

**Georgia's Career & Technical Education Standards**  
**CTE Framework Standards**  
**Business**  
**Correlation to**  
**Virtual Business – Retailing 2.0 (VBR2.0)**  
**&**  
**Virtual Business – Management 2.0 (VBM2.0) Lessons**

Georgia Course Titles	Virtual Business Retailing 2.0	Virtual Business Management 2.0
<b>FOUNDATION SKILLS FOR CAREER, TECHNICAL &amp; AG EDUCATION</b>		
Technical Skills	✓✓✓	✓✓✓
Academic Foundation	✓✓✓	✓✓✓
Communications	✓✓✓	✓✓✓
Problem Solving & Critical Thinking	✓✓✓	✓✓✓
Information Technology Application	✓✓✓	✓✓✓
Systems	✓✓✓	✓✓✓
Safety, Health & Environment	N/A	N/A
Leadership & Teamwork	✓✓✓	✓✓✓
Ethics & Legal Responsibilities	N/A	N/A
Career Development	✓✓✓	✓✓✓
Entrepreneurship	✓✓✓	✓✓✓
<b>BUSINESS &amp; COMPUTER SCIENCE (SMALL BUSIENSS DEVELOPMENT CAREER PATHWAY)</b>		
Business Essentials		✓✓✓
Legal Environment of Business		✓
Entrepreneurial Ventures		✓✓✓
<b>MARKETING, SALES &amp; SERVICE (MARKETING &amp; MANAGEMENT CAREER PATHWAY)</b>		
Marketing Principles		✓
Advanced Marketing		✓
Entrepreneurship: Building a Business		✓✓✓

✓ Some Correlation to the Competency    ✓✓ High Correlation to the Competency    ✓✓✓ Very High Correlation to the Competency

The information for these competencies was found at the following link during 02/2007:

[http://www.doe.k12.ga.us/ci\\_cta.aspx](http://www.doe.k12.ga.us/ci_cta.aspx)

# FOUNDATION SKILLS FOR CAREER, TECHNICAL & AG EDUCATION

## Technical Skills

Standard	Virtual Business Lesson
Learners achieve technical content skills necessary to pursue the full range of careers for all pathways in the program concentration.	All VBM2.0 & VBR2.0 lessons allow students to experience the various aspects of running a business. They can explore their likes, dislikes, strengths, & weaknesses in this field. Students are required to monitor data based on business performance. This information is exportable to Excel where mathematical analysis, written reports and presentations may be generated.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

## Academic Foundations

Standard	Virtual Business Lesson
Learners achieve state academic standards at or above grade level.	All VBM2.0 & VBR2.0 lessons require students to follow technical written instructions. Students are also required to analyze business performance using various mathematical charts & graphs. This data can also be downloaded to Excel – where they can further analyze their business model, write reports and prepare presentations.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

## Communications

Standard	Virtual Business Lesson
Learners use various communication skills in expressing and interpreting information.	All VBM2.0 & VBR2.0 lessons require students to analyze business performance using various mathematical charts & graphs. This data can also be downloaded to Excel – where they can write reports and prepare presentations. All lessons can be completed individually or in a team setting, allowing students to work on their peer communication skills in interpreting their business model.  New Store Project (VBR2.0)

	Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
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## Problem Solving & Critical Thinking

Standard	Virtual Business Lesson
Learners define and solve problems, and use problem-solving and improvement methods and tools.	<p>All VBM2.0 &amp; VBR2.0 lessons require students to analyze business performance using various mathematical charts &amp; graphs. This data can also be downloaded to Excel – where they can write reports and prepare presentations. All lessons can be completed individually or in a team setting, allowing students to work on their peer communication skills in improving their business model.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

## Information Technology Application

Standard	Virtual Business Lesson
Learners use multiple information technology devices to access, organize, process, transmit, and communicate information.	<p>All VBM2.0 &amp; VBR2.0 lessons require students to use a computer and analyze business performance using various mathematical charts &amp; graphs. This data can also be downloaded to Excel – where they can generate written reports and prepare presentations.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

## Systems

Standard	Virtual Business Lesson
Learners understand a variety of organizational structures and functions.	<p><b><u>VBM2.0 Lessons:</u></b> Resumes &amp; Employee Selection Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>

## Safety, Health & Environment

<b>Standard</b>	<b>Virtual Business Lesson</b>
Learners employ safety, health and environmental management systems in corporations and comprehend their importance to organizational performance and regulatory compliance.	

## Leadership & Teamwork

<b>Standard</b>	<b>Virtual Business Lesson</b>
Learners apply leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.	All VBM2.0 & VBR2.0 lessons can be completed individually or in a team setting to complete a successful business simulation.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

## Ethics & Legal Responsibilities

<b>Standard</b>	<b>Virtual Business Lesson</b>
Learners commit to work ethics, behavior, and legal responsibilities in the workplace.	

## Career Development

<b>Standard</b>	<b>Virtual Business Lesson</b>
Learners plan and manage academic-career plans and employment relations.	All VBM2.0 & VBR2.0 lessons allow students to experience the various aspects of running a business. They can explore their likes, dislikes, strengths, & weaknesses in this field.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

## Entrepreneurship

### Standard

Learners demonstrate understanding of concepts, processes, and behaviors associated with successful entrepreneurial performance.

### Virtual Business Lesson

All VBM2.0 & VBR2.0 lessons allow students to experience the various aspects of running their own business. They can explore their likes, dislikes, strengths, & weaknesses in this field. Students are required to monitor data based on business performance and make necessary changes to improve their business.

New Store Project (VBR2.0)  
Multiplayer Competitions (VBR2.0, VBM2.0)  
New Business Project (VBM2.0)

**BUSINESS & COMPUTER SCIENCE  
(SMALL BUSINESS DEVELOPMENT CAREER PATHWAY)**

**Business Essentials**

<b>Standard</b>	<b>Virtual Business Lesson</b>
<b>COMMUNICATION</b>	
The student exhibits appropriate oral and written communication on personal and professional levels.	<p>All VBM2.0 &amp; VBR2.0 lessons require students to analyze business performance. This data can be downloaded to Excel – where they can write reports and prepare oral presentations. All lessons can be completed individually or in a team setting, allowing students to work on their peer communication skills in improving their business model.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
The student produces written communications that utilize proper tone, grammar, and bias-free language.	<p>All VBM2.0 &amp; VBR2.0 lessons require students to analyze business performance. This data can be downloaded to Excel – where they can write reports and prepare oral presentations.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
The student practices proper oral communications that express wants, needs, and feelings.	<p>All VBM2.0 &amp; VBR2.0 lessons require students to analyze business performance. This data can be downloaded to Excel – where they can write reports and prepare oral presentations. All lessons can be completed individually or in a team setting, allowing students to work on their peer communication skills in improving their business model.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<b>LEADERSHIP &amp; TEAMWORK</b>	
The student participates in a variety of activities that demonstrates the importance of leadership within a business endeavor.	<p><b><u>VBM2.0 Lessons:</u></b> Resumes &amp; Employee Selection Employee Opinions Employee Supervision Turnaround New Business Project Multiplayer Competition</p>

<p>The student participates as part of a team in an effort to accomplish a common goal leading to a successful business endeavor.</p>	<p>All VBM2.0 &amp; VBR2.0 lessons can be completed individually or in a team setting.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p><b>BUSINESS CONCEPTS</b></p>	
<p>The student demonstrates an understanding of basic business concepts and how they are applied to business activities.</p>	<p>All VBM2.0 &amp; VBR2.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to analyze business performance. This data can be downloaded to Excel – where they can write reports and prepare oral presentations.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student utilizes technology in a variety of ways while solving business problems.</p>	
<p>The student analyzes how international business impacts business.</p>	
<p>The student demonstrates an understanding of the importance of developing and organizing a successful business plan.</p>	<p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p><b>ENTREPRENEURIAL DISCOVERY</b></p>	
<p>The student recognizes and demonstrates an understanding of the unique characteristics, traits and concepts of the successful entrepreneur.</p>	<p>All VBM2.0 &amp; VBR2.0 lessons allow students to experience the various aspects of running their own business. They can explore their likes, dislikes, strengths, &amp; weaknesses in this field. Students are required to monitor data based on business performance and make necessary changes to improve their business.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p><b>ETHICS</b></p>	
<p>The student compares and contrasts common ethical issues.</p>	
<p>The student evaluates personal responsibility of ethical behavior.</p>	
<p>The student investigates the relationship between ethics and law.</p>	
<p>The student derives the importance of employer/employee relationships.</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Opinions  Employee Supervision  Strikes, Unions &amp; Collective Bargaining  Turnaround  New Business Project</p>

	Multiplayer Competition
The student evaluates the impact of technology on business ethics.	
<b>FORMS OF BUSINESS OWNERSHIP</b>	
The student evaluates sole proprietorships as a form of business.	<b><u>VBM2.0 Lessons:</u></b> Forms of Business Ownership: Capital Forms of Business Ownership: Liability Forms of Business Ownership: Taxes New Business Project Multiplayer Competition
The student evaluates the different types of partnerships as a form of business.	<b><u>VBM2.0 Lessons:</u></b> Forms of Business Ownership: Capital Forms of Business Ownership: Liability Forms of Business Ownership: Taxes New Business Project Multiplayer Competition
The student evaluates the different types of corporations as a form of business.	<b><u>VBM2.0 Lessons:</u></b> Forms of Business Ownership: Capital Forms of Business Ownership: Liability Forms of Business Ownership: Taxes New Business Project Multiplayer Competition
The student chooses the most appropriate form of business ownership on any planned business.	<b><u>VBM2.0 Lessons:</u></b> Forms of Business Ownership: Capital Forms of Business Ownership: Liability Forms of Business Ownership: Taxes New Business Project Multiplayer Competition
The student evaluates franchising as a form of business ownership.	
<b>FUNCTIONS OF MANAGEMENT</b>	
The student analyzes the management functions and their implementation and integration within the business environment.	<b><u>VBM2.0 Lessons:</u></b> 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
The student analyzes and explains the planning function and how it is used.	All VBM2.0 & VBR2.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their business.

	<p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student analyzes and explains the organizing function and how it is used to group resources within a business structure.</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Productivity &amp; Efficiency  Sales &amp; Logistics  Risk Management &amp; Insurance  Surprise  Turnaround  Forms of Business Ownership: Capital  Forms of Business Ownership: Liability  Forms of Business Ownership: Taxes  New Business Project  Multiplayer Competition</p>
<p>The student analyzes and explains the directing function and how it relates to leadership in an organization.</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Opinions  Employee Supervision  Strikes, Unions &amp; Collective Bargaining  Productivity &amp; Efficiency  Sales &amp; Logistics  Risk Management &amp; Insurance  Surprise  Turnaround  New Business Project  Multiplayer Competition</p>
<p>The student analyzes and describes the control function of management and how it is used to measure performance.</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Supervision  Productivity &amp; Efficiency  Turnaround  New Business Project  Multiplayer Competition</p>
<b>BUDGETING AND FINANCE</b>	
<p>The student explains the process in developing a budget.</p>	
<p>The student analyzes the financial statements of a business and utilizes those statements to make important business decisions.</p>	<p>All VBM2.0 &amp; VBR2.0 lessons require students to analyze business performance and financials as reported in graphs, charts, and tables. This data can be downloaded to Excel – where they can further analyze the data, write reports, and prepare oral presentations.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student identifies financial aspects</p>	<p><b><u>VBM2.0 Lessons:</u></b></p>

associated with opening a business.	Resumes & Employee Selection Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Business Ownership: Capital Forms of Business Ownership: Taxes New Business Project Multiplayer Competition
The student completes records which are fundamental for any business.	
<b>BUSINESS LAW</b>	
The student identifies the sources of law & procedures of the court system as they relate to entrepreneurship.	
The student examines the role of contracts, sales law, and consumer law as they relate to entrepreneurship.	
The student analyzes the role of agency law & employment law as it relates to entrepreneurship.	
The student analyzes and assesses government regulations and the effects on entrepreneurial ventures.	
<b>RISK MANAGEMENT</b>	
The student explores and interprets the various risks involved in operating a business.	<b><u>VBM2.0 Lessons:</u></b> Risk Management & Insurance Forms of Business Ownership: Liability New Business Project Multiplayer Competition
The student analyzes choices available to consumers for protection against risk and financial loss.	
<b>MARKETING</b>	
The student demonstrates understanding of the concept of marketing and its importance to business ownership.	
The student identifies and analyzes the relationship between marketing and the individual, business, and society.	
<b>ECONOMICS</b>	
The student will explain why limited productive resources and unlimited wants result in scarcity, opportunity costs and trade offs for individuals, business and governments.	
The student will compare and contrast different economic systems, and explain how they answer the three basic economic questions of what to produce, how to produce and for whom to produce.	
<b>JOB ACQUISITION</b>	
The student integrates all forms of communication in the successful pursuit of employment.	

## Legal Environment of Business

Standard	Virtual Business Lesson
<b><i>ETHICS</i></b>	
The student summarizes the ethical responsibilities of business ownership.	
The student summarizes the effects of diverse cultures and customs on business.	
The student determines ethical issues directly related to government regulations.	
<b><i>BUSINESS LAW</i></b>	
The student identifies rights and responsibilities of contract negotiations.	
The student analyzes the importance of sales regulations.	
The student identifies consumer protection legislation and its effects on business.	
The student analyzes the role and importance of agency law and employment law as they relate to the conduct of business in the national and international marketplace.	
The student explains the legal rules that apply to personal property and real property.	
The student analyzes the function of commercial paper.	
The student analyzes the function of bankruptcy law.	
The student explains how advances in computer technology impact business law.	
The student explains laws and regulations that apply to the environment.	
The student analyzes the role of government in managing a business.	
<b><i>RISK MANAGEMENT</i></b>	
The student analyzes the purpose of business insurance.	
The student analyzes the risk involved in product liability.	
The student analyzes automobile insurance.	<b><u>VBM2.0 Lessons:</u></b> Risk Management & Insurance New Business Project Multiplayer Competition
The student analyzes business property insurance.	
The student analyzes health/medical and life insurance.	
The student analyzes unemployment insurance.	
The student analyzes disability insurance.	
The student analyzes insurance ethics and insurance fraud.	

# Entrepreneurial Ventures

## Standard

## Virtual Business Lesson

<b>COMMUNICATION</b>	
<p>The student acquires meaning from written materials and applies the information to a task.</p>	<p>All VBM2.0 &amp; VBR2.0 lessons require students to follow written instructions. Students analyze business performance and financials as reported in graphs, charts, and tables. This data can be downloaded to Excel – where they can further analyze the data, write reports, and prepare oral presentations.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
<p>The student effectively communicates with coworkers.</p>	<p>All VBM2.0 &amp; VBR2.0 lessons can be completed individually or in a team setting.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
<p>The student effectively communicates with people of different cultures and/or countries.</p>	
<p>The student utilizes strategies for effective conflict management.</p>	<p>All VBM2.0 &amp; VBR2.0 lessons can be completed individually or in a team setting.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)                      Strikes, Unions &amp; Collective Bargaining (VBM2.0)</p>
<b>ECONOMICS</b>	
<p>The student will explain how the Law of Demand &amp; the Law of Supply, prices and profits work to determine production and distribution in a market economy.</p>	
<p>The student will explain how productivity, economic growth and future standards of living are influenced by investment in factories, machinery, new technology and the health, education and training of people.</p>	
<p>The student will explain the organization and role of business, and analyze the four types of market structures in the U.S. economy.</p>	
<p>The student will explain why individuals, businesses and government trade goods and services.</p>	
<p>The student will explain why countries sometimes erect trade barriers and sometimes advocate free trade.</p>	
<p>The student applies the fundamentals of international trade.</p>	

<b>FUNCTIONS OF MANAGEMENT</b>	
The student applies the planning function of management.	<p>All VBM2.0 &amp; VBR2.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their business.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
The student applies organizing as a function of management.	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Productivity &amp; Efficiency  Sales &amp; Logistics  Risk Management &amp; Insurance  Surprise  Turnaround  Forms of Business Ownership: Capital  Forms of Business Ownership: Liability  Forms of Business Ownership: Taxes  New Business Project  Multiplayer Competition</p>
The student applies the role of directing or leading as a function of management.	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Opinions  Employee Supervision  Strikes, Unions &amp; Collective Bargaining  Productivity &amp; Efficiency  Sales &amp; Logistics  Risk Management &amp; Insurance  Surprise  Turnaround  New Business Project  Multiplayer Competition</p>
The student applies controlling and evaluation together as a function of a management.	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Supervision  Productivity &amp; Efficiency  Turnaround  New Business Project  Multiplayer Competition</p>
<b>ORGANIZATIONAL STRUCTURES</b>	
The student determines appropriate organization structures for various business models.	<p><b><u>VBM2.0 Lessons:</u></b>  Forms of Business Ownership: Capital  Forms of Business Ownership: Liability  Forms of Business Ownership: Taxes  New Business Project  Multiplayer Competition</p>

The student analyzes the interrelationships of organizational models.	
<b>FINANCIAL MANAGEMENT</b>	
The student creates a budget and uses the budget to guide management decisions.	
The student analyzes financial issues that are related to doing businesses with other countries.	
The student identifies the elements needed to develop a financial plan and to obtain business financing.	
The student determines the financial strength of a business.	<p>All VBM2.0 &amp; VBR2.0 lessons require students to constantly analyze business performance and financials as reported in graphs, charts, and tables. This data can be downloaded to Excel – where they can further analyze the data, write reports, and prepare oral presentations.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<b>INFORMATION MANAGEMENT</b>	
The student demonstrates an understanding of information management and how they support effective business operations.	
The student demonstrates an understanding of what constitutes vital records and how they differ from important and useful records.	
The student demonstrates an understanding of the filing classification system and equipment.	
The student demonstrates an understanding of electronic records management.	
The student demonstrates an understanding of the purpose of a records center.	
<b>OPERATIONS MANGEMENT</b>	
The student develops organizational skills to improve efficiency.	<p><b><u>VBM2.0 Lessons:</u></b>  Productivity &amp; Efficiency  New Business Project  Multiplayer Competition</p>
The student implements expense control strategies to enhance the financial well being of a business.	<p>All VBM2.0 &amp; VBR2.0 lessons require students to constantly analyze business performance and financials as reported in graphs, charts, and tables. Students then make decisions to improve business performance.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
The student performs activities to facilitate ongoing business operations.	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Opinions</p>

	Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Surprise Turnaround New Business Project Multiplayer Competition
<b>HUMAN RESOURCE MANAGEMENT</b>	
The student describes the role and function of a human resource unit in an organization.	
The student utilizes techniques to staff a unit within an organization.	<b><u>VBM2.0 Lessons:</u></b> Resumes & Employee Selection Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition
The student integrates training and development strategies to increase productivity and employee satisfaction.	
The student analyzes the importance of employee evaluations.	<b><u>VBM2.0 Lessons:</u></b> Resumes & Employee Selection Employee Opinions New Business Project Multiplayer Competition
The student creates a culture that fosters good employee morale resulting in employee retention.	
The student describes separation, termination, and transition strategies.	
The student investigates the concept of labor relations.	<b><u>VBM2.0 Lessons:</u></b> Strikes, Unions & Collective Bargaining New Business Project Multiplayer Competition
<b>MARKETING MANAGEMENT</b>	
The student analyzes the impact and influence of external factors on marketing	
The student develops a plan to identify, reach and retain customers in a specific target market.	
The student evaluates and applies elements of the marketing mix.	
<b>BUSINESSPLAN DEVELOPMENT AND IMPLEMENTATION</b>	
The student conducts a needs assessment for a business.	New Store Project (VBR2.0) New Business Project (VBM2.0)
The student plans the product or service for a business.	
The student prepares a marketing strategy.	
The student prepares the components of a	New Store Project (VBR2.0)

business plan.	New Business Project (VBM2.0)
The student develops the financial plan for a business.	New Store Project (VBR2.0) New Business Project (VBM2.0)
The student plans production.	
The student staffs the business.	<b><u>VBM2.0 Lessons:</u></b> Resumes & Employee Selection Employee Supervision Strikes, Unions & Collective Bargaining New Business Project Multiplayer Competition
The student operates the business.	All VBM2.0 & VBR2.0 lessons allow the student to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their business.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student evaluates the business.	All VBM2.0 & VBR2.0 lessons require students to constantly analyze business performance and financials as reported in graphs, charts, and tables. This data can be downloaded to Excel – where they can further analyze the data, write reports, and prepare oral presentations.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

# MARKETING, SALES & SERVICE (MARKETING & MANAGEMENT CAREER PATHWAY)

## Marketing Principles

Standard	Virtual Business Lesson
Examine marketing principles in relation to the free enterprise system and the global environment.	
Integrate social-studies skills into marketing, sales and service to obtain an understanding of customers and the economic environment in which they function.	All VBM2.0 & VBR2.0 lessons allow students to monitor customer comments in order to improve business performance.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Acquire foundational knowledge of marketing concepts and understand the scope and impact of marketing on the economy.	
Implement, modify, and improve business and marketing systems to facilitate business activities.	
Acquire foundational knowledge of international business and marketing concepts to understand the scope and impact on the economy.	
Utilize distribution knowledge to manage supply-chain activities	
Employ financial knowledge and skill to facilitate marketing decisions.	
Acquire foundational knowledge of marketing information and research to understand its scope on business and marketing decisions.	
Utilize pricing strategies to maximize return and meet customer perception of value.	
Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.	
Employ processes and techniques to sell goods, services, and ideas.	
Utilize promotional knowledge and skill for communicating information to achieve a desired marketing outcome.	

## Advanced Marketing

Standard	Virtual Business Lesson
Utilize social-studies skills in marketing, sales, and services to obtain understanding of customers and the economic environment in which they function.	
Utilize distribution knowledge and skill to manage supply-chain activities.	
Evaluate financial systems to enhance their impact on business and marketing operations and decisions.	
Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.	
Utilize pricing strategies to maximize return and meet customers' perception of value.	
Examine marketing activities and related legal considerations to facilitate business development and growth.	
Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.	
Utilize purchasing and pricing strategies to maximize return and meet customers' perceptions of value.	<b><u>VBM2.0 Lessons:</u></b> Sales & Logistics New Business Project Multiplayer Competition
Utilize sales and knowledge and skill to determine client needs and wants to respond through planned, personalized marketing communications.	
Utilize promotional knowledge and skill for communication information to achieve a desired marketing outcome.	
Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.	

## Entrepreneurship: Building a Business

<b>Standard</b>	<b>Virtual Business Lesson</b>
Understands concepts and processes associated with successful entrepreneurial performance.	<p>All VBM2.0 &amp; VBR2.0 lessons allow the students to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Explain the fundamental concepts of business ownership.	<p>All VBM2.0 &amp; VBR2.0 lessons allow the students to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Identify components necessary to determine market segment/target market.	
Compile a business plan worksheet.	<p>New Store Project (VBR2.0) New Business Project (VBM2.0)</p>
Determine the effect of government on business.	
Identify the ethical, social, and environmental responsibilities of businesses.	
Understand the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.	<p>All VBM2.0 &amp; VBR2.0 lessons require students to constantly analyze business performance and financials as reported in graphs, charts, and tables. This data can be downloaded to Excel – where they can further analyze the data, write reports, and prepare oral presentations.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Understand the concepts, systems, and tools needed to meet the goals and objectives of an entrepreneurial entity.	<p>All VBM2.0 &amp; VBR2.0 lessons allow the students to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their business.</p> <p>New Store Project (VBR2.0)</p>

	<p>Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>Understand the concepts, systems, and strategies needed to acquire and develop human resource needs for an entrepreneurial entity.</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Opinions  Employee Supervision  New Business Project  Multiplayer Competition</p>
<p>Understand the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity. (Business plan, presentations, etc)</p>	<p>All VBM2.0 &amp; VBR2.0 lessons allow the students to simulate the various aspects of running their own businesses. Students are required to create business plans, monitor business performance, and make changes to improve their business. Business performance and financial data data can be downloaded to Excel – where students can further analyze the data, write reports, and prepare oral presentations.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>