

Alabama's Business/Marketing Conceptual Framework
Correlation to
Virtual Business – Retailing 2.0 (VBR2.0)
&
Virtual Business – Management 2.0 (VBM2.0) Lessons

Occupational Competency	Virtual Business Retailing2.0	Virtual Business Management 2.0
Accounting Principles	✓✓	✓✓
Administrative Principles	✓	✓✓
Advanced Accounting	✓	✓
Business & Marketing Essentials	✓✓✓	✓✓
Business Technology Essentials	✓✓	✓✓
Entrepreneurship & Management	✓✓✓	✓✓✓
Integrated Computer Technology	✓✓	✓✓
Interactive Multimedia Design	✓	✓
Law in Society	N/A	✓
Marketing Dynamics	✓✓✓	✓✓
Personal & Business Finance	✓	✓
Network Management and Support	N/A	N/A

Legend ✓ Some correlation to the competency ✓✓ High correlation to the competency ✓✓✓ Very High correlation to the competency

The information for this correlation was found during 02/2007 at the following web address:
http://www.alsde.edu/html/sections/doc_download.asp?section=52&id=411

Accounting Principles

Competency	Virtual Business Lesson
Perform basic mathematical functions on a ten keypad utilizing the touch system.	
Define basic accounting terminology.	All VBR2.0 & VBM2.0 lessons allow the student to view the financial statements of the current business and they also allow them to click on terms in order to view the definition. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Explain the purpose of the accounting equation.	
Prepare a beginning balance sheet.	All VBR2.0 & VBM Lessons allow the student to view the balance sheet of the current business which is exportable to Excel, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Demonstrate an understanding of the Accounting Cycle Ex: Source docs, debits/credits, journals, ledgers, worksheets, posting/adjusting/closing	
Demonstrate banking skills. Ex: deposit slips, checks, endorsements, registers, reconciliation, on-line banking	
Perform petty cash functions.	
Perform payroll functions.	
Compare accounting operations.	
Perform accounting functions related to plant assets and depreciation.	
Journalize transactions into special and expanded journals.	All VBR2.0 & VBM2.0 lessons allow the student to view the financial statements of the current business and export this information to Excel where further analysis, calculations, and reports may be produced. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Post special and expanded journal entries.	All VBR2.0 & VBM2.0 lessons allow the student to view the financial statements of the current business and export this information to Excel where further analysis, calculations, and reports may be produced. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

Prepare schedules for subsidiary ledgers.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the financial statements of the current business and export this information to Excel where further analysis, calculations, and reports may be produced.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Prepare income tax forms.	<p><u>VBM2.0 Lessons:</u> Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
Apply the accounting cycle steps in performing computerized accounting functions.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the financial statements of the current business and export this information to Excel where further analysis, calculations, and reports may be produced.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Discuss business ethics involved in accounting.	
Evaluate business decisions.	<p>All VBR2.0 & VBM2.0 lessons allow the students to make business decisions and essentially evaluate the decisions they make by witnessing the effects the decision had on their business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Analyze financial statements using charts and graphs.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the financial statements of the current business that are exportable to Excel where further analysis may be made and reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply course concepts to projects.	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Compare the accounting applications of different types of business ownership.	<p><u>VBM2.0 Lessons:</u> Forms of Ownership: Capital Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>

Administrative Principles

Competency	Virtual Business Lesson								
Apply reading skills.	All VBR2.0 & VBM2.0 lessons require the student to read and follow directions. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)								
Interpret written technical materials. Apply proper grammar and vocabulary.	All VBR2.0 & VBM2.0 lessons allow the student to view the financial and product information of the current business which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)								
Utilize research sources.									
Apply the C's of oral and written communication: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Courtesy</td> <td style="width: 50%;">Correctness</td> </tr> <tr> <td>Conciseness</td> <td>Clarity</td> </tr> <tr> <td>Consideration</td> <td>Concreteness</td> </tr> <tr> <td>Completeness</td> <td></td> </tr> </table>	Courtesy	Correctness	Conciseness	Clarity	Consideration	Concreteness	Completeness		Essentially all VBR2.0 & VBM2.0 lessons can be completed in teams or individually; All Lessons also allow students to view the financial and product information of the business which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Courtesy	Correctness								
Conciseness	Clarity								
Consideration	Concreteness								
Completeness									
Apply basic social skills in personal and professional situations.	Essentially all VBR2.0 & VBM2.0 lessons can be completed in teams or individually. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)								
Produce effective presentations.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)								
Identify the components of effective communication.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a group								

	<p>environment which would allow the students to work on proper communication skills.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Describe techniques for overcoming barriers to effective communication.	<p>All VBR2.0 & VBM2.0 lessons may be completed individually or in a group environment which would allow the students to work on proper communication skills.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply effective listening skills.	<p>All VBR2.0 & VBM2.0 lessons require the student to listen to the instructor before beginning their assigned task.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Communicate with persons of various cultural backgrounds.	
Demonstrate proficiency in organizing and conducting business meetings.	
Demonstrate proficiency in written communications.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the financial and product information of the current business which may be used to generate reports and presentations.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Explain the nature of written communications.	
Identify three basic writing styles.	
Select appropriate electronic media for various situations.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Discuss procedures for using various electronic equipment.	
Identify information privacy in the workplace.	
Evaluate the use of electronic media by employees.	
Discuss the components of effective	

communication in the workplace.	
Employ appropriate strategies for dealing with customers.	All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to alter or enhance the current business situation. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Practice appropriate business relationships.	
Demonstrate proper reception of public.	
Demonstrate supervisory communication skills.	<u>VBM2.0 Lessons:</u> Employee Supervision Turnaround New Business Project Multiplayer Competition
Explain ethical consideration resulting from technological advancement	
Discuss potential consequences related to administrative responsibilities.	<u>VBM2.0 Lessons:</u> Strikes, Unions & Collective Bargaining New Business Project Multiplayer Competition
Explain circumstances in which confidential information should be divulged.	
Conduct various types of self-assessment.	All VBR2.0 & VBM2.0 lessons allow the students to focus on different aspects of operating a business and to evaluate their performance on these specific areas. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Investigate specific careers based on career objective.	All VBR2.0 & VBM2.0 lessons allow students to explore different functions within operating a business that they may be interested in pursuing. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Demonstrate proficiency in composing employment documents.	
Operate various types of office equipment.	
Select the most efficient delivery method for a given situation.	
Prepare goods for delivery.	<u>VBM2.0 Lessons:</u> Productivity & Efficiency New Business Project Multiplayer Competition
Establish and/or maintain files.	
Plan a records-retention schedule.	
Demonstrate the ability to prepare and	

maintain inventory records.	
Explain the purchasing process.	<u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competitions
Determine a plan for business travel.	

Advanced Accounting

Competency	Virtual Business Lesson
Compare the different fields of accounting.	
Identify the advantages and disadvantages of different forms of business organization.	<u>VBR2.0 Lessons:</u> New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Forms of Ownership: Capital Forms of Ownership: Taxes New Business Project Multiplayer Competition
Explain various accounting concepts.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements; all terms will be defined for the student if the student simply clicks on the term. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Describe the steps of the Accounting Cycle.	
Utilize appropriate banking skills for writing and endorsing checks and reconciling bank statements.	
Explain the purpose and process of calculating, journalizing, and posting entries related to bad debts.	
Define accounting terms related to plant assets, depreciation, and property tax expense.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements; all terms will be defined for the student if the student simply clicks on the term. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Calculate depreciation expense and book value of a plant asset.	
Record plant asset information in a plant asset record.	
Explain the process and purpose of recording entries related to accounting for plant assets,	

depreciation, and property tax expense.	
Determine the cost of merchandising inventory using a variety of methods.	
Utilize the methods of estimating inventory to estimate the cost of merchandise inventory.	
Calculate interest and maturity dates for notes.	
Analyze transactions recorded for notes payable and notes receivable.	
Explain the purpose of recording, adjusting, closing, and reversing entries for accrued revenue and expenses.	
Perform appropriate analysis ratios to evaluate solvency and earning power.	
Define accounting terms related to corporate accounting.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements; all terms will be defined for the student if the student simply clicks on the term. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Discuss the voucher system.	
Explain the purpose and process of calculating and journalizing the declaration and payment of a dividend for a corporation.	
Analyze prepared financial statements for a business organized as a corporation.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements which are exportable to Excel where presentations and reports may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Record adjusting, closing, and reversing entries for a business organized as a corporation.	
Explain the purpose and process of acquiring additional capital.	<u>VBM2.0 Lessons:</u> Forms of Ownership: Capital New Business Project Multiplayer Competition
Apply accounting practices related to preparing and analyzing budgeted income statements and cash budgets.	
Prepare a budgeted income statement, cash budget, and performance report.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements which are exportable to Excel where presentations and reports may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0)

	New Business Project (VBM2.0)
Explain accounting terms, concepts, and practices related to cost accounting.	
Explain the purpose and process for journalizing cost accounting transactions and for preparing financial statements for a merchandising business.	
Demonstrate the ability to establish and complete cost records for a manufacturing business.	
Identify legal requirements for forming and dissolving various forms of business organizations.	<u>VBM2.0 Lessons:</u> Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition
Apply appropriate procedures for journalizing entries for initial investment and entries for liquidation.	
Describe business ethics involved for making decisions in accounting.	

Business and Marketing Essentials

Competency	Virtual Business Lesson
Identify ways to avoid common work-related accidents.	
Evaluate effective communication.	<p>All VBR2.0 & VBM2.0 lessons may be completed in a group or individual setting.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize electronic communications in productive business situations.	
Practice social skills in personal and professional situations.	<p>All VBR2.0 & VBM2.0 lessons may be completed in a group or individual setting.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Compare patterns of behavior or interaction among various cultures.	
Develop an employment portfolio.	
Demonstrate effective interview techniques.	
Explain components of the marketing mix.	<p><u>VBR2.0 Lessons:</u> Pricing Promotion Merchandising Purchasing Staffing Targeted Marketing Advanced Promotion Market Research New Store Project Multiplayer Competitions</p>
Describe concepts of the market and market identification.	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Examine the functions of marketing.	<p><u>VBR2.0 Lessons:</u> Pricing Promotion Merchandising Purchasing Staffing Targeted Marketing Market Research</p>

	Advanced Promotion New Store Project Multiplayer Competitions
Explain the importance of money handling skills.	
Explore career opportunities in marketing.	All VBR2.0 & VBM2.0 lessons allow students to experience the different aspects of operating a business which allows students to discover areas that they may be interested in. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Relate the uses of computer applications to business and marketing.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product information which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Explore career opportunities in computer technology.	
Discuss the importance of record keeping.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial and product records. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Identify various types of checking accounts.	
Demonstrate banking skills.	
Evaluate sources of credit available.	<u>VBR2.0 Lessons:</u> Financing New Store Project Multiplayer Competitions New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Forms of Ownership: Capital New Business Project Multiplayer Competition
Discuss the concept of credit.	<u>VBR2.0 Lessons:</u> Financing New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Forms of Ownership: Capital New Business Project

	Multiplayer Competition
Explore career opportunities in finance.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product information which may be exported to Excel where further calculations may be made. They have the opportunity to try several aspects of finance management and decide what they like and dislike.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Evaluate management functions.	<p><u>VBR2.0 Lessons:</u> New Store Project</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital, Liability & Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>
Relate the significance of competition in business.	<p>Essentially all VBR2.0 & VBM2.0 lessons require the students to be aware of their competitors.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Analyze advantages and disadvantages of organizational business structures.	
Explain the importance of common managerial responsibilities.	<p><u>VBR2.0 Lessons:</u> New Store Project</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital, Liability & Taxes Surprise Turnaround New Business Project</p>

	Multiplayer Competition
Explore career opportunities in business management.	All VBR2.0 & VBM2.0 lessons allow students to explore the different aspects of operating a business and to determine their likes and dislikes of these areas. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Discuss opportunities for business ownership.	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Compare the forms of business ownership.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a team environment. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0) Forms of Ownership: Capital (VBM2.0) Forms of Ownership: Liability (VBM2.0) Forms of Ownership: Taxes (VBM2.0)
Explore franchise business options.	
Relate the consequences of social and civic responsibility to business ownership.	
Explore career opportunities in business ownership.	All VBR2.0 & VBM2.0 lessons allow students to experience the different aspects of operating a business and to determine which of these aspects may be of interest to them. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Analyze the relationship between ethics and the law.	
Examine laws affecting business ownership and operation.	
Examine the significance of employment law in business.	
Explore career opportunities in business law.	
Discuss basic economic terms.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements; all terms will be defined for the student if the student simply clicks on the term. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Describe characteristics of the free enterprise	

system.	
Discuss basic economic issues.	<u>VBR2.0 Lessons:</u> Supply & Demand New Store Project Multiplayer Competitions
Explore career opportunities in economics.	

Business Technology Essentials

Competency	Virtual Business Lesson
Describe basic computer components.	All VBR2.0 & VBM2.0 lessons require that the students be familiar with the standard computer components. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Demonstrate basic computer and printer maintenance.	
Analyze computer hardware to determine software capability.	
Demonstrate correct data input techniques with acceptable speed and accuracy.	
Describe networked computer functions.	Multiplayer Competitions (VBR2.0, VBM2.0)
Assess impact of information technology on society.	
Demonstrate file management skills.	All VBR2.0 & VBM2.0 lessons allow students to save their work as Virtual Business files. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Analyze the functions of an operating system.	
Compare various operating systems.	
Explain uses and advantages of word processing.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product information which may be exported to Excel where reports may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Produce correspondence documents.	
Proofread business documents.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product information which may be exported to Excel where reports may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

Demonstrate manuscript documentation.	
Utilize formatting features.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Create and edit tables.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize wizards and templates.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Discuss application version conversion.	
Explain uses and advantages of spreadsheets.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Explain basic spreadsheet terms.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Demonstrate proficiency in creating, saving, opening, and printing a workbook/worksheet.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product

	<p>and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Change worksheet appearance.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize editing techniques.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize basic formulas.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply basic functions.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Create a series of data.	
Demonstrate the use of print titles and print options.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)</p>

	Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Create charts and graphs.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Utilize spreadsheet templates.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Explain uses and advantages of databases.	
Utilize a database file.	
Explain the purpose of common database elements.	
Create common database elements.	
Manipulate database elements.	
Create illustrative documents displaying database information.	
Explain uses, advantages, and options of multimedia.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Explain presentation terms.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Demonstrate proficiency in presentations.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be

	<p>generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize visual elements to enhance presentations.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Create slide shows to accompany presentations.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Produce effective, well-planned presentations.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Explain utilization of the Internet.	
Utilize E-mail messages in accordance with established business standards.	
Demonstrate navigational techniques.	
Evaluate electronic information.	
Recognize inappropriate electronic communication behavior.	
Explore information technology career opportunities.	
Describe ethical considerations resulting from technological advances.	
Identify factors that affect technology advances.	
Assess computer tasks as they relate to business communications.	

Entrepreneurship and Management

Competency	Virtual Business Lesson
Explain business terms.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information; a student may simply click on any of the terms in order to view the term's definition. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Relate the consequences of social and civic responsibility to business ownership.	
Describe classifications of businesses.	
Analyze the business cycle.	New Store Project (VBR2.0)
Describe the characteristics of business.	All VBR2.0 & VBM2.0 lessons allow students to analyze and experience the different aspects of running a business. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Identify behavioral characteristics and traits of an entrepreneur.	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Evaluate motives for starting a business.	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Assess advantages and disadvantages of owning a business.	All VBR2.0 & VBM2.0 lessons allow students to experience the different functions and aspects of operating a business. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Describe entrepreneurial traits.	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Describe changes in the environment of business.	<u>VBR2.0 Lessons:</u> Supply & Demand New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Strikes, Unions & Collective Bargaining New Business Project Multiplayer Competition

<p>Recognize the components of a business.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to experience and evaluate the different aspects involved in operating a business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>Identify ways to establish business ownership.</p>	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>Compare forms of business ownership.</p>	<p><u>VBM2.0 Lessons:</u> Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
<p>Describe options of franchise business.</p>	
<p>Discuss business risks.</p>	<p><u>VBR2.0 Lessons:</u> Financing Security Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Risk Management & Insurance Surprise Turnaround New Business Project Multiplayer Competition</p>
<p>Explain ways of handling business risks.</p>	<p><u>VBR2.0 Lessons:</u> Security Supply & Demand Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Risk Management & Insurance Surprise Turnaround New Business Project Multiplayer Competition</p>

Explain governmental agencies and their impact on businesses.	
Explain marketing functions used by a small business.	<u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Merchandising Advanced Promotion New Store Project Multiplayer Competitions
Describe the four elements of the marketing mix.	<u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Merchandising Advanced Promotion New Store Project Multiplayer Competitions
Justify the role of market research.	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions
Assess the role of competition in marketing.	All VBR2.0 & VBM2.0 lessons require students to be aware of their business' competitors. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Describe major marketing Lessons.	<u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Merchandising Advanced Promotion New Store Project Multiplayer Competitions
Explain the four stages of the product life cycle.	
Analyze costs associated with operating a small business.	All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved with operating a business and the costs associated with those functions. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Compare types of loans.	Financing (VBR2.0)
Compare debt versus equity financing.	
Demonstrate the ability to determine and interpret information needed to obtain	<u>VBR2.0 Lessons:</u> Financing

financing.	New Store Project Multiplayer Competitions
Describe the functions of management.	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Merchandising New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital, Liability & Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>
Explain the leadership functions of management.	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Surprise Turnaround New Business Project Multiplayer Competition</p>
Discuss the planning function of management.	<p><u>VBR2.0 Lessons:</u> New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital, Liability & Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>

<p>Discuss the organizing function of management.</p>	<p><u>VBR2.0 Lessons:</u> Merchandising Staffing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital, Liability & Taxes Turnaround New Business Project Multiplayer Competition</p>
<p>Discuss activities of the implementing function of management.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to evaluate the current business situation and use decision-making skills to implement management plans based on the available information.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>Explain the controlling function of management.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to control the different functions involved with operating a business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>Describe the staffing function of management.</p>	<p><u>VBR2.0 Lessons:</u> Staffing New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition</p>
<p>Explain the purpose of a business plan.</p>	<p>New Store Project (VBR2.0) New Business Project (VBM2.0)</p>
<p>Develop a business plan.</p>	<p>New Store Project (VBR2.0) New Business Project (VBM2.0)</p>

Apply the components of human resource management to specific business problems.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition
Assess motivational techniques used to increase performance levels.	<u>VBM2.0 Lessons:</u> Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition
Determine human resource management policies.	
Evaluate various software and hardware components to meet the needs of a small business.	
Determine telecommunications needs.	
Assess advantages and disadvantages of a web site.	
Explain different types of consumer credit plans.	
Evaluate credit and collection policies and practices.	

Integrated Computer Technology

Competency	Virtual Business Lesson
Word Processing: Demonstrate proficiency in composition.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial information which is exportable to Excel and reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Apply correct format for preparing written communications.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial information which is exportable to Excel and reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Utilize mail merge functions. Create financial spreadsheets.	All VBR2.0 & VBM Lessons allow the student to view the current business' financial information which is exportable to Excel. Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Utilize program samples and wizards to create spreadsheets.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial information which is exportable to Excel. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Create personal spreadsheets.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial and product information which is exportable to Excel. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Apply mathematical functions.	All VBR2.0 & VBM Lessons allow the student to view the current business' financial information which is exportable to Excel. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0)

	<p>New Business Project (VBM2.0)</p> <p><u>Specific VBR2.0 Lessons:</u> Financial Statements Staffing Basic Staffing Purchasing Supply & Demand</p>
Apply statistical functions.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial and product information which are exportable to Excel where further analysis, reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply logical functions.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial information which is exportable to Excel.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Create charts and graphs.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial and product information which is exportable to Excel where presentations and reports may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Create business databases.	
Create personal databases.	
Apply database functions.	
Demonstrate correct procedure to mail merge a word processor document with a database.	
Create a multimedia presentation with visual elements.	
Create a multimedia resume.	
Utilize customized multimedia presentation elements.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial and product information which is exportable to Excel where presentations and reports may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Present a slide show.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial and product information which is exportable to Excel where presentations and reports may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Print a slide show.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial and product information which is exportable to Excel where presentations and reports may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Utilize the Internet for research.	
Research business organizations.	
Explore various web browsers.	
Utilize integrated computer technology for creating projects.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial and product information which is exportable to Excel where presentations and reports may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Research Information Technology (IT) components of major business functions.	
Develop skills to support IT users.	

Interactive Multimedia Design

Competency	Virtual Business Lesson
Compare aspects of multimedia.	
Utilize a variety of input methods.	
Modify/enhance slides utilizing a variety of computer options.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Utilize slide show skills for preparing presentations.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to

	<p>Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize various presentation formats.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Describe available page layout programs.	
Apply design principles.	
Utilize desktop publishing software.	
Utilize wizards to create desktop publications.	
Enhance publications using a variety of computer attributes.	
Apply editing features.	
Apply integration principles by importing from word processing, database, and spreadsheet programs.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which is exportable to Excel where reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply integration principles for importing scanned and digitized graphics/text and pictures into a desktop publication.	
Design publications using various guides.	
Identify HTML elements.	
Distinguish between web sites and web pages.	
Demonstrate the ability to create web pages within web sites.	
Utilize a variety of computer attributes for designing web pages.	
Compare graphic formats.	
Convert audio file formats.	
Design web pages for interactivity.	
Apply navigational structures.	
Apply navigational schemes.	
Apply navigational elements.	
Publish a web page to a server.	
Define terms common to computer graphic design.	
Utilize a variety of mechanisms to import images.	

Utilize paint and draw tools.	
Demonstrate proper techniques for changing the view of an image.	
Apply precision selections.	
Manipulate parts of an image.	
Utilize precision tools for manipulating parts of an image.	
Apply the concepts associated with photo retouching and color correction.	
Apply appropriate techniques for color management.	
Apply appropriate techniques for optimizing images for a web page.	

Law in Society

Competency	Virtual Business
Analyze the relationship between ethics and the law.	
Describe sources and influences of the law.	
Explain the structure and jurisdiction of the court system.	
Analyze classifications of law.	
Analyze the relationships among different types of law.	
Analyze criminal law.	
Analyze civil law.	
Analyze contract law.	
Analyze sales laws.	
Analyze consumer laws.	
Analyze the role of agency law in conducting business in the national and international marketplaces.	
Analyze the impact of labor relations.	<u>VBM2.0 Lessons:</u> Strikes, Unions & Collective Bargaining New Business Project Multiplayer Competition
Discuss employment law.	
Explain the legal rules that apply to property.	
Explain concepts related to real property ownership.	
Analyze the functions of insurance.	<u>VBM2.0 Lessons:</u> Risk Management & Insurance New Business Project Multiplayer Competition
Analyze bankruptcy.	
Explain the legal rules that apply to marriage, divorce, and child custody.	
Analyze the functions of commercial paper.	
Compare the major types of business organizations in the national and international marketplace.	

Determine appropriateness of wills in estate planning.	
Determine appropriateness of trusts in estate planning.	
Explain the legal rules that apply to environmental law and energy regulation.	
Apply various E-business and E-marketing law terms, regulations, and procedures to personal and business computer use.	

Marketing Dynamics

Competency	Virtual Business Lesson
Discuss basic components of the marketing program.	
Identify ways to avoid common work-related accidents.	
Summarize basic business activities.	<p>All VBR2.0 & VBM2.0 lessons allow the student to experience various aspects of most basic business activities.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Explain the components of the marketing mix.	<p><u>VBR2.0 Lessons:</u> Pricing Promotion Merchandising Purchasing Market Research Targeted Marketing Advanced Promotion New Store Project Multiplayer Competitions</p>
Describe the concepts of market and market identification.	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Determine the specialized marketing area of career interest.	<p>All VBR2.0 & VBM2.0 lessons allow the student to explore the different functions involved in operating a business and determine possible future career interests.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Evaluate a specialized marketing career.	
Create a specialized marketing career portfolio.	
Evaluate the selling process.	<p><u>VBR2.0 Lessons:</u> Staffing Basic Staffing Pricing Purchasing Promotion Advanced Promotion</p>

	<p>New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
Categorize buying motives.	<p><u>VBR2.0 Lessons:</u> Merchandising Pricing Purchasing Promotion Advanced Promotion New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
Justify the use of customer buying motives in the selling process.	<p><u>VBR2.0 Lessons:</u> Merchandising Pricing Advanced Promotion New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
Demonstrate the steps of a customer service oriented sale.	<p><u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
Perform calculations necessary for completing sales transactions.	
Explain the importance of money-handling skills.	
Demonstrate an effective sales presentation.	
Explain the two classifications of promotion.	<p><u>VBR2.0 Lessons:</u> Promotion Advanced Promotion New Store Project Multiplayer Competitions</p>
Describe types of promotion.	<p><u>VBR2.0 Lessons:</u> Promotion</p>

	Advanced Promotion New Store Project Multiplayer Competitions
Explain the concept of the promotional mix.	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion New Store Project Multiplayer Competitions
Explain the elements of visual merchandising and display.	<u>VBR2.0 Lessons:</u> Merchandising New Store Project Multiplayer Competitions
Discuss factors that affect media cost.	<u>VBR2.0 Lessons:</u> Promotion New Store Project Multiplayer Competitions
Explain the concept of product mix.	<u>VBR2.0 Lessons:</u> Pricing Merchandising Purchasing New Store Project Multiplayer Competitions
Explain the steps of new product development.	
Discuss the stages of product life cycles.	
Describe the effect of product positioning on sales.	<u>VBR2.0 Lessons:</u> Merchandising New Store Project Multiplayer Competitions
Discuss strategies used for branding, packaging, and labeling.	
Differentiate among types of warranties.	
Compare laws and regulations associated with product/service liabilities.	
Evaluate appropriate channels of distribution.	
Compare various types of inventory storage.	<u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Productivity & Efficiency New Business Project Multiplayer Competition
Evaluate methods of distribution for international trade.	
Discuss methods and procedures of stock handling.	<u>VBM2.0 Lessons:</u> Productivity & Efficiency New Business Project Multiplayer Competition
Explain the concept of inventory control.	<u>VBR2.0 Lessons:</u> Purchasing New Store Project

	<p>Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Productivity & Efficiency New Business Project Multiplayer Competition</p>
Analyze the importance of marketing research.	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions</p>
Explain the steps in the marketing research process.	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions</p>
Analyze different types of marketing research.	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions</p>
Conduct an effective market survey.	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions</p>
Explain the importance of proper pricing.	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Explain factors affecting proper pricing decisions.	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>

Perform calculations associated with pricing.	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Analyze government regulations affecting pricing.	
Explain basic pricing concepts, policies, and techniques.	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Determine the steps in setting price.	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Explain the types and purposes of credit.	Financing (VBR2.0)
Describe government regulations affecting credit.	
Analyze the role of marketing in financial planning.	<p><u>VBR2.0 Lessons:</u> Promotion Targeted Marketing Market Research New Store Project Multiplayer Competitions</p>
Describe types of business risks.	<p><u>VBR2.0 Lessons:</u> Turnaround Security New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u></p>

	<p>Strikes, Unions & Collective Bargaining Risk Management & Insurance Forms of Ownership: Liability New Business Project Multiplayer Competition</p>
Explain ways of handling business risks.	<p><u>VBR2.0 Lessons:</u> Turnaround Security New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Strikes, Unions & Collective Bargaining Risk Management & Insurance Forms of Ownership: Liability New Business Project Multiplayer Competition</p>
Describe the ordering and receiving process.	<p><u>VBR2.0 Lessons:</u> Purchasing New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection New Business Project Multiplayer Competition</p>
Evaluate purchasing decision requirements for a business.	<p><u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competitions</p>
Describe the role of a buyer.	
Explain the role of an entrepreneur.	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Evaluate risks involved in being an entrepreneur.	<p>All VBR2.0 & VBM2.0 lessons introduce students to the different risks one faces when operating ones own business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Compare legal forms of business ownership.	<p><u>VBM2.0 Lessons:</u> Forms of Business Ownership: Capital Forms of Business Ownership: Liability Forms of Business Ownership: Taxes</p>
Explain basic principles of a free enterprise system.	
Analyze the role of the government and consumers in a free enterprise system.	

Compare different types of economic philosophies.	
Explain the uses of economic indicators.	
Analyze the business cycle.	New Store Project (VBR2.0)
Explain the United States business involvement in international trade.	
Analyze special considerations in international business.	
Explain the role of communication in marketing.	<u>VBR2.0 Lessons:</u> Pricing Promotion Advanced Promotion Merchandising Purchasing New Store Project Multiplayer Competitions
Explain the importance of interpersonal skills in marketing.	
Describe management techniques.	
Finalize a career portfolio.	

Personal and Business Finance

Competency	Virtual Business Lesson
Calculate gross pay.	
Explain the purpose of assessing federal, FICA, (SSI and Medicare), state, and local taxes.	
Define exemption and its effect on withholding.	
Calculate deductions.	
Calculate net pay.	
Determine the value of employer benefits.	
Prepare a personal monthly budget.	
Identify differences in types of checking accounts.	
Demonstrate banking skills.	
Calculate interest.	
Discuss reasons for saving and investing.	
Compare methods of saving and investing.	
Calculate annual interest and annual yield.	Financing (VBR2.0)
Discuss the use of financial service organizations.	Financing (VBR2.0)
Determine personal values and goals.	
Differentiate between wants and needs.	
Evaluate shopping decisions.	
Determine principal components of spending.	
Explore the loan process.	Financing (VBR2.0) Forms of Business Ownership: Capital (VBM2.0)
Analyze the cost of single-payment loans.	
Analyze the cost of installment loans.	
Analyze the process of purchasing a vehicle.	
Define terms relating to automobile insurance.	<u>VBM2.0 Lessons:</u> Risk Management & Insurance

	New Business Project Multiplayer Competition
Identify factors that affect the cost of automobile insurance.	
Calculate automobile operating expenses.	
Analyze the process of leasing a vehicle.	
Explain terms related to home ownership.	
Determine mortgage costs.	
Utilize financial software to determine mortgage costs.	
Determine assessed value of property.	
Determine property taxes using different tax rate methods.	
Explain terms related to homeowner insurance.	
Identify factors affecting the homeowner's annual insurance premium.	
Calculate total household expenses.	
Interpret utility meter readings.	
Identify energy reduction practices for water, gas, and electricity.	
Interpret utility meter readings.	
Identify energy reduction practices for water, gas, and electricity.	
Interpret health insurance needs and terminology.	
Determine health insurance benefits and co-payment.	
Explain life insurance terminology.	
Determine advantages and disadvantages for different types of life insurance.	
Identify factors that affect life insurance premiums.	
Determine annual premiums for different types of life insurance.	
Determine the need for disability insurance.	
Define terms related to disability insurance.	
Explain terms necessary to prepare personal tax forms.	Forms of Ownership: Taxes (VBM2.0)
Analyze the preparation of personal tax returns.	
Identify sources of funding for a new business.	<p><u>VBR2.0 Lessons:</u> Financing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Forms of Ownership: Capital New Business Project Multiplayer Competition</p>
Determine the cost of recruiting new employees.	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision Strikes, Unions & Collective Bargaining Turnaround</p>

	New Business Project Multiplayer Competition
Determine total employee training costs.	
Manage a payroll register.	
Manage employee earnings records.	
Determine employer cost for fringe benefits.	
Determine the cost of manufacturing.	
Determine the value of an inventory.	<u>VBR2.0 Lessons:</u> Purchasing New Store Project Multiplayer Competitions
Calculate the cost of shipping.	
Determine the price of an item based on cost and mark-up rate.	<u>VBR2.0 Lessons:</u> Pricing New Store Project Multiplayer Competitions
Determine cost of goods sold using LIFO, FIFO, and average cost.	
Discuss the basic accounting equation.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial information; the student may see the definition of a term by simply clicking on the word. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Prepare financial statements.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements which are exportable to Excel. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Discuss the impact of revenue and expenses on net income/loss.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements which are exportable to Excel where further analysis and calculations may be made. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Analyze balance sheets and income statements to determine certain defined ratios.	All VBR2.0 & VBM2.0 lessons allow the student to view the current business' financial statements which are exportable to Excel where further analysis, reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

Identify basic metric units.	
Practice metric conversion.	
Apply statistical concepts to a range of data.	
Interpret statistical data graphs.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which may be viewed through graph or number chart format.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize statistical data in the world of personal and business finance.	<p>All VBR2.0 & VBM2.0 lessons allow the student to view the current business' product and financial information which may be viewed through graph or number chart format; this information is exportable to Excel where further analysis, reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Network Management and Support

Competency	Virtual Business Lesson
Explain functions of PC hardware components and peripheral devices.	
Identify functions of network hardware elements.	
Discuss the evolution of computer operating systems.	
Compare the capabilities and limitations of various computer operating systems.	
Identify types of network cables.	
Describe emerging transmission modes.	
Identify function(s) of protocol.	
Compare OSI and TCP/IP models.	
Analyze a variety of network designs.	
Construct a local area network.	
Design a local area network with users and administrators.	
Demonstrate passwords and user rights on a local area network.	
Evaluate virus safeguards, firewalls, and security on a local area network.	
Plan network growth.	