

**Indiana's Business Services and Technology Education
Content Standards
Correlation to
Virtual Business – Retailing 2.0 (VBR2.0)
&
Virtual Business – Management (VBM) Activities**

Business/Technology Standard	Virtual Business Retailing 2.0	Virtual Business Management
Business Technology Lab I	✓✓✓	✓✓✓
Business Management & Finance	✓✓✓	✓✓✓
Career Planning & Success Skills	✓✓	✓✓
Computer Operations/Programming	✓	✓
Computer Applications	✓✓✓	✓✓✓
Computerized Accounting Services	✓✓	✓✓
Business Technology Lab II	✓✓✓	✓✓✓

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

The information for this correlation was found at the following web address during 09/02:
<http://doe.state.in.us/octe/bme/curriculum/contentstandardsvoc.html>

Business Technology Lab I

Content Standard	Virtual Business Lesson
Use keyboarding skills to enter/format text and data.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Communicate in a clear, courteous, concise, and correct manner on personal and professional levels.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply basic mathematical operations to solve problems.	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Financing (VBR2.0), Targeted Marketing (VBR2.0), Security (VBR2.0), Supply and Demand (VBR2.0), Financial Statements (VBR2.0), Turnaround (VBR2.0), A Practice Business (VBM), Basic Staffing (VBM), Basic Operations (VBM), Basic Financing (VBM), Start a Business (VBM), E-Commerce Systems (VBM), Geographic Info Systems (VBM), Telecommuting (VBM), Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM), Training (VBM), Wages & Employment (VBM), Fleet Management (VBM), Warehouse Layout (VBM)
Select and use word processing, database, and spreadsheet software.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use technology to enhance the effectiveness of communications.	
Apply appropriate communication skills in personal and professional situations.	All VBR2.0 & VBM Lessons may be completed within an individual or group environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Implement and maintain manual and automated records management systems.	
Exhibit the necessary skills to maintain office equipment and supplies.	
Understand and apply the fundamentals of ergonomics and business/personal safety.	
Select and use various business software applications, including personal information management and industry-specific software.	All VBR2.0 & VBM Lessons are software activities, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Install, upgrade, and maintain hardware/software systems.	

Create, categorize, and maintain data files in a logical manner for efficient access/retrieval.	All VBR2.0 & VBM Lessons may be saved and students may return to complete their work at a later time, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Instruct others on the use of equipment and software.	Instructors will be able to advise students on training others in the use of the Virtual Business software
Apply the financial concepts required in the daily operations of a business.	All VBR2.0 & VBM Lessons allow students to monitor the current business' financial data which is updated weekly, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use critical thinking, decision-making, and problem-solving techniques to promote sound, effective business decisions.	All VBR2.0 & VBM Lessons allow students to exercise their critical thinking, decision-making, and problem-solving techniques through presenting them with a current business situation and expecting them to improve upon it, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the need for and apply positive, professional client/customer relations.	All VBR2.0 & VBM Lessons allow students to view the customer's comments which may be utilized to improve upon the current business situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify, organize, maintain, and analyze information to make business decisions.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop/use general managerial and organizational skills.	All VBR2.0 & VBM Lessons allow students to manage the different functions involved in operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Perform the activities of human resources managers.	Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), A Practice Business (VBM)
Understand the need/value of lifelong learning as it relates to career and personal success.	
Develop/reinforce strategies to make an effective transition from school to career.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their strengths and weaknesses within these areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Business Management and Finance

Content Standard	Virtual Business Lesson
Implement generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and owner's equity.	All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Interpret and analyze financial statements.	Financial Statements (VBR2.0), All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply control principals to evaluate the performance of an organization.	All VBR2.0 & VBM Lessons allow students to control the different functions involved in operating a business and monitor the results of their actions, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the functions involved in planning and organizing a business.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop, evaluate, critique, and implement a business plan.	New Store Project (VBR2.0)
Relate economic concepts to the entrepreneurial decision making process.	Supply & Demand (VBR2.0), Pricing (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Discover and develop characteristics of an entrepreneur.	Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Evaluate the role of an entrepreneur and recognize opportunities available.	Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Incorporate problem solving techniques to resolve a business problem.	All VBR2.0 & VBM Lessons allow students to exercise their problem solving techniques by presenting them with a business situation and allowing them to alter that situation using the actions that they control, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Create a financial plan to establish and operate a business.	All VBR2.0 & VBM Lessons allow students to monitor the current business' financial statements in order maintain the financial situation properly, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Analyze the effects of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace while incorporating the use of the Internet.	Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM)

Analyze how government regulations and business ethics affects entrepreneurial ventures.	Tariffs & Protectionism (VBM), Exchange Rates (VBM)
Recognize how legal and ethical issues interact to affect the productivity of the working environment.	
Develop a management plan for an entrepreneurial venture.	All VBR2.0 & VBM Lessons allow students to manage the functions involved in operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Incorporate team building strategies to meet goals and objectives.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop strategies for managing business risks.	All VBR2.0 & VBM Lessons allow students to assess the risks and benefits that result from operating your own business, New Store Project, Multiplayer Competitions (VBR2.0)
Understand fundamental business, management, and entrepreneurial concepts that affect business decision making.	All VBR2.0 & VBM Lessons allow students to experience managing the different functions involved in operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the distribution concepts and processes needed to move, store, locate, or transfer ownership of goods and services.	All VBM Lessons allow students to experience the functions involved in operating a distribution center
Understand the concepts and systems needed to access, synthesize, and evaluate information for use in making business decisions.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand concepts and strategies utilized in determining and adjusting prices to maximize return.	Pricing (VBR2.0), Advanced Promotion (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts and processes needed to develop, maintain, and improve a product or service mix in response to market opportunities.	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Financing (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Basic Operations (VBM), Basic Staffing (VBM), A Practice Business (VBM), Basic Financing (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Organization (VBM), Recruiting & Hiring (VBM), Fleet Management (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand and apply concepts and strategies needed for personal and professional growth in marketing.	
Understand the concepts needed to	Promotion (VBR2.0), Targeted Marketing

communicate information about products, services, images, and/or ideas to influence behavior.	(VBR2.0), Market Research (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts needed to respond to client needs and wants through planned, personalized communications that influence purchase decisions and ensure satisfaction.	All VBR2.0 & VBM Lessons allow students to view the customer's comments which may be utilized to improve upon business performance, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand concepts, strategies, and systems needed to interact effectively with others in a professional environment.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply communication strategies necessary and appropriate for effective and profitable international business relations.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Career Planning and Success Skills

Content Standard	Virtual Business Lesson
Develop individual strategies for personal and career success.	All VBR2.0 & VBM Lessons allow the students to analyze the current business situations and then develop strategies to improve upon these situations, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Assess personal characteristics as they relate to career exploration, development, and success.	
Apply knowledge gained from self-assessment to make future personal and career decisions.	All VBR2.0 & VBM Lessons allow students to experience the functions involved in operating a business and students may determine what their strengths and weaknesses are within the individual areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Utilize career and college resources to explore career choices.	
Explore trends in business.	
Develop skills and tools necessary to gain employment.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Relate workplace expectations to career development.	
Understand the importance of lifelong learning as it relates to personal and career growth.	
Use appropriate techniques to promote sound personal and career decisions.	
Understand the procedures for beginning new employment.	

Computer Operations/Programming

Content Standard	Virtual Business Lesson
Describe current and emerging computer architecture; configure, install, and upgrade hardware systems; and diagnose and repair hardware problems.	
Use touch keyboarding skills to enter and manipulate text and data.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify, select, evaluate, use, install, upgrade, and customize application software; diagnose and solve problems occurring from an application software's installation and use.	
Identify, select, evaluate, use, install, upgrade, customize, diagnose, and solve problems with various types of operating environments and utilities.	
Enter, sort, and retrieve data from databases; evaluate media and file structures; and plan, develop, and modify file specifications and database schema.	
Use, select, evaluate, install, customize, plan, design, develop, diagnose, and solve problems with on-line communications	
Plan the selection, upgrade, and acquisition of information systems.	
Analyze and design information systems using appropriate development tools.	
Compare, evaluate, and demonstrate skills in the use of different types and levels of programming language.	
Design and/or implement security plans and procedures for information.	
Assess the social, ethical, and economic impact of information systems on society.	
Describe positions and career paths in information systems.	
Evaluate and use available hardware and software resources to design, implement, maintain, and administer computer/communications network systems.	

Computer Applications

Content Standard	Virtual Business Lesson
Create documents using word processing software.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Create relational databases.	
Create spreadsheets.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Perform desktop publishing functions.	
Create presentations using presentation graphics software.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Integrate computer applications.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Computerized Accounting Services

Content Standard	Virtual Business Lesson
Use keyboarding skills to enter/format text and data.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Communicate in a clear, courteous, concise, and correct manner on personal and professional levels.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply basic mathematical operations to solve problems.	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Financing (VBR2.0), Targeted Marketing (VBR2.0), Security (VBR2.0), Supply and Demand (VBR2.0), Financial Statements (VBR2.0), Turnaround (VBR2.0), A Practice Business (VBM), Basic Staffing (VBM), Basic Operations (VBM), Basic Financing (VBM), Start a Business (VBM), E-Commerce Systems (VBM), Geographic Info Systems (VBM), Telecommuting (VBM), Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM), Training (VBM), Wages & Employment (VBM), Fleet Management (VBM), Warehouse Layout (VBM)
Select and use an appropriate operating system and word processing database, and spreadsheet software.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Demonstrate knowledge of the accounting cycle for a sole proprietorship, partnership, and/or corporation by using manual methods and implementing an accounting software program.	
Demonstrate knowledge of purchases and payables as they relate to the accounting cycle.	All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, reports, presentations and calculations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Demonstrate knowledge of sales and receivables as they relate to the accounting cycle.	All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, reports, presentations and calculations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Perform various checking account functions.	
Apply generally accepted accounting principles (GAAP) related to cost accounting.	
Apply generally accepted accounting principles (GAAP) related to merchandise inventory.	
Apply generally accepted accounting principles (GAAP) related to managerial accounting.	All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports, and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply generally accepted accounting principles (GAAP) related to manual and automated payroll.	
Apply appropriate accounting procedures to establish and maintain a petty cash fund.	
Utilize various information to explore career possibilities related to accounting skills.	
Participate in a shadowing, internship, or a cooperative work experience program.	
Participate as a member of Business Professionals of America.	

Business Technology Lab II

Content Standard	Virtual Business Lesson
Use keyboarding skills to enter/format text and data.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Communicate in a clear, courteous, concise, and correct manner on personal and professional levels.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply basic mathematical operations to solve problems.	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Financing (VBR2.0), Targeted Marketing (VBR2.0), Security (VBR2.0), Supply and Demand (VBR2.0), Financial Statements (VBR2.0), Turnaround (VBR2.0), A Practice Business (VBM), Basic Staffing (VBM), Basic Operations (VBM), Basic Financing (VBM), Start a Business (VBM), E-Commerce Systems (VBM), Geographic Info Systems (VBM), Telecommuting (VBM), Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM), Training (VBM), Wages & Employment (VBM), Fleet Management (VBM), Warehouse Layout (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Select and use word processing, database, and spreadsheet software.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial data which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use technology to enhance the effectiveness of communications.	
Apply appropriate communication skills in personal and professional situations.	All VBR2.0 & VBM Lessons may be completed within an individual or group environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Implement and maintain manual and automated records management systems.	
Exhibit the necessary skills to maintain office equipment and supplies.	
Understand and apply the fundamentals of ergonomics and business/personal safety.	
Select and use various business software applications, including personal information management and industry-specific software.	All VBR2.0 & VBM Lessons are software activities, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Install, upgrade, and maintain	

hardware/software systems.	
Create, categorize, and maintain data files in a logical manner for efficient access/retrieval.	All VBR2.0 & VBM Lessons may be saved and students may return to complete their work at a later time, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Instruct others on the use of equipment and software.	Instructors will be able to advise students on training others in the use of the Virtual Business software
Apply the financial concepts required in the daily operations of a business.	All VBR2.0 & VBM Lessons allow students to monitor the current business' financial data which is updated weekly, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use critical thinking, decision-making, and problem-solving techniques to promote sound, effective business decisions.	All VBR2.0 & VBM Lessons allow students to exercise their critical thinking, decision-making, and problem-solving techniques through presenting them with a current business situation and expecting them to improve upon it, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the need for and apply positive, professional client/customer relations.	All VBR2.0 & VBM Lessons allow students to view the customer's comments which may be utilized to improve upon the current business situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify, organize, maintain, and analyze information to make business decisions.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop/use general managerial and organizational skills.	All VBR2.0 & VBM Lessons allow students to manage the different functions involved in operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Perform the activities of human resources managers.	Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), A Practice Business (VBM)
Understand the need/value of lifelong learning as it relates to career and personal success.	

Indiana’s Marketing Education Content Standards
Correlation to
Virtual Business – Retailing2.0 (VBR2.0)
&
Virtual Business – Management (VBM) Lessons

Marketing Standard	Virtual Business Retailing 2.0	Virtual Business Management
Entrepreneurship	✓✓✓	✓✓✓
Advanced Marketing	✓✓✓	✓✓✓
Marketing Foundations	✓✓✓	✓✓✓

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

The information for this correlation was found at the following web address during 09/02:
<http://doe.state.in.us/octe/bme/curriculum/contentstandardsme.html>

Entrepreneurship

Marketing Standard	Virtual Business Lesson
Investigate the nature of small business.	All VBR2.0 & VBM Lessons allow students to experience the functions involved in operating your own convenience store and distribution center, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Assess and develop appropriate entrepreneurial skills.	All VBR2.0 & VBM Lessons allow students to experience the functions involved in operating your own convenience store and distribution center, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the functions involved in planning and organizing a business.	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Financing (VBR2.0), Merchandising (VBR2.0), Security (VBR2.0), Turnaround (VBR2.0), A Practice Business (VBM), Basic Staffing (VBM), Basic Operations (VBM), Basic Financing (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Organization (VBM), Recruiting & Hiring (VBM), Wages & Employment (VBM), Fleet Management (VBM), Warehouse Layout (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts of marketing and its importance to business ownership.	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), A Practice Business (VBM), Basic Operations (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
Understand the role of finance as it applies to the entrepreneur.	Financing (VBR2.0), Basic Financing (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand management techniques needed to operate a business.	All VBR2.0 & VBM Lessons allow students to experience the different functions that need to be managed when operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the importance of developing and organizing a successful business plan.	New Store Project (VBR2.0)

Advanced Marketing

Marketing Standard	Virtual Business Lesson
Understand fundamental business, management, and entrepreneurial concepts that affect business decision-making.	All VBR2.0 & VBM Lessons allow students to view a current business situation and then make decisions regarding the business based on the provided information, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand concepts, strategies, and systems needed to interact effectively with others.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and how these areas interact with the other components involved with the business, New Store Project (VBR2.0), Multiplayer Competitions
Understand the concepts and processes needed to move, store, locate, or transfer ownership of goods and services.	Purchasing (VBR2.0), Staffing (VBR2.0) Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Organization (VBM), Basic Staffing (VBM), Fleet Management (VBM), Warehouse Layout (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the economic principles and concepts fundamental to marketing in an international environment.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
Understand the financial concepts used in making business decisions.	Financial Statements (VBR2.0), All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports & presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand concepts and strategies utilized in determining and adjusting prices to maximize return.	Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts and processes needed to develop, maintain, and improve a product or service mix in response to market opportunities.	Market Research (VBR2.0), All VBR2.0 & VBM Lessons allow students to monitor the customer comments which allow students to improve business functions if need be, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand concepts and strategies needed for personal and professional growth in	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in

marketing.	operating a business and to determine their strengths and weaknesses within those areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts needed to communicate information about products, services, images, and/or ideas to influence behavior.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts needed to respond to client needs and wants through planned, personalized communications that influence purchase decisions and ensure satisfaction.	A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Basic Staffing (VBM), Organization (VBM), Recruiting & Hiring (VBM)

Marketing Foundations

Marketing Standard	Virtual Business Lesson
Understands fundamental business, management, and entrepreneurial concepts that affect business decision-making.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a convenience store and distribution center, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understands concepts, strategies, and systems needed to interact effectively with others.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understands the concepts and processes needed to move, store, locate, or transfer ownership of goods and services.	Purchasing (VBR2.0), Turnaround (VBR2.0), Staffing (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Basic Staffing (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Organization (VBM), Recruiting & Hiring (VBM), Fleet Management (VBM), Warehouse Layout (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understands the economic principles and concepts fundamental to marketing in a global environment.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
Understands the concepts and systems needed to access, synthesize, and evaluate information for use in making business decisions.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Solve mathematical problems that present themselves in marketing.	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Supply & Demand (VBR2.0), Basic Operations (VBM), Basic Staffing (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Country Selection (VBM), Organization (VBM), Wages & Employment (VBM), Training (VBM), E-Commerce Systems (VBM)
Understands concepts and strategies utilized in determining and adjusting prices to maximize return.	Pricing (VBR2.0), Turnaround (VBR2.0), Advanced Promotion (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Exchange Rates (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts and processes needed to develop, maintain, and improve a product or service mix in response to market opportunities.	Market Research (VBR2.0), All VBR2.0 & VBM Lessons allow students to monitor the customer comments which allow students to improve business functions if need be, New

	Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understands and applies concepts and strategies needed for personal and professional growth in marketing.	
Understand the concepts needed to communicate information about products, services, images, and/or ideas to influence behavior.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the concepts needed to respond to client needs and wants through planned, personalized communications that influence purchase decisions and ensure satisfaction.	A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Basic Staffing (VBM), Organization (VBM), Recruiting & Hiring (VBM)