

Indiana's Business Services and Technology Education Content Standards

Correlation to Virtual Business – Retailing 2.0 (VBR2.0)

& Virtual Business – Management 2.0 (VBM2.0) Activities

Business/Technology Standard	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Accounting I (4524)	✓✓✓	✓✓✓
Accounting II (4522)	✓✓✓	✓✓✓
Business, College Prep (4568)	✓✓	✓✓
Business Foundations (4518)	✓✓	✓✓
Business Management (4562)		✓✓
Business Math (4512)	✓✓	✓✓
Computer Applications (4530)	✓✓	✓✓
Entrepreneurship (4566)	✓✓✓	✓✓✓
Personal Finance (4540)		✓
Technical Business Communication (4508)		✓✓
Entrepreneurship Academy (5966)		✓✓✓
Marketing Advanced		✓✓
Marketing Foundations (5914)		✓✓

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 02/2007:

<http://www.doe.state.in.us/octe/bme/curriculum/contentstandards.htm> and
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>

Accounting I

Standard	Virtual Business Lesson
Students understand and apply the various steps of the accounting cycle and comprehend the purpose of each step. (financial statements, source docs, acctg equation)	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students use Generally Accepted Accounting Principles (GAAP) to determine the value of assets, liabilities, owner's equity, revenues, and expenses. (financial statements, banking, ledgers)	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students interpret and analyze financial statements.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students apply Generally Accepted Accounting Principles (GAAP) to various forms of ownership and payroll. (sole prop, partnerships, corps, payroll, records, HR issues)	<p>VBM2.0 Lessons: Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
Students use appropriate data to evaluate the performance of an organization.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students investigate and learn about the various career opportunities available in the accounting and CPA professions and discover how accounting relates to all career fields.	
Students read, interpret, and report financial information.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written reports</p>

	<p>and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
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Accounting II

Standard	Virtual Business Lesson
Students understand and apply the various steps of the accounting cycle and comprehend the purpose of each step. (financial statements, source docs, acctg equation)	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students use Generally Accepted Accounting Principles (GAAP) to determine the value of assets, liabilities, owner's equity, stockholder's equity, revenue, and expenses. (financial statements, banking, ledgers)	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students create, interpret, and analyze end-of-fiscal-period activities and financial statements for corporations	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students apply appropriate accounting principles to various forms of ownership, payroll, income taxation, international accounting, and managerial accounting systems.	<p><u>VBM2.0 Lessons:</u> Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
Students use management accounting techniques to evaluate the performance of an organization.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students perform independent studies as a means to explore various careers in accounting/financial pathways and learn about the education and experience requirements of each.	
Students read, interpret, and report financial information.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial

	<p>data - which is exportable to Excel where further analysis, calculations, written 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>
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Business, College Prep

Standard	Virtual Business Lesson
Students understand the role of technology in marketing and describe how it can be used to improve marketing effectiveness.	
Students understand the marketing concept and describe how successful business organizations apply it.	
Students acquire knowledge of global and domestic economics that enables students to be intelligent consumers of news reports and analysts of issues to these areas.	
Students acquire knowledge of ethical behavior, social responsibility, and legal aspects of business that enables students to analyze consumers, employees, and employers; rights and responsibilities.	
Students acquire knowledge of factors that bring about change in the business environment that enables students to analyze the factors that bring about economic, demographic, and social change.	
Students demonstrate an understanding of the role of financial management in the business process by making appropriate financial decisions.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students understand the functions of money and financial institutions.	
Students understand risk and strategies for risk management and apply the proper strategy to a situation.	<p><u>VBM2.0 Lessons:</u> Risk Management & Insurance New Business Project Multiplayer Competition</p>
Students understand the securities markets and the investment process.	
Students understand how business ownership decisions are made.	<p><u>VBM2.0 Lessons:</u> Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
Students understand the functions, roles, and skills of managers so that students gain insight into their personal and professional lives.	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics</p>

	<p>Surprise Turnaround New Business Project Multiplayer Competition</p>
<p>Students identify the challenges of management in a diverse workplace.</p>	
<p>Students understand how management relates to achievement of organizational goals.</p>	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Productivity & Efficiency Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
<p>Students explain the factors which must be considered in production of goods and services of a business.</p>	
<p>Students explain why an effective information system is important to a company; explain how computers are used in business.</p>	
<p>Students understand the role small business plays in the economy; understand the factors which must be considered when starting a new business.</p>	<p>New Store Project (VBR2.0) Multiplayer Competition (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Business Foundations

Standard	Virtual Business Lesson
Students analyze the relationship between ethics and the law.	
Students understand the law in relationship to being a consumer and using credit.	
Students identify opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.	
Students use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.	
Students explain the importance of and discuss factors affecting productivity.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Productivity & Efficiency Sales & Logistics Turnaround New Business Project Multiplayer Competition
Students explain why societies develop economic systems and identify the basic features of different economic systems.	
Students explain the role of exchange and money in an economic system and describe the interdependence on economic activity.	
Students analyze the role of the law of supply and demand.	
Students describe different types of competitive structures.	
Students explore the unique characteristics of an entrepreneur.	All VBR2.0 & VBM2.0 lessons allow students to simulate running their own business, which allows them to explore their likes, dislikes, strengths, & weaknesses. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students illustrate the levels and functions of management.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions, & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition
Students explore the qualities of leadership and how to develop these leadership qualities.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment. Lessons allow students to simulate running

	<p>their own business, which allows them to explore their likes, dislikes, strengths, & weaknesses as a business owner.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students identify the roles of marketing and analyze the marketing impact on the individual, business, and society.	
Students describe the characteristics of product planning.	
Students explain the role of pricing in the marketing process.	
Students identify the types of promotion and determine how each contributes to successful marketing.	
Students describe the distribution process.	<p>All VBM2.0 lessons simulate aspects of running a distribution center.</p> <p>New Business Project Multiplayer Competition</p>
Students identify, use, and evaluate available financial services.	
Students utilize a rational decision making process as it applies to their consumer role.	
Students develop and evaluate a spending and savings plan.	
Students understand the impact of taxes on their personal finances.	<p><u>VBM2.0 Lessons:</u> Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
Students analyze factors that affect the choice of credit, and the cost of credit.	
Students analyze choices available for protection against risk and financial loss.	<p><u>VBM2.0 Lessons:</u> Risk Management & Insurance New Business Project Multiplayer Competition</p>

Business Management

Standard	Virtual Business Lesson
Students understand the basic management functions (organizing, directing, and control/evaluate)	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions, & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition
Students investigate the predominate theories of management.	
Students understand employee development process.	<u>VBM2.0 Lessons:</u> Employee Supervision Employee Opinion New Business Project Multiplayer Competition
Students understand employee recruitment and selection.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection New Business Project Multiplayer Competition
Students understand labor contract implementation.	
Students understand compensation and benefits packages.	
Students understand policies and procedures involved in separation, termination, and transition.	
Students understand internal communication with employee.	
Students understand organizational structures as a company changes due to internal and external forces.	
Students understand fundamental management skills.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions, & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition

Students comprehend ethics relative to the business world.	
Students understand the effects of government regulations on business.	
Students understand management's role in product design, production scheduling, materials acquisition, and inventory.	

Business Math

Standard	Virtual Business Lesson
Students demonstrate the knowledge and skills necessary to determine the correct algebraic process to solve problems for a variety of business situations. (basic math percents, decimals, fractions, formulas, equations)	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students apply basic geometry principles to solve problems in a variety of business situations. (measurements, area, perimeter, etc)	
Students apply math concepts to analyze and solve problems related to accounting principles for business. (calculate and plan for taxes, profit, op expenses, overhead, assets, rent/lease, misc expenses)	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students apply math concepts to analyze and solve problems related to payroll for business.	
Students apply math concepts to analyze and solve problems related to banking services for business.	
Students apply math concepts to analyze and solve problems related to the principles of business finance. (interest, payments, debt, investments, credit)	
Students apply math concepts to analyze and solve problems related to marketing principles for business.	
Students apply math concepts to analyze and solve problems related to management principles. (financial statements, budgets, purchasing, employee costs, insurance)	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students develop skills to create and present accurate and effective communication for specific business related purposes and audiences.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>

Computer Applications

Standard	Virtual Business Lesson
Students demonstrate a comprehensive understanding of the interactivity and operation of technology systems.	
Students understand and apply the social, legal, and ethical issues related to technology use in personal and professional endeavors.	
Students use technology as a tool to increase productivity in completing projects, publications, and other creative works.	<p>All VBR2.0 & VBM2.0 lessons require students to use the computer to complete the simulations. Lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students use word processing software through a variety of input technologies to create, edit, and publish industry appropriate documents.	<p>All VBR2.0 & VBM2.0 lessons require students to use the computer to complete the simulations. Lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students use spreadsheet software to create, edit, and publish industry appropriate files.	<p>All VBR2.0 & VBM2.0 lessons require students to use the computer to complete the simulations. Lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students use database software to create, edit, and publish industry appropriate files.	
Students use presentation software to create, edit, and publish industry appropriate files.	<p>All VBR2.0 & VBM2.0 lessons require students to use the computer to complete the simulations. Lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>Students integrate software suite products and files to complete business, industry, and professional tasks.</p>	<p>All VBR2.0 & VBM2.0 lessons require students to use the computer to complete the simulations. Lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>Students use telecommunications to collaborate, publish, and interact with peers, teachers, experts, and other audiences.</p>	
<p>Students use technology to access, review, evaluate, and select information from multiple resources for reporting purposes. (print, video, electronic, internet, pdf files)</p>	
<p>Students use technology to develop strategies for solving problems.</p>	<p>All VBR2.0 & VBM2.0 lessons require students to use the computer to complete the simulations. Lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>Students use technology to take developmentally appropriate tests utilizing audio and/or visual feedback when necessary.</p>	

Entrepreneurship

Standard	Virtual Business Lesson
Students investigate the nature of small business.	<p>All VBR2.0 & VBM2.0 lessons allow students to simulate all aspects of running their own business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students assess and develop appropriate entrepreneurial skills.	<p>All VBR2.0 & VBM2.0 lessons allow students to simulate running their own business and require them to analyze data to improve the business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students understand the functions involved in planning and organizing a business.	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Understand the concepts of marketing and its importance to business ownership.	
Understand the role of finance as it applies to the entrepreneur. (financial records, statements, financing)	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students understand management techniques needed to operate a business.	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions, & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition</p>
Students understand the importance of developing and organizing a successful business plan.	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Personal Finance

Standard	Virtual Business Lesson
Students understand financial planning concepts.	
Students understand savings and investment strategies to facilitate financial planning.	
Students understand various types of risk and risk management strategies.	<u>VBM2.0 Lessons:</u> Risk Management & Insurance New Business Project Multiplayer Competition
Students understand various types of insurance for income and asset protection.	<u>VBM2.0 Lessons:</u> Risk Management & Insurance New Business Project Multiplayer Competition
Students identify sources of income and analyze factors that affect income.	
Students understand the impact of taxes on personal financial planning.	<u>VBM2.0 Lessons:</u> Forms of Ownership: Taxes New Business Project Multiplayer Competition
Students develop and evaluate a budget for money management.	
Students use a rational decision-making process as it applies to developing financial stability.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students understand the impact career and continuing education decisions have on financial goals.	
Students understand services provided by financial institutions.	
Students apply a decision-making model to maximize consumer satisfaction when buying goods and services.	
Students demonstrate decision-making skills related to consumer rights and responsibilities.	
Students analyze various credit policies, practices, and procedures in using credit effectively.	
Students understand costs and benefits of home ownership.	
Students understand the signals and resolutions of misusing credit.	
Students develop skills to create and present	All VBR2.0 & VBM2.0 lessons allow students to

<p>accurate and effective communication for specific business related purposes and audiences.</p>	<p>view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
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Technical Business Communications

Standard	Virtual Business Lesson
Students understand the nature of oral, visual, and written communication in the workplace.	<p>All VBR2.0 & VBM2.0 lessons may be completed in a team setting, allowing students to work on their communication skills to improve business performance. Lessons also allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students locate, assess, and use information from a variety of print and online sources.	
Students read and analyze for content, interpretation, and inference.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students plan and write documents that are appropriate for the situation, purpose and audience.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students communicate in a clear, courteous, concise, and appropriate manner.	<p>All VBR2.0 & VBM2.0 lessons may be completed in a team setting.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students listen discriminately and respond appropriately to oral communication.	<p>All VBR2.0 & VBM2.0 lessons may be completed in a team setting, and students must follow written and oral directions from instructors.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Students enhance the effectiveness of communication through the use of technology. (fax, pager, conf calls, voice recognition, EM, text msg)	
Students integrate communication in the pursuit of employability.	

Entrepreneurship Academy

Standard	Virtual Business Lesson
Students understand business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions.	
Students understand the concepts, strategies, and systems used to obtain and convey ideas and information.	
Students understand the economic principles and concepts fundamental to business operations.	
Students understand techniques, strategies, and systems used to foster self-understanding and enhanced relationships with others.	<p>All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Sales & Logistics Turnaround Forms of Ownership: Capital Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
Understand the role of finance as it applies to the entrepreneur.	
Students understand the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources.	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition</p>
Students understand tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written 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>
Students collect marketing information to ensure accuracy and adequacy of data for	

decision-making.	
Students understand the processes and systems implemented to monitor, plan, and control the day-to-day activities for continued business functioning.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition
Students understand concepts and strategies in determining and adjusting prices to maximize return.	
Students understand the concepts and processes needed to develop, maintain, and improve a product or service mix in response to market opportunities.	
Students understand concepts, tools, and strategies used to explore, obtain, and develop in a business career.	All VBR2.0 & VBM2.0 lessons allow students to simulate running their own business and allow them to explore their likes, dislikes, strengths, and weaknesses. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students understand the concepts needed to communicate information about products, services, images, and/or ideas to influence behavior.	
Students employ the concepts necessary to maintain client relationships.	<u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition
Students understand tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround Forms of Ownership: Capital New Business Project Multiplayer Competition
Students investigate the nature of small business.	All VBR2.0 & VBM2.0 lessons allow students to simulate running their own business and require them to analyze data to improve the

	<p>business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students assess and develop appropriate entrepreneurial skills.	<p>All VBR2.0 & VBM2.0 lessons allow students to simulate running their own business and require them to analyze data to improve the business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students understand the functions involved in planning and organizing a business.	<p>All VBR2.0 & VBM2.0 lessons allow students to simulate running their own business and require them to analyze data to improve the business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Understand the concepts of marketing and its importance to business ownership.	
Manage promotional activities to maximize return on promotional efforts.	
Manage sales activities to meet sales goals/objectives.	<p><u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
Students understand management techniques needed to operate a small business.	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition</p>

Marketing Advanced

Standard	Virtual Business Lesson
Students understand the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition
Students understand the business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions.	
Students understand concepts, strategies, and systems needed to interact effectively with others.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students understand the concepts and processes needed to move, store, locate, or transfer ownership of goods and services.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition
Students understand the economic principles and concepts fundamental to marketing in an international environment.	
Students understand the financial concepts used in making business decisions.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students employ skills needed to organize and facilitate work efforts.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision

	<p>Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition</p> <p>All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>Students acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>	
<p>Students understand concepts and strategies utilized in determining and adjusting prices to maximize return.</p>	
<p>Students understand the concepts and processes needed to develop, maintain, and improve a product or service mix in response to market opportunities.</p>	
<p>Students understand concepts and strategies needed for personal and professional growth in marketing.</p>	
<p>Students understand the concepts needed to communicate information about products, services, images, and/or ideas to influence behavior. (media, promotion, publicity)</p>	
<p>Students understand the concepts needed to respond to client needs and wants through planned, personalized communications that influence purchase decisions and ensure satisfaction.</p>	

Marketing Foundations

Standard	Virtual Business Lesson
Students understand fundamental business/marketing administrative concepts that affect business decision making.	
Students apply verbal skills to obtain and convey information.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance.
Students write effectively to convey information.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students communicate with staff to clarify workplace objectives.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision Turnaround New Business Project Multiplayer Competition All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance.
Students acquire foundational knowledge of distribution to understand its role in marketing.	All VBM2.0 lessons allow students to simulate running a distribution center. New Business Project Multiplayer Competition
Students acquire an understanding of fundamental economic concepts to obtain a foundation for employment in business.	
Students differentiate among economic systems to understand the environment in which businesses function.	
Students develop awareness of personal feelings and their impact on others to foster self-understanding.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0)

	New Business Project (VBM2.0)
Students exhibit techniques to manage emotional reactions to people and situations.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students understand others' feelings, needs, and concerns to enhance interpersonal relations.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students manage internal and external business relationships to foster positive interactions.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance. Lessons also allow student to monitor customer comments and employee opinions. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students acquire an understanding of the fundamental principles of money needed to make financial exchanges.	
Students acquire foundational knowledge of marketing-information management to understand its nature and scope.	
Students employ marketing information to plan marketing activities.	
Students utilize information-technology tools to manage and perform work responsibilities. (word processing, email, presentation)	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial data - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Solve mathematical problems that present themselves in marketing.	
Students develop a foundational knowledge of	

pricing to understand its role in marketing.	
Students acquire a foundational knowledge of product/service management to understand its nature and scope.	<u>VBM2.0 Lessons:</u> Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition
Students acquire self-development skills to enhance relationships and improve efficiency in the work environment.	All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting, allowing students to work on their communication skills to improve business performance. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students implement job-seeking skills to obtain employment.	
Students acquire a foundational knowledge of promotion to understand its nature and scope.	
Students acquire fundamental knowledge of selling to understanding its nature and scope.	<u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition
Students acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customers.	
Students employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	