

**The California CTE Standards and Framework
Correlation to
Virtual Business Retailing 2.0 (VBR2.0)
&
Virtual Business – Management 2.0 (VBM2.0) Lessons**

Standard	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Foundation (Marketing)	✓✓✓	✓✓✓
E-Commerce Pathway	N/A	N/A
International Trade Pathway	N/A	N/A
Entrepreneurship Pathway	✓✓✓	✓✓✓
Professional Sales and Marketing Pathway	✓✓✓	✓✓✓
Foundation (Business)	✓✓✓	✓✓✓
Accounting Services Pathway	✓✓✓	✓✓✓
Banking and Related Services Pathway	N/A	N/A
Business Financial Management Pathway	✓✓	✓✓

Legend ✓ Some correlation to Standards ✓✓ High correlation to Standards ✓✓✓ Very High correlation to Standards
The information for this correlation was found at the following web address during 02/2007:
<http://www.cde.ca.gov/be/st/ss/>

Foundation Standards Marketing

Standard	Virtual Business Lesson
<p><i>1.0 Academic Foundations:</i> Students understand the academic content required for entry into postsecondary education and employment within the Marketing, Sales, and Service cluster.</p>	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Targeted Marketing Advanced Promotion Supply & Demand Financial Statements Turnaround 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><i>2.0 Communications:</i> Students understand the principles of effective oral, written and multimedia communication in a variety of formats and contexts.</p>	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment which allows students to work on their communication skills. Also, all VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product information which is exportable to Excel where 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>
<p><i>3.0 Career Planning and Management:</i> Students understand how to make effective decisions, use career information, and manage personal career plans.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to explore the different areas involved with operating a business. All VBR2.0 & VBM2.0 lessons provide students with information regarding the current business and allow students to execute decisions based on this information and see the direct impact that their decisions have on that business. All VBR2.0 & VBM2.0 lessons allow students to set personal goals for themselves and to continue working towards those goals.</p>

	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p><i>4.0 Technology:</i> Students know how to use contemporary and emerging technological resources in diverse and changing personal, community, and workplace environments.</p>	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing Purchasing Security</p> <p>All VBR2.0 & VBM2.0 lessons require students to use computer systems and allow students to view the current business' financial and product information which is exportable to Excel where 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>
<p><i>5.0 Problem Solving and Critical Thinking:</i> Students understand how to create alternative solutions using critical and creative thinking skills, such as logical reasoning, analytical thinking and problem solving.</p>	<p>All VBR2.0 & VBM2.0 lessons provide students with information regarding the current business and allow students to execute decisions based on this information and see the direct impact that their decisions have on that business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p><i>6.0 Health and Safety:</i> Students understand health and safety policies, procedures, regulations, and practices including the use of equipment and handling of hazardous materials.</p>	
<p><i>7.0 Responsibility and Flexibility:</i> Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace and community settings.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to view information regarding the current business and to make strategic decisions based on that information. All VBR2.0 & VBM2.0 lessons allow students to see the direct impact that their decisions have on the business and to make alternate decisions if the impact is unfavorable. Students are required to finish lessons and competitions in the time allotted by the instructor.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p><i>8.0 Ethics and Legal Responsibilities:</i> Students demonstrate professional, ethical and legal behavior consistent with applicable laws, regulations and organizational norms.</p>	

<p><i>9.0 Leadership and Teamwork:</i> Students understand effective leadership styles, key concepts of group dynamics, team and individual decision-making, the benefits of workforce diversity, and conflict resolution.</p>	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p><i>10. Technical Knowledge and Skills:</i> Students understand the essential knowledge and skills common to all pathways in the Marketing, Sales, and Service sector.</p>	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion Turnaround Financing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision Sales & Logistics New Business Project Multiplayer Competition</p>
<p><i>11.0 Demonstration and Application:</i> Students demonstrate and apply the concepts contained in the foundation and pathways standards.</p>	<p>All VBR2.0 & VBM2.0 lessons provide students with information regarding the current business and allow students to execute decisions based on this information and see the direct impact that their decisions have on that business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

	<p>Market Research Targeted Marketing Advanced Promotion Merchandising Pricing Purchasing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Sales & Logistics New Business Project Multiplayer Competitions</p>
B5.0 Students understand key economic concepts that affect small business ownership.	<p><u>VBR2.0 Lessons:</u> Supply & Demand Financing Basic Financing</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

International Trade Pathway

Standard	Virtual Business Lesson
C1.0 Students understand the fundamental concepts of international business.	
C2.0 Students understand how geographic, cultural, political, legal, historical, and economic factors influence international trade.	
C3.0 Students understand the role of information technology in modern global trade.	
C4.0 Students understand the logistics of importing and exporting products and services.	

Professional Sales and Marketing Pathway

Standard	Virtual Business Lesson
D1.0 Students understand the key concepts of professional sales and marketing.	<p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competitions</p>

<p>D2.0 Students understand the theories and basic functions of sales management.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to track the current business' sales performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>D3.0 Students understand how to access and use marketing information to enhance sales opportunities and activities.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to track the current business' sales performance, All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments in order to maintain current conditions or improve upon them.</p> <p>Market Research (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Foundation Standards Business

Standard	Virtual Business Lesson
<p><i>1.0 Academic Foundations:</i> Students understand the academic content required for entry into postsecondary education and employment within the Finance and Business sector.</p>	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Targeted Marketing Advanced Promotion Supply & Demand Financial Statements Turnaround 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><i>2.0 Communications:</i> Students understand the principles of effective oral, written, and multimedia communication in a variety of formats and contexts.</p>	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment which allows students to work on their communication skills. Also, all VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product information which is exportable to Excel where 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>
<p><i>3.0 Career Planning and Management:</i> Students understand how to make effective decisions, use career information, and manage personal career plans.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to explore the different areas involved with operating a business and determine if those areas are of interest to them. All VBR2.0 & VBM2.0 lessons provide students with information regarding the current business and allow students to execute decisions based on this information and see the direct impact that their decisions have on that business. All VBR2.0 & VBM2.0 lessons allow students to</p>

	<p>set personal goals for themselves and to continue working towards those goals.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p><i>4.0 Technology:</i> Students know how to use contemporary and emerging technological resources in diverse and changing personal, community and workplace environments.</p>	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing Purchasing Security</p> <p>All VBR2.0 & VBM2.0 lessons require students to use computer systems and allow students to view the current business' financial and product information which is exportable to Excel where 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>
<p><i>5.0 Problem Solving and Critical Thinking:</i> Students understand how to create alternative solutions using critical and creative thinking skills, such as logical reasoning, analytical thinking and problem solving techniques.</p>	<p>All VBR2.0 & VBM2.0 lessons provide students with information regarding the current business and allow students to execute decisions based on this information and see the direct impact that their decisions have on that business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p><i>6.0 Health and Safety:</i> Students understand health and safety policies, procedures, regulations, and practices including the use of equipment and handling hazardous material.</p>	
<p><i>7.0 Responsibility and Flexibility:</i> Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace and community settings.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to view information regarding the current business and to make strategic decisions based on that information. All VBR2.0 & VBM2.0 lessons allow students to see the direct impact that their decisions have on the business and to make alternate decisions if the impact is unfavorable. Students are required to finish lessons and competitions in the time allotted by the instructor.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p><i>8.0 Ethics and Legal Responsibility:</i> Students understand professional, ethical and legal behavior consistent with applicable laws,</p>	

regulations and organizational norms.	
<p><i>9.0 Leadership and Teamwork:</i> Students understand effective leadership styles, key concepts of group dynamics, team and individual decision-making, the benefits of workplace diversity, and conflict resolution.</p>	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p><i>10.0 Technical Knowledge and Skills:</i> Students understand the essential knowledge and skills common to all pathways within the Finance and Business sector.</p>	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion Turnaround Financing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision Sales & Logistics New Business Project Multiplayer Competition</p>
<p><i>11.0 Demonstration and Application:</i> Students demonstrate and apply the concepts contained in the foundation and pathways standards.</p>	<p>All VBR2.0 & VBM2.0 lessons provide students with information regarding the current business and allow students to execute decisions based on this information and see the direct impact that their decisions have on that business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Accounting Services Pathway

Standard	Virtual Business Lesson
A1.0 Students understand the basic principles and procedures of the accounting cycle.	<p>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.</p> <p>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
A2.0 Students understand and apply accounting principles and concepts.	<p>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.</p> <p>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
A3.0 Students understand governing agencies and the typical development and structure of various business environments.	
A4.0 Students understand how basic principles of internal control systems relate to the accounting cycle.	<p>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.</p> <p>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Banking and Related Services Pathway

Standard	Virtual Business Lesson
B1.0 Students will understand the concepts involved in providing customer service in Banking and Related Services.	
B2.0 Students understand the main operations and management techniques of banking and related services.	
B3.0 Students understand the regulatory compliance of banking and related services.	

Business Financial Management Pathway

Standard	Virtual Business Lesson
C1.0 Students create and use budgets to guide financial decision-making.	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor the current business' financial information and situation and to make their business decisions based upon this information</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
C2.0 Students know how to analyze and interpret financial data.	<p>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.</p> <p>Financing (VBR2.0) Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
C3.0 Students understand the impact of federal, state, and local regulations on financial management decisions.	
C4.0 Students understand the role of insurance products and services in successful business management.	<p><u>VBM2.0 Lessons:</u> Risk Management & Insurance New Business Project Multiplayer Competition</p>