

National Business Education Association NBEA

Virtual Business – Retailing 3.0 (VBR3.0)

NBEA Achievement Standard	Virtual Business Retailing 3.0
Accounting – Year 1	✓✓✓
Business Law	✓
Career Development	✓✓
Communication	✓✓✓
Computation	✓✓✓
Economics & Personal Finance	✓✓
Entrepreneurship	✓✓✓
Information Technology	✓
International Business	N/A
Management	✓✓
Marketing	✓✓✓

Legend:

- ✓ **Some Correlation to the Skill**
- ✓✓ **High Correlation to the Skill**
- ✓✓✓ **Very High Correlation to the Skill**

The information for this correlation was found on the following website during **06/2009**:
<http://www.nbea.org/curfbes.html>

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Accounting

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. The Accounting Cycle Complete and explain the purpose of the various steps in the accounting cycle.</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information in order to draw conclusions and make decisions regarding the business. The data is exportable to Excel where additional analyses may be completed. All accounting terms will be defined for the student by clicking on the term.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Financing • Supply & Demand • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>II. The Accounting Process Apply generally accepted accounting principles to determine the value of assets, liabilities, and owner's equity</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information in order to draw conclusions and make decisions regarding the business. The data is exportable to Excel where additional analyses may be completed.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Financing • Risks & Surprises • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>III. Financial Statements Prepare, interpret, and analyze financial statements using manual and computerized systems for service, merchandising, and manufacturing businesses.</p>	<p>All VBR 3.0 lessons allow the student to view the current business' financial statements in order to draw conclusions and make decisions regarding the business. The data is exportable to Excel where additional analyses may be completed.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Financing • Merchandising • Security • Advanced Promotion • Advanced Merchandising • Business Risks • Supply & Demand

	<ul style="list-style-type: none"> • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>IV. Special Applications Apply appropriate accounting principles to payroll, income taxation, managerial systems, and various forms of ownership</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Financial Statements • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>V. Interpretation and Use of Data Use planning and control principles to evaluate the performance of an organization and apply differential analysis and present-value concepts to make decisions</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information in order to draw conclusions and make decisions regarding the business. The data is exportable to Excel where additional analyses may be completed.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Business Law

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Basics of the Law Analyze the relationship between ethics and the law and describe sources of the law, the structure of the court system, different classifications of procedural law, and different classifications of substantive law.</p>	
<p>II. Contract Law, Law of Sales, and Consumer Law Analyze the relationships between contract law, law of sales, and consumer law.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Promotion • New Store Project • Multiplayer Competitions
<p>III. Agency and Employment Analyze the role and importance of agency law and employment law as they relate to the conduct of business in the national and international marketplaces.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • New Store Project • Multiplayer Competitions
<p>IV. Business Organizations Describe the major types of business organizations operating within the socioeconomic arena of the national and international marketplace.</p>	
<p>V. Property Law Explain the legal rules that apply to personal property and real property.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • New Store Project • Multiplayer Competitions
<p>VI. Commercial Paper, Insurance, Secured Transactions, Bankruptcy Analyze the functions of commercial paper, insurance, secured transactions, and bankruptcy.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Business Risks • Turnaround • New Store Project • Multiplayer Competitions
<p>VII. Computer Law Explain how advances in computer technology impact such areas as property law, contract law, criminal law, and international law.</p>	
<p>VIII. Environmental Law And Energy Regulation Explain the legal rules that apply to the environment and energy regulation.</p>	
<p>IX. Domestic Relations Law Explain the legal rules that apply to marriage, divorce, and child custody.</p>	
<p>X. Wills and Trusts Determine the appropriateness of wills and trusts in estate planning.</p>	

Career Development

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Self-Awareness Assess personal skills, abilities, and aptitudes and personal strengths and weaknesses as they relate to career exploration and development.</p>	<p>All VBR 3.0 lessons allow the student to work with various aspects of the complete business cycle. This enables the students to explore their likes, dislikes, and individual talents.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>II. Career Research Utilize career resources to develop a career information database that includes international career opportunities.</p>	
<p>III. Workplace Expectations Relate the importance of workplace expectations to career development.</p>	
<p>IV. Career Strategy Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plan.</p>	<p>All VBR 3.0 lessons allow the student to work with various aspects of the complete business cycle. This enables the students to explore their likes, dislikes, and individual talents.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>V. School-to-Career Transition Develop strategies to make an effective transition from school to career.</p>	
<p>VI. Lifelong Learning Relate the importance of lifelong learning to career success.</p>	

Communication

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Foundations of Communication Communicate in a clear, courteous, concise, and correct manner on personal and professional levels.</p>	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment which would allow students to work on communication and response skills. Students are also asked to discuss and present business and financial topics throughout the lessons. Instructors are given “Talking Points” to open discussions among their class.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>II. Social Communication Apply basic social communication skills in personal and professional situations.</p>	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment which would allow students to work on communication and response skills. Students are also asked to discuss and present business and financial topics throughout the lessons. Instructors are given “Talking Points” to open discussions among their class.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>III. Technological Communication Use technology to enhance the effectiveness of communication.</p>	<p>All VBR 3.0 lessons allow the student to view the current business’ product and financial information, which is found in number chart or graph formation, in order to draw conclusions and make decisions regarding the business. The data is exportable to Excel where reports, additional analyses and presentations may be generated via PowerPoint, Word, and other applications.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>IV. Employment Communication Integrate all forms of communication in the successful pursuit of employment.</p>	
<p>V. Organizational Communication Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions

Computation

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Mathematical Foundations Apply basic mathematical operations to solve problems.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Financing • Market Research • Targeted Marketing • Merchandising • Security • Location Selection • Advanced Promotion • Advanced Merchandising • Risks & Surprises • Supply & Demand • Financial Statements • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>II. Number Relationships and Operations Solve problems involving whole numbers, decimals, fractions, percents, ratios, averages, and proportions.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Financing • Market Research • Targeted Marketing • Merchandising • Security • Location Selection • Advanced Promotion • Advanced Merchandising • Risks & Surprises • Supply & Demand • Financial Statements • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>III. Patterns, Functions, and Algebra Use algebraic operations to solve problems.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Promotion • Financing • Merchandising • Security • Location Selection • Advanced Promotion • Advanced Merchandising • Risks & Surprises • Supply & Demand • Financial Statements

	<ul style="list-style-type: none"> • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>IV. Measurements Use common international standards of measurement when solving problems.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Location Selection • Advanced Merchandising • New Store Project • Multiplayer Competitions
<p>V. Statistics and Probability Analyze and interpret data using common statistical procedures.</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information, which is found in number chart or graph formation, in order to draw conclusions and make decisions regarding the business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>VI. Problem-Solving Applications Use mathematical procedures to analyze and solve business problems.</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information, which is found in number chart or graph formation, in order to draw conclusions and make decisions regarding the business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Economics & Personal Finance – Part I: Economics

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Allocation of Resources Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Financing • Market Research • Targeted Marketing • Security • Location Selection • Advanced Promotion • Advanced Merchandising • Risks & Surprises • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>II. Economic Systems Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the major features of the U.S. economic system.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competitions
<p>III. Economic Institutions and Incentives Analyze the role of core economic institutions and incentives in the U.S. economy.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competitions
<p>IV. Markets and Prices Analyze the role of markets and prices in the U.S. economy.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions
<p>V. Market Structures Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced.</p>	
<p>VI. Productivity Explain the importance of productivity and analyze how specialization, division of labor, investment in physical and human capital, and technological change affect productivity.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Security • Advanced Merchandising • Risks & Surprises • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions

<p>VII. The Role Of Government Analyze the role of government in economic systems, especially the role of government in the U.S. economy.</p>	
<p>VIII. International Economic Concepts Examine the role of trade, protectionism, and monetary markets in the global economy.</p>	
<p>IX. Aggregate Supply and Aggregate Demand Analyze how the U.S. economy functions as a whole and describe selected macroeconomic measures of economic activity.</p>	

Economics & Personal Finance – Part 2: PERSONAL FINANCE

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Personal Decision Making Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Market Research • Targeted Marketing • Merchandising • Security • Location Selection • Advanced Promotion • Advanced Merchandising • Risks & Surprises • Supply & Demand • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competitions
<p>II. Earning a Living Identify various forms of income and analyze factors that affect income as a part of the career decision-making process.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>III. Managing Finances and Budgeting Develop and evaluate a spending/savings plan.</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information, which is found in number chart or graph formation, in order to draw conclusions and make decisions regarding the business.</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
<p>IV. Saving and Investing Evaluate savings and investment options to</p>	

meet short- and long-term goals.	
<p>V. Buying Goods and Services Apply a decision-making model to maximize consumer satisfaction when buying goods and services.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>VI. Banking Evaluate services provided by financial deposit institutions to transfer funds.</p>	
<p>VII. Using Credit Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competitions
<p>VIII. Protecting Against Risk Analyze choices available to consumers for protection against risk and financial loss.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Store Security • Risks & Surprises • Business Plan Analysis • New Store Project • Multiplayer Competitions

Entrepreneurship

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Entrepreneurs and Entrepreneurial Opportunities Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>II. Marketing Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>III. Economics Apply economic concepts when making decisions for an entrepreneurial venture.</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information, which is found in number chart or graph formation, in order to draw conclusions and make decisions regarding the business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>IV. Finance Use the financial competencies needed by an entrepreneur.</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information, which is found in number chart or graph formation, in order to draw conclusions and make decisions regarding the business.</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
<p>V. Accounting Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information, which is found in number chart or graph formation, in order to draw conclusions and make decisions regarding the business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financial Statements • Business Plan Analysis • New Store Project <p>Multiplayer Competitions</p>

<p>VI. Management Develop a management plan for an entrepreneurial venture.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>VII. Global Markets Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.</p>	
<p>VIII. Legal Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • New Store Project • Multiplayer Competitions
<p>IX. Business Plans Develop 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

Information Technology

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Impact on Society Assess the impact of information technology on society.</p>	
<p>II. Computer Architecture Describe current and emerging computer architecture; configure, install, and upgrade hardware; diagnose and repair hardware problems.</p>	
<p>III. Operating Systems, Environments, and Utilities Identify, evaluate, select, install, use, upgrade, customize, and diagnose and solve problems with various types of operating systems, environments, and utilities.</p>	
<p>IV. Information Technology and Major Business Functions Describe the information technology components of major business functions and explain their interrelationships.</p>	
<p>V. Application Software Identify, evaluate, select, install, use, upgrade, and customize application software; diagnose and solve problems resulting from an application software's installation and use.</p>	
<p>VI. Input Technologies Use input technologies appropriately to enter and manipulate text and data.</p>	<p>All VBR 3.0 lessons are completed using a computer simulation program where the students must continually input data and make changes in their business based on financial statements. The data is exportable to Excel where reports, additional analyses and presentations may be generated via PowerPoint, Word, and other application.</p>
<p>VII. Information Retrieval Gather, evaluate, use, and cite information from information technology sources.</p>	<p>All VBR 3.0 lessons are completed using a computer simulation program where the students must continually input data and make changes in their business based on financial statements. The data is exportable to Excel where reports, additional analyses and presentations may be generated via PowerPoint, Word, and other application.</p>
<p>VIII. Database Management Systems Use, plan, develop, and maintain database management systems.</p>	
<p>IX. Programming and Application Development Design, develop, test, and implement programs.</p>	

<p>X. Systems Analysis and Design Analyze and design information systems using appropriate development tools.</p>	
<p>XI. Communications and Networking Infrastructures Develop the skills to design, deploy, and administer networks and communications systems.</p>	
<p>XII. Network Applications Achievement Standard: Use, evaluate, and deploy communications and networking applications.</p>	
<p>XII. Information Technology Planning and Acquisition Plan the selection and acquisition of information technologies.</p>	
<p>XIV. Technical Support and Training Develop the technical and interpersonal skills and knowledge to support the user community.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • New Store Project • Multiplayer Competitions
<p>XV. Risk Management Design and implement risk management policies and procedures for information technology.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions
<p>XVI. Privacy and Ethics Describe, analyze, develop, and follow policies for managing privacy and ethical issues in organizations and in a technology-based society.</p>	
<p>XVII. Information Technology Careers Describe positions and career paths in information technology.</p>	

International Business

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Foundations of International Business Explain the role of international business; analyze how it impacts business at all levels (including the local, state, national, and international levels).</p>	
<p>II. The Global Business Environment Describe the interrelatedness of the social, cultural, political, legal, and economic factors that shape and impact the international business environment.</p>	
<p>III. International Business Communication Apply communication strategies necessary and appropriate for effective and profitable international business relations</p>	
<p>IV. Global Business Ethics Describe the environmental factors that define what is considered ethical business behavior in a global business environment.</p>	
<p>V. Organizational Structures for International Business Activities Identify forms of business ownership and entrepreneurial opportunities available in international business</p>	
<p>VI. International Trade Relations Relate balance of trade concepts to the import/export process.</p>	
<p>VII. International Management Analyze special challenges in operations and human resource management in international business.</p>	
<p>VIII. International Marketing Apply marketing concepts to international business situations.</p>	
<p>IX. International Finance Explain the concepts, role, and importance of international finance and risk management.</p>	

Management

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Management Functions Analyze the management functions and their implementation and integration within the business environment.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Security • Risks & Surprises • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>II. Management Theories Analyze management theories and their application within the business environment.</p>	
<p>III. Business Organization Analyze the organization of a business.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
<p>IV. Personal Management Skills Develop personal management skills to function effectively and efficiently in a business environment.</p>	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment which would allow students to work on communication and response skills.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>V. Ethics And Social Responsibility Examine the role of ethics and social responsibility in decision making.</p>	
<p>VI. Human Resource Management Describe human resource functions and their importance to an organization's successful operation.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Security • Risks & Surprises • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>VII. Organized Labor Describe the role of organized labor and its influence on government and business.</p>	
<p>VIII. Technology and Information Management Utilize information and technology tools to conduct business effectively and efficiently.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions

<p>IX. Industry Analysis Analyze a business organization's competitive position within the industry.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Location Selection • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>X. Financial Decision Making Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions</p>	<p>All VBR 3.0 lessons allow the student to view the current business' product and financial information, which is found in number chart or graph formation, in order to draw conclusions and make decisions regarding the business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>XI. Operations Management Apply operations management principles and procedures to the design of an operations plan.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Security • Advanced Merchandising • Risks & Surprises • Financial Statements • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>XII. Global Perspective Examine the issues of managing in the global environment.</p>	

Marketing

NBEA Achievement Standard

Virtual Business Retailing 3.0 Lesson

<p>I. Foundations of Marketing Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>II. Consumers and Their Behavior Analyze the characteristics, motivations, and behaviors of consumers.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Promotion • Market Research • Targeted Marketing • Merchandising • Security • Location Selection • Advanced Promotion • Advanced Merchandising • Risks & Surprises • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>III. External Factors Analyze the influence of external factors on marketing.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Risks & Surprises • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>IV. The Marketing Mix Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Promotion • Market Research

	<ul style="list-style-type: none"> • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>V. Marketing Research Analyze the role of marketing research in decision making.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions
<p>VI. The Marketing Plan Describe the elements, design, and purposes of a marketing plan.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competitions