

Tennessee Standards for Business Technology
Correlation to
Virtual Business – Retailing 3.0 VBR 3.0 &

Business Technology Standard	Virtual Business Retailing 3.0
Accounting I	✓✓
Accounting II	✓✓
Administrative Management	✓✓✓
Banking & Finance	✓
Business Economics	✓✓
Business Management	✓✓✓
Business Principles	✓✓✓
Career Connections	✓✓✓
Computer Applications	✓
Financial Planning	✓✓
Keyboarding	✓✓✓
Spreadsheet Applications	✓✓✓
Virtual Enterprise International	✓✓✓
Marketing Education Standard	Virtual Business Retailing 3.0
Advertising and Public Relations	✓✓✓
Entrepreneurship	✓✓✓
Exploration of Marketing & Management	✓✓✓
Financial Services Marketing	✓
Marketing & Management Principles – I	✓✓✓

Marketing & Management Advanced Strategies - II	✓✓✓
Market Research & Analysis	✓✓✓
Organizational Leadership	✓✓✓
Retail Operations	✓✓✓
Sales Management	✓✓✓
Services Marketing	✓
Technical Marketing	✓

Legend ✓ Some correlation to the standards ✓✓ High correlation to the standards ✓✓✓ Very high correlation to the standards

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

Adopted Version © 2005: <http://tn.gov/education/cte/> and <http://www.state.tn.us/education/vemktngstan.htm>

Accounting I

Business Standard	Virtual Business Lesson
The student will analyze various accounting career opportunities.	
The student will analyze and record financial information and prepare end-of-fiscal period documents for a service and merchandising business organized as a sole proprietorship, a partnership or a corporation.	<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"> • New Store Project • Multiplayer Competitions
The student will demonstrate an understanding of cash control systems.	
The student will prepare payroll records, taxes and reports.	
The student will prepare Federal Income Tax Returns	
The student will analyze, calculate and utilize accounting for special procedures that occur less frequently in the accounting cycle.	<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"> • New Store Project • Multiplayer Competitions
The student will analyze the role of human resources in a business organization.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competition

Accounting II

Business Standard	Virtual Business Lesson
The student will perform operations necessary to plan, control and evaluate business operations for a departmentalized accounting system.	
The student will analyze general accounting adjustments for uncorrectable accounts, merchandise inventory, depreciation, notes payable and receivable, accrued expenses and revenue, prepaid expenses and unearned revenue.	<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"> • New Store Project • Multiplayer Competitions
The student will examine the process of organizing, paying dividends, acquiring additional capital and reporting financial statements for a corporation.	
The student will plan budgets, organize accounting information for management decisions, analyze financial statements and prepare cash flow analyses.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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 student will calculate and document cost accounting records for a merchandising and a manufacturing business.	
The student will perform special accounting procedures for not-for profit organizations, voucher systems and partnerships.	
The student will analyze the role of human resources in a business organization.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Turnaround • New Store Project • Multiplayer Competition

Administrative Management

Business Standard	Virtual Business Lesson
Students will examine a variety of opportunities in business.	<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, 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
The student will research and apply typography, layout, design and composition concepts and guidelines for preparation of a multimedia project.	
Students will enhance productivity through effective information processing using a variety of input technologies.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Turnaround • New Store Project • Multiplayer Competitions
Students will apply various communication strategies and techniques to send, receive and transmit information in the global world of business.	
Students will maintain various records management systems.	
The student will effectively use resources that support work activities, time management, workstation components and safety in the work environment.	<p>All VBR 3.0 lessons should be completed within the time allotted by the instructor.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will perform activities and demonstrate knowledge essential to planning career strategies and continuous self improvement.	<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, 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
The student will examine concepts and procedures used in managing financial activities.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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

<p>The student will examine the importance of and apply decision making, critical thinking and teamwork skills.</p>	<p>All VBR 3.0 lessons allow the student to simulate owning their own business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p>All VBR 3.0 lessons 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"> • Financial Statements • New Store Project • Multiplayer Competitions
<p>The student will research and apply knowledge of ethical and legal issues within the industry.</p>	
<p>The student will develop and demonstrate human relations, self-management, organizational and professional leadership skills.</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> Staffing New Store Project Multiplayer Competition</p>
<p>The student will develop a comprehensive portfolio.</p>	

Banking & Finance

Business Standard	Virtual Business Lesson
The student will evaluate the diverse careers in banking and finance.	
The student will investigate the origins and purpose of banking.	
The student will investigate budgets and financial records.	<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
The student will examine checking accounts and banking services.	
The student will compare savings options.	
The student will assess credit options.	
The student will inspect bank policies and procedures.	
The student will demonstrate human relations, self-management, organizational, and professional leadership 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"> • Staffing • New Store Project • Multiplayer Competitions
The student will analyze the marketing strategies utilized by financial institutions.	
The student will analyze existing technology as it relates to financial services marketing.	
The student will research and apply knowledge of ethical and legal issues within the industry.	

Business Economics

Business Standard	Virtual Business Lesson
Students will analyze the basic economic systems in relation to scarcity, choice and opportunity costs.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
Students will interpret the role of business in a free enterprise system.	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
Students will examine the role of the individual in a free enterprise system.	
Students will examine the role of government in a free enterprise system.	
Students will examine economic concepts.	
Students will examine careers in business economics.	
Students will identify market structure/forms of competition found in the U.S. economy.	<p>All VBR 3.0 lessons contain competitor stores for the students to consider when making decisions.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competition
The student will develop and demonstrate human relations, self-management, organizational, and professional leadership 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"> • Staffing • New Store Project • Multiplayer Competitions

Business Management

Business Standard	Virtual Business Lesson
The student will examine the basic role of business in our society.	<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
The student will analyze ways the social and ethical environment of business has changed.	
The student will examine the international environment of business.	
The student will examine how effective decision-making skills are used in the management process.	<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
The student will describe the communication process and any barriers to communication, including ways to improve communication.	<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
The student will analyze the steps in strategic planning and the implementation of the necessary goals.	<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

	<ul style="list-style-type: none"> • Multiplayer Competitions
The student will examine the various types of organizational structures.	
The student will analyze the role of human resources in a business organization.	<p><u>VBR 3.0 Lessons:</u> Staffing New Store Project Multiplayer Competition</p>
The student will consider the ways a manager can motivate through 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"> • Staffing • New Store Project • Multiplayer Competitions
The student will examine ways to manage conflict and stress in the workplace.	<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"> • Staffing • New Store Project • Multiplayer Competitions
The student will analyze how to bring together a diverse workforce.	
The student will determine how to choose standards for both internal and external controls.	
The student will examine the need for continued professional development.	
The student will examine the legal and financial operations of a business.	<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
The student will demonstrate human relations, self-management, organizational, and professional leadership 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">• Staffing• New Store Project• Multiplayer Competitions
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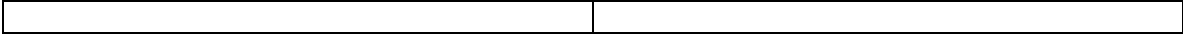
Business Principles

Business Standard	Virtual Business Lesson
The student will evaluate economic basis of domestic and global trade.	
The student will evaluate entrepreneurship concepts.	<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
The student will analyze the various functions of business operations.	<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
The student will examine careers available domestically and internationally.	<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, 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
The student will analyze information on budgeting and becoming a responsible consumer.	
The student will examine banking services and analyze investment strategies.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competition
The student will evaluate how credit can be used as a tool for financial well-being.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competition
The student will analyze various forms of risk management.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project

	<ul style="list-style-type: none">• Multiplayer Competitions
The student will demonstrate organizational and professional leadership 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

Career Connections

Business Standard	Virtual Business Lesson
Students will relate self-management to career success.	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine the risks and uncertainties involved within each of these individual areas. Financial statements must be monitored, and students must make on-going decisions to improve business performance. Each lesson must be completed in the time allotted.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competition
Students will evaluate work ethics, workplace relationships, workplace diversity, attitudes, and workplace communication skills to career success.	<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
Students will analyze the workplace and strategies for entering the work force.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • New Store Project • Multiplayer Competition
Students will examine techniques for creating a career strategy and develop a personal career strategy.	<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, 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 Competition
Students will assess the management of the multiple roles within the family, workplace, and community.	
Students will develop professional leadership 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



Computer Applications

Business Standard	Virtual Business Lesson
The student will evaluate the impact and applications of computers in society.	
The student will apply skills appropriate to the resident operating system.	
The student will research and apply knowledge of ethical and legal issues within the industry.	
The student will research and apply typography, layout, design, and composition concepts and guidelines for preparation of documents.	
The student will accurately create a variety of word processing documents.	<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"> • New Store Project • Multiplayer Competitions
The student will create and design spreadsheets to produce and manipulate alpha/numeric data.	<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"> • New Store Project • Multiplayer Competitions
The student will develop database skills to organize and maintain information.	
The student will design a multimedia presentation.	
The student will examine the new and emerging technologies.	
The student will examine network, hardware, software, and programming applications.	
The student will develop and demonstrate	All VBR 3.0 lessons are able to be completed within an individual or team environment, which

<p>human relations, self-management, organizational and professional leadership skills.</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
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Financial Planning

Business Standard	Virtual Business Lesson
The student will evaluate the diverse finance career opportunities.	
The student will investigate financial management strategies.	<u>VBR 3.0 Lessons:</u> Financial Statements Financing New Store Project Multiplayer Competition
The student will compare the different types of financial institutions.	
The student will examine various investment opportunities.	
The student will evaluate the use of credit.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competition
The student will design a plan for the administration and disposition of estate property.	
The student will develop and demonstrate human relations, self-management, organizational and professional skills.	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. <u>VBR 3.0 Lessons</u> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will research and apply knowledge of ethical and legal issues in the industry.	

Keyboarding

Business Standard	Virtual Business Lesson
The student will operate and maintain the workstation.	<p>All VBR 3.0 lessons require students to complete exercises via a computer simulation. Students must be familiar with basic computer skills in order to complete the lesson objectives and goals.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will operate the alphabetic, numeric, and symbol keyboard using the touch system.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>All VBR 3.0 lessons require students to complete exercises via a computer simulation. Students must be familiar with basic computer skills in order to complete the lesson objectives and goals.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will apply language arts skills to prepare business documents.	<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"> • New Store Project • Multiplayer Competitions
The student will research and apply typography, layout, design, and composition concepts and guidelines for document preparation.	
The student will demonstrate speed and accuracy using the touch system of keying.	
The student will format text.	
The student will create effective business documents.	<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"> • New Store Project • Multiplayer Competitions
<p>The student will develop and demonstrate human relations, self-management, organizational, and professional leadership skills.</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

Spreadsheet Applications

Business Standard	Virtual Business Lesson
The student will operate the electronic spreadsheet software and create and manipulate a basic worksheet.	<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"> • New Store Project • Multiplayer Competitions
The student will research and apply knowledge of ethical and legal issues within the industry.	
The student will research and apply typography, layout, design, and composition concepts and guidelines for preparation of a spreadsheet project.	
The student will create and enter formulas and format a spreadsheet.	<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"> • New Store Project • Multiplayer Competitions
The student will apply spreadsheet enhancement skills.	<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"> • New Store Project • Multiplayer Competitions
The student will use special functions to perform special calculations.	<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"> • New Store Project • Multiplayer Competitions
The student will produce spreadsheets while using print options for diverse output results.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis,</p>

	<p>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>The student will develop and demonstrate human relations, self-management, organizational and professional leadership skills.</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

Marketing Education

Advertising and Public Relations

Marketing Standard	Virtual Business Lesson
The student will analyze careers in advertising and public relations.	
The student will relate the importance of advertising and public relations to the marketing mix.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • New Store Project • Multiplayer Competition
The student will analyze trends in advertising and public relations.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • New Store Project • Multiplayer Competition
The student will evaluate the ethical considerations, government regulations and global implications for advertising and public relations.	
The student will assess the importance of marketing information management in advertising and public relations.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student will analyze media available for advertising and public relations.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student will evaluate factors affecting media costs.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • New Store Project • Multiplayer Competition
The student will apply and relate other academic subject areas to advertising and public relations.	<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"> • New Store Project • Multiplayer Competitions

<p>The student will demonstrate organizational and leadership skills.</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>The student will understand the importance of academic integration in the area of advertising and public relations.</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Students must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>The student will demonstrate advertising and public relations principles in a work-based learning experience.</p>	

Entrepreneurship

Marketing Standard

Virtual Business Lesson

<p>The student will evaluate the role of entrepreneurs in a free enterprise system.</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>The student will demonstrate an understanding of economic concepts in a global economy.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
<p>The student will examine entrepreneurial trends and opportunities.</p>	
<p>The student will examine the components of a business plan.</p>	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>The student will formulate a marketing plan.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Business Plan Analysis • New Store Project • Multiplayer Competition
<p>The student will select a site and design the physical layout for a business.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Location Selection • New Store Project • Multiplayer Competition
<p>The student will evaluate the purchasing process.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competition
<p>The student will evaluate the management function.</p>	<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
The student will evaluate plans for financial management of a business.	<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 • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student will examine the legal and ethical issues relevant to small business ownership.	
The student will identify and evaluate technology used by entrepreneurs.	
The student will demonstrate organizational and leadership 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
The student will understand the importance of academic integration in the area of entrepreneurship.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Students must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will demonstrate entrepreneurship principles in a work-based learning experience.	<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

Exploration of Marketing and Management

Marketing Standard	Virtual Business Lesson
The student will explore marketing and management.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Turnaround • New Store Project • Multiplayer Competition
The student will evaluate characteristics of a successful employee.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • New Store Project • Multiplayer Competition
The student will explore career opportunities in marketing and management.	<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 Competition
The student will analyze interpersonal skills needed in marketing and management.	<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
The student will develop communication skills required for the marketing and management careers.	<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
The student will apply organizational and leadership 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
<p>The student will demonstrate an understanding of the importance of academic integration in the area of exploration of marketing and management.</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Students must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Financial Services Marketing

Marketing Standard	Virtual Business Lesson
The student will recognize the types and functions of lending institutions.	
The student will examine the marketing strategies utilized by financial institutions.	
The student will demonstrate an understanding of economic concepts and principles in a global economy.	
The student will explore checking, savings, and investment options offered through lending institutions.	
The student will examine types and sources of capital funding.	
The student will examine consumer credit options.	
The student will analyze technology that relates to financial services marketing.	
The student will demonstrate organizational and leadership 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
The student will understand the importance of academic integration in the area of financial services marketing.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Students must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will demonstrate financial services marketing principles in a work-based learning experience.	

Marketing and Management Principles I

Marketing Standard	Virtual Business Lesson
The student will Demonstrate an understanding of the marketing foundations and the impact on individuals and businesses.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Turnaround • New Store Project • Multiplayer Competition
The student will demonstrate an understanding of economic concepts and principles in a global economy.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
The student will demonstrate an understanding of selling.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competition
The student will analyze promotional tools.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competition
The student will analyze the distribution strategies	
The student will examine human resource skills needed for career success.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • New Store Project • Multiplayer Competition
The student will examine the importance of price planning in product development.	
The student will apply organizational and leadership 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
The student will demonstrate Marketing and	

Management I Principles in a work-based learning experience.	
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Marketing and Management II – Advanced Strategies

Marketing Standard	Virtual Business Standard
The student will evaluate the role 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"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student will analyze the role of management / entrepreneurship in a global society.	<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
The student will prepare financial documents relevant to business operations.	<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 • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student will employ human resource skills used by a marketing manager/entrepreneur.	<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"> • Staffing • New Store Project • Multiplayer Competition
The student will examine product/service planning.	All VBR 3.0 lessons allow students to monitor customer comments in order to improve

	<p>business performance.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student will evaluate pricing strategies.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Pricing • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions
The student will demonstrate organizational and leadership 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
The student will apply and relate other academic subject matter to the area of marketing and management.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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
The student will analyze how marketing and management II – advanced strategies principles are applied in a specific work-based learning experience.	

Market Research & Analysis

Marketing Standard	Virtual Business Standard
The student will analyze the function of marketing information management systems.	
The student will apply technology to gathering marketing information.	
The student will evaluate market research and analysis as a problem solving method.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student will relate the nature of marketing research and analysis to marketing information management.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student will demonstrate organizational and leadership 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
The student will understand the importance of academic integration in the area of market research analysis.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Students must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will demonstrate Market Research & Analysis principles in a work-based learning experience.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition

Organizational Leadership

Marketing Standard	Virtual Business Lesson
The student will evaluate the leadership techniques used by organizations to increase profitability.	<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
The student will evaluate the roles of leadership in an organization.	<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
The student will explore the interpersonal skills needed for developing leadership abilities.	<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
The student will apply the skills needed to communicate effectively.	<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
The student will assess cultural diversity and equity issues as they relate to organizational goals.	
The student will examine the legal issues relating to management responsibilities.	
The student will evaluate career plans and employability skills.	<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
<p>The student will demonstrate organizational and leadership skills.</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>The student will demonstrate an understanding of the importance of academic integration in Organizational Leadership.</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Students must follow written and verbal directions.</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

Retail Operations

Marketing Standard	Virtual Business Lesson
The student will demonstrate and understand the marketing foundations as they relate to retailing.	<p>All VBR 3.0 Lessons allow students to experience what it is like to manage their own retail convenience store.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will demonstrate an understanding of the economic concepts fundamental to retailing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
The student will analyze marketing information systems and their importance in retailing.	<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 improve upon the situation.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competitions
The student will examine financial concepts and methods to control risks in retailing.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions
The student will compare and contrast distribution strategies as well as inventory methods used in retail businesses.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competition
The student will identify and analyze the various buying and pricing activities involved in retailing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Pricing • Advanced Promotion • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competition
The student will examine the importance of the promotional mix to the retail business.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Merchandising • Advanced Promotion • Targeted Marketing

	<ul style="list-style-type: none"> • New Store Project • Multiplayer Competition
The student will demonstrate an understanding of the selling process in the retail business.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Staffing • Promotion • Merchandising • Advanced Promotion • Advocated Merchandising • New Store Project • Multiplayer Competitions
The student will analyze career opportunities in retailing.	
The student will demonstrate organizational and leadership 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
The student will understand the importance of academic integration in the area of retailing.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Students must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will demonstrate Retail Operations in a work-based learning experience.	<p>All VBR 3.0 lessons allow students to simulate various aspects of operating their own retail store.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Sales Management

Marketing Standard	Virtual Business Lesson
The student will examine the interrelationships between economic and marketing concepts and selling.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • Advanced Promotion • Turnaround • New Store Project • Multiplayer Competition
The student will analyze customer/client behavior in the buying process.	<p>All VBR 3.0 lessons allow students to monitor customer comments which enable them 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
The student will evaluate selling techniques.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • New Store Project • Multiplayer Competition
The student will analyze strategies that build and maintain customers/clients.	<p>All VBR 3.0 lessons allow students to monitor customer comments which may be used to make business changes if necessary.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions
The student will analyze and evaluate legal, moral and ethical issues affecting selling and sales management.	
The student will analyze the non-selling tasks of sales staff and management.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Turnaround • New Store Project • Multiplayer Competition
The student will identify the technological influences in sales.	
The student will identify and appraise career opportunities in selling and sales management.	
The student will demonstrate organizational	All VBR 3.0 lessons are able to be completed

<p>and leadership skills.</p>	<p>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>The student will understand the importance of academic integration in the area of sales management.</p>	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Student must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>The student will analyze how sales management principles are applied in a specific work-based learning experience.</p>	

Services Marketing

Marketing Standard	Virtual Business Lesson
The student will analyze the nature and scope of the service marketing industry.	
The student will analyze the impact of customer service as it applies to personal services and business services marketing.	<p>All VBR 3.0 lessons allow students to monitor customer comments to improve business performance.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will examine the nature and scope of service planning.	
The student will identify and analyze the pricing activities involved in the marketing of services.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Pricing • New Store Project • Multiplayer Competitions
The student will examine the importance of the promotional mix to business and personal services.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Promotion • Advanced Promotion • New Store Project • Multiplayer Competitions
The student will gain an understanding of economic concepts and principles in a global economy.	
The student will apply and relate academic subject areas to business and personal services marketing.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Student must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will analyze how service marketing principles are applied in a specific work-based learning experience.	

Technical Marketing

Marketing Standard	Virtual Business Lesson
The student will analyze the impact of technology in marketing.	
The student will evaluate technological considerations in product planning.	
The student will examine technology in the distribution of products.	
The student will examine the role of technology in promoting goods and services.	
The student will recognize the importance of technology in selling.	
The student will evaluate technological advances in communication.	
The student will demonstrate organizational and leadership 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
The student will understand the importance of academic integration in the area of technology.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. Student must follow written and verbal directions.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student will demonstrate Technical Marketing Principles in a work-based learning experience.	