility	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses within those areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
Establish job priorities	<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
Organize the work area and personnel of a business environment	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Turnaround • New Store Project • Multiplayer Competitions
Manage the work flow	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
Calculate the time, personnel and material needs and costs of ongoing and special business activities	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Purchasing • Merchandising • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
Determine supply and service needs and costs	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Purchasing • Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
Schedule and make arrangements for meetings and conferences	

Regulatory Compliance [Risk Management]

Suggested Applications	Virtual Business Lesson
Discuss the rationale for and demonstrate compliance with: Laws regarding personnel practices and business transactions	
Ethical principles in business management and operations	
Emergency procedures and regulations	
Fundamentals of accident prevention and health maintenance	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• Risks & Surprises• New Store Project• Multiplayer Competition
Occupational health and safety practices and regulations	