

# Utah's Business & Marketing Education Standards

## Correlation to Virtual Business – Retailing 3.0 (VBR 3.0)

<b>Business Ed Standard</b>	<b>Virtual Business Retailing 2.0</b>
Accounting I	✓✓✓
Accounting II	✓
Administrative Procedures	✓✓✓
Business Communications I	✓✓✓
Business Communications II	✓✓✓
Business Management	✓✓✓
Computer Technology	✓✓✓
Computers in Business	✓✓✓
Economics	✓✓✓
Entrepreneurship	✓✓✓
Computer Technology	✓✓✓
Electronic Spreadsheets and Databases	✓✓
Word Processing Basics	✓✓✓
Word Processing	✓✓✓
<b>Marketing Ed Standard</b>	<b>Virtual Business Retailing 3.0</b>
Marketing – Full Year Part I	✓✓✓
Marketing – Full Year Part II	✓✓✓
Marketing Advanced	✓✓✓
Retailing	✓✓✓
Retailing – School Store	✓✓✓
Advertising	✓✓✓
Leadership Principles	✓✓✓
Leadership Management – A&B	✓✓✓
Economics for Marketing	✓✓✓
Entrepreneurship for Marketing	✓✓✓

✓ Some correlation to Standards   ✓✓ High correlation to Standards   ✓✓✓ Very High correlation to Standards

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

[http://www.usoe.k12.ut.us/ate/Skills/Bus\\_tests.htm](http://www.usoe.k12.ut.us/ate/Skills/Bus_tests.htm)  
<http://www.usoe.k12.ut.us/ate/marketing/market.htm>

# Accounting I

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will acquire and use accounting terminology and professional attitude and skills throughout the study of accounting.	<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><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will list and identify characteristics of the three basic accounting equation elements.	<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><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will apply the theory of debit and credit to the accounting equation, define a business transaction, and show how and why accounts are increased and decreased.	<p><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will identify and use source documents for journalizing transactions; students will post journal entries to a ledger.	<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><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will prepare, analyze and interpret Financial Statements.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will prepare closing entries and a Post-Closing Trial Balance.	<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>mathematical calculations, written reports and presentations may be generated.</p> <p><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Students will demonstrate proper cash management.</p>	
<p>Students will acquire automated accounting competency or calculator proficiency if computers are not available (OPTIONAL STANDARD)</p>	

## Accounting II

Standard	Virtual Business Lesson
Students will acquire and use accounting terminology and professional attitude and skills throughout the study of accounting.	<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><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will prepare payroll records.	
Apply accepted accounting principles to sales, purchases, cash receipts and cash payment/disbursement transactions.	
Students will demonstrate the ability to handle uncollectible accounts/bad debts.	
Students will demonstrate and explain the principles for handling depreciation of assets.	
Students will prepare adjusting entries and financial statements.	<p>All VBR 3.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will prepare closing entries and Post-Closing Trial Balance.	<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><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will identify and explain three forms of business ownership: Sole Proprietorship, Partnership and Corporation.	
Students will demonstrate an understanding of the following recommended enrichment activities (OPTION STANDARD)	

## Administrative Procedures

<b>Standard</b>	<b>Virtual Business Lesson</b>
<p>Communication: Students will demonstrate effective reading, writing, speaking, and listening skills while performing business assignments and responsibilities.</p>	<p>All VBR 3.0 lessons include reading, written, math, and computer exercises. Lessons also 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 may complete lessons as a team, allowing them to work on communication, teamwork, and leadership skills.</p> <p><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Management: Students will learn resource management skills, including information, time, tasks and records.</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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Business Machine and Computer Technology: The student will demonstrate the use of common business machines and computer systems in today's office environment.</p>	
<p>Human Relations: Students will develop skills in working with others, maintaining professionalism, and improving job search abilities.</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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Business Communications I

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will identify the communication process and practice effective nonverbal 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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will communicate using correct usage and mechanics	
Students will improve and demonstrate effective informational reading skills.	<p>All VBR 3.0 lessons require students to continually evaluate the current business' product and financial charts and graphs in order to make informed decisions.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will develop and practice effective oral communication skills.	<p>All VBR 3.0 lessons may be completed within an individual or team environment, allowing students to practice their communication and presentation skills.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Develop a list of new vocabulary words, confusing homonyms, and technical and business terms.	<p>All VBR 3.0 lessons allow students to click on a term to view the definition.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will compose effective written communications.	<p>All VBR 3.0 lessons include reading, written, math, and computer exercises. Lessons also 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><b><u>All VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

<p>Students will develop and practice proficient listening 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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Students will apply basic social communications skills in personal and professional situations by demonstrating competence, ethics, leadership, and interpersonal 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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Students will use technology to enhance the effectiveness of communications.</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.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Students will integrate all forms of communication in the successful pursuit and retention of employment. (Optional)</p>	

## Business Communications II

<b>Standard</b>	<b>Virtual Business Lesson</b>
The student will develop and practice effective oral 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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
The student will improve and demonstrate effective informational reading strategies.	<p>All VBR 3.0 lessons require students to continually evaluate the current business' product and financial charts and graphs in order to make informed decisions.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will compose an effective research paper.	
Students will use technology to enhance the effectiveness of communications.	<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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will integrate all forms of communication in the successful pursuit of employment 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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will develop organizational communication skills through the development of leadership, personal ethics, and customer-business relationships.	<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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Do an oral report using presentation software	

to enhance the presentation.	
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# Business Management

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will identify and describe the planning function of management.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will identify and describe the organizing function of management.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will identify and describe the directing (leadership) function of management.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will identify and describe the controlling and evaluating functions of management.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will analyze and understand the importance of financial information.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will define the overall nature of marketing and economics.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will describe human resource management and its importance to the successful operation of an organization.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Business Plan Analysis</li> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• New Business Project</li> <li>• Multiplayer Competition</li> </ul>
Understand and identify ethics and social responsibility as it relates to business.	

## Computer Technology

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will enhance keyboarding skills.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will develop knowledge of computer basics and use an operating system.	<p>All VBR 3.0 lessons require students to have basic computer knowledge in order to complete the simulation exercises.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will apply document-processing skills. Each student will be able to use the following when creating a letter, memo, report, or other business document.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will create spreadsheets and manipulate data.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will demonstrate an understanding of ethics related to computer technology.	
Students will access on-line information resources.	
Students will create an electronic presentation.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

With the cooperation of a teacher in a different content area, students will create and implement an integrated project.	

# Computers in Business

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will continue to improve keyboarding skills.	<p>All VBR 3.0 lessons require students to input data via computer simulation. Lessons also 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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand and demonstrate basic economic concepts.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand and demonstrate basic stock market concepts.	
Students will understand and demonstrate basic marketing principles.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand basic entrepreneurship concepts.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will apply basic desktop publishing concepts.	
Students will be able to create a basic web page using HTML and a web page editor	

## Economics

Standard	Virtual Business Lesson
Students will understand the economic condition of scarcity where individuals, businesses, governments, societies, and nations must make choices in attempting to satisfy unlimited wants and needs using limited resources.	
Students will understand that resources and goods/services are allocated by voluntary exchange and that economic markets are characterized by supply, demand, competition, incentives, and property rights.	<p>All VBR 3.0 lessons contain competitor stores for the students to consider when making their business decisions.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Supply &amp; Demand</li> <li>• Analyzing the Competition</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will recognize how government and economic institutions assist individuals and groups in pursuit of economic well being.	
Students will understand how investing in health, education, technology, and entrepreneurial pursuits can increase productivity and the standard of living.	
Students will understand how individuals, businesses, governments, societies, and nations are impacted by a changing global economy.	

# Entrepreneurship

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will understand basic economic concepts related to business ownership.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will identify and assess entrepreneurial traits and opportunities.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will analyze a market's customers, competitors, and industry.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will be able to develop a business plan.	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will be able to make use of financial documents utilized in a business.	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Electronic Spreadsheets and Databases

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will use a spreadsheet application to organize data and complete calculations.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will use spreadsheet information to graph data and develop professional reports.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will setup, preview, and print spreadsheets.	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will use database application software to create and manage tables.	
Students will use queries in a database.	
Students will create forms and reports in a database.	
Students may participate in the following enrichment activities (OPTIONAL): MOUS certification, concurrent enrollment courses, career exploration, web site research on new computer technology.	

## Word Processing Basics

Standard	Virtual Business Lesson
Keyboarding	<p>All VBR 3.0 lessons require students to input data via computer simulation. Lessons also 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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Basic word processing functions	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Editing	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Document formatting	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Business documents	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Word Processing

Standard	Virtual Business Lesson
Keyboarding	<p>All VBR 3.0 lessons require students to input data via computer simulation. Lessons also 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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Basic Word Processing Elements	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Advanced Word Processing Functions	
Advanced Word Processing Formatting	
Advanced Tables	<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><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Merge	
Graphics	

# ***Marketing Education***

## **Marketing - Semester**

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will have an understanding of the world of marketing.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will have an understanding of economics, the free enterprise system, and how it relates to marketing.	<p>VBR 3.0 lessons contain competitor stores that students must consider when making decisions.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> <li>• New Business Project</li> </ul>
Students will have an understanding of the selling process.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand the concept of pricing and how it relates to marketing.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> </ul>

	<ul style="list-style-type: none"> <li>• Advanced Promotion</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand the concept of promotion and how it relates to marketing.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Targeted Marketing</li> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand the concept of distribution and how it relates to marketing.	
Students will understand the concept of marketing research and how it relates to marketing.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand the concept of product planning and how it relates to marketing.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand the concept of career and professional development and how they relate to marketing. (Optional)	

## Marketing – Full Year Part I

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will have an understanding of the world of marketing.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will have an understanding of economics, the free enterprise system, and how it relates to marketing.	<p>VBR 3.0 lessons contain competitor stores that students must consider when making decisions.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> <li>• New Business Project</li> </ul>
Students will have an understanding of business and international marketing principles.	
Students will have an understanding of business and society.	
Students will have an understanding of management skills required for marketing.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>

<p>Students will have an understanding of the selling process.</p>	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
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## Marketing – Full Year Part II

<b>Standard</b>	<b>Virtual Business Lesson</b>
<p>Students will understand the concept of pricing and how it relates to marketing.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Advanced Promotion</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p>Students will understand the concept of promotion and how it relates to marketing.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Targeted Marketing</li> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p>Students will understand the concept of distribution and how it relates to marketing.</p>	
<p>Students will understand the concept of marketing research and how it relates to marketing.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p>Students will understand the concept of product planning and how it relates to marketing.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Business Plan Analysis</li> </ul>

	<ul style="list-style-type: none"><li>• Turnaround</li><li>• New Store Project</li><li>• Multiplayer Competition</li></ul>
Students will understand the concept of career and professional development and how they relate to marketing.	<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 for the different areas.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"><li>• New Store Project</li><li>• Multiplayer Competition</li></ul>

## Marketing Advanced

Standard	Virtual Business Lesson
Students will understand and demonstrate the importance of developing a successful marketing and corporate strategy.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand and demonstrate the importance of scanning the marketing environment.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand the importance of consumer behavior in the field of marketing.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand and demonstrate the importance of marketing information: from information to action.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand and demonstrate the importance of identifying market segments and targets.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand and demonstrate the importance of developing new products and services.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand and demonstrate the importance of managing products and brands.	
Students will understand and demonstrate the importance of building the price foundation.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand and demonstrate the importance of managing marketing channels	

and wholesaling.	
Students will understand and demonstrate the importance of advertising, sales promotion, and public relations.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"><li>• Promotion</li><li>• Advanced Promotion</li><li>• Targeted Marketing</li><li>• New Store Project</li><li>• Multiplayer Competition</li></ul>

## Retailing

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will have an understanding of the retailing business and the fundamentals of both store and non-store selling.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will have an understanding of the components and decisions involved in operation of a retail store.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will have an understanding of the mechanics of operating a retail store.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will have an understanding of careers in retailing and how to prepare for a job.	

## Retailing – School Store

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will understand the basic marketing and retail merchandising concepts.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Staffing</li> <li>• Promotion</li> <li>• Merchandising</li> <li>• Supply &amp; Demand</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand the marketing mix and strategies used in marketing research.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Supply &amp; Demand</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand how to develop a business plan and prepare for personnel needs in a retail store.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will have an understanding of the mechanics of operating a retail store.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Purchasing</li> <li>• Staffing</li> <li>• Promotion</li> <li>• Merchandising</li> <li>• Supply &amp; Demand</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand basic accounting	All VBR 3.0 lessons allow the student to simulate

<p>practices and procedures used in retailing.</p>	<p>owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>Students will understand the importance of promotion in a retail business.</p>	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
<p>Students will identify the role of managers and employees in a retail store and the skills needed to be a successful.</p>	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Advertising

Standard	Virtual Business Lesson
Students will understand the concept of creativity in the promotional industry.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand the difference between advertising and marketing and their relationship in an integrated marketing communications program.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand the concepts of marketing segmentation and marketing mix and their role in developing an advertising program.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand the role of branding as it pertains to advertising.	
Students will understand the role of publicity and sales promotion as it pertains to promotion.	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will understand how to use and create print media, as well as the costs associated with placing print advertising.	
Students will understand how to use and create broadcast media, as well as the costs associated with placing broadcast advertisements.	
Students will understand the use of digital media and direct mail in an advertising program.	
Students will understand the use of out-of-home, exhibitive, specialty, and supplemental media in an advertising program.	

## Leadership Principles

Standard	Virtual Business Lesson
Students will investigate the history of leadership.	
Students will investigate the meaning of leadership.	
Students will learn the importance of creating a vision.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand the importance and fundamentals of establishing goals.	<p>All VBR 3.0 lessons specify certain objectives and goals that should be met within each lesson.</p> <p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will know the importance of time management and time management techniques.	<p>All VBR 3.0 lessons should be completed within the time allotted by the instructor.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand effective strategies for 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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will identify and understand the nature of diversity.	
Students will understand the process for making sound decisions.	All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with

	<p>multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand conflict and resolution techniques.	<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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will identify the sources of power and how they are used.	
Students will understand the steps to building a successful team.	<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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand the importance of effectively dealing with change.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand the importance and application of ethics.	
Students will be able to understand and apply basic coaching skills.	
Students will identify effective 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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> </ul>

	<ul style="list-style-type: none"><li>• Turnaround</li><li>• New Store Project</li><li>• Multiplayer Competitions</li></ul>
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## Leadership Management – A & B

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will understand the concepts of leadership and the supervisory role.	<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>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand the importance of effective planning, decision-making, and control functions in an organization.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand how to stimulate individual and group performance 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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Turnaround</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand how to cope with organizational dynamics.	<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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand the importance of effective planning, decision-making, and control functions in an organization.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

## Economics for Marketing

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will understand the economic condition of scarcity where individuals, businesses, governments, societies, and nations must make choices in attempting to satisfy unlimited wants and needs using limited resources.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will understand that resources and goods/services are allocated by voluntary exchange and that economic markets are characterized by supply, demand, competition, incentives, and property rights.	<p>All VBR 3.0 lessons contain competitor stores for the students to consider when making their business decisions.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will recognize how government and economic institutions assist individuals and groups in pursuit of economic well being.	
Students will understand how investing in health, education, technology, and entrepreneurial pursuits can increase productivity and the standard of living.	
Students will understand how individuals, businesses, governments, societies, and nations are impacted by a changing global economy.	

## Entrepreneurship for Marketing

<b>Standard</b>	<b>Virtual Business Lesson</b>
Students will understand basic economic concepts related to business ownership.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>
Students will identify and assess entrepreneurial traits and opportunities.	<p>All VBR 3.0 lessons allow the student to simulate owning their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will analyze a market's customers, competitors, and industry.	<p>All VBR 3.0 lessons contain competitor stores and customer comments for the students to consider when making their business decisions.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will be able to develop a business plan.	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Students will be able to make use of financial documents utilized in business.	<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><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>