

Kentucky's Career & Technology Skill Standards
Correlation to
Virtual Business – Retailing 2.0 (VBR2.0)
&
Virtual Business – Management 2.0(VBM 2.0) Lessons

Skill Standard	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Administrative Support Services	✓✓✓	✓✓✓
Communication Skills	✓✓	✓✓
Financial Services	✓✓	✓✓
Marketing	✓✓✓	✓✓✓
Retail	✓✓✓	✓✓
Technology	✓	✓

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

The information for this correlation was found at the following web address during 02/07:
<http://www.education.ky.gov/KDE/Instructional+Resources/Career+and+Technical+Education/Skill+Standards+and+Assessments/Skill+Standards+Documents.htm>

Administrative Skills

Skill Standard	Virtual Business Lesson
Apply math and financial skills	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Targeted Marketing Security Financing Supply & Demand Financial Statements Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>
Demonstrate effective written skills	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial statements - which are exportable to Excel where further analysis, calculations, written reports & presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Exhibit workplace skills Ex. punctuality, dress, respect, timeliness on tasks, follow directions; work with minimal supervision, etc.	<p>All VBR2.0 & VBM2.0 lessons require students to follow directions and complete work within a given time period. All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Understand workforce issues Ex. Team vs. individual, ethics, responsibility, confidential/secure, etc.	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment.</p>

	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
<p>Perform administrative support functions</p> <p>Ex. Organizing, appointment coordination, equipment, inventory supplies, forms, technical, filing, distribute materials, etc.</p>	
<p>Demonstrate basic computer skills</p> <p>Ex. Keyboarding, graphics, forms, print, tables, database, word processing, spreadsheets.</p>	<p>All VBR2.0 & VBM2.0 lessons require students to have general computer knowledge in order to complete the goals and objectives. All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial information - which is exportable to Excel where further analysis, calculations, written reports & presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>

Communication Skills

Skill Standard	Virtual Business Lesson
Math and measurement	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Targeted Marketing Security Financing Supply & Demand Financial Statements Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>
Verbal and written communications	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial statements - which are exportable to Excel where further analysis, calculations, written reports & presentations may be generated. All lessons may be completed individually or within a team setting to enhance communication/team skills.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Business planning and operations	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor the current business' profit and to see the direct impact that their decisions have on the profit level.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Teamwork	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or team</p>

	<p>environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Workplace responsibilities – Measurable	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Workforce issues – Measurable	<p>All VBR2.0 & VBM2.0 lessons should be completed within the time allotted by the instructor and all lessons allow students to exercise their problem-solving skills based on the current business situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Workplace responsibilities – Observable	
Workforce issues – Observable	<p>All VBR2.0 & VBM2.0 lessons should be completed within the time allotted by the instructor and all lessons allow students to exercise their problem-solving skills based on the current business situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Workforce issues – Measurable	
Workplace safety and health – Measurable	
Computer use – Measurable	<p>All VBR2.0 & VBM2.0 lessons require students to have general computer knowledge so that they may complete the goals and objectives.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Business planning and operations – Measurable	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments so that changes may be implemented to correct business situations if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Workforce issues – Observable	

Financial Services

Skill Standard	Virtual Business Lesson
Apply math skills.	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Targeted Marketing Security Financing Supply & Demand Financial Statements Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>
Demonstrate listening, oral, and written communication skills.	<p>All VBR2.0 & VBM2.0 lessons require the student to follow directions, improve upon business situations through decision-making and complete the lessons within given time periods.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Use problem-solving techniques.	<p>All VBR2.0 & VBM2.0 lessons require the student to analyze the given business situations and use problem-solving techniques to improve upon the situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Apply generally accepted accounting principles.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated.</p>

	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Possess knowledge of bank products and services.	
Discuss financial service careers.	
Understand interpersonal relationships.	<p>All VBR2.0 & VBM2.0 lessons allow students to view customer comments which may be utilized to improve upon the current business situation if need be.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Multiplayer Competition</p>
Exhibit work ethic	<p>All VBR2.0 & VBM2.0 lessons require the student to follow directions, solve business situations through decision-making and complete the lessons within given time periods.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Demonstrate effective team skills	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Exhibit keyboarding/data entry skills	<p>All VBR2.0 & VBM2.0 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.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Utilize software applications	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial information - 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) Multiplayer Competition (VBM2.0)</p>
Perform clerical duties	
Demonstrate time management skills	<p>All VBR2.0 & VBM2.0 lessons should be completed within the time allotted by the instructor.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Demonstrate marketing skills	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising New Store Project Multiplayer Competitions</p>
Practice safety and security procedures	
Perform banking operations	

Marketing

Skill Standard	Virtual Business Lesson
Understand fundamental business, management, and entrepreneurial concepts that affect business decision making.	<p>All VBR2.0 & VBM2.0 lessons allow students to simulate running their own business and require them to make decisions to enhance business performance. Students may view the current business' product and financial information - 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) Multiplayer Competition (VBM2.0)</p>
Understand concepts, strategies, and systems needed to interact effectively with others.	<p>All VBR2.0 & VBM2.0 lessons may be completed individually or in a team setting. All VBR2.0 & VBM2.0 lessons allow students to view customer comments which may be utilized to improve upon the current business situation if need be.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Multiplayer Competition</p>
Understand the economic principles and concepts fundamental to marketing.	<p><u>VBR2.0 Lessons:</u> Supply & Demand New Store Project Multiplayer Competitions</p>
Understand concepts and strategies needed for career exploration, development, and growth.	<p>All VBR2.0 & VBM2.0 lessons require the students to adjust to changes taking place within the business they are operating, make decisions based on the situations they encounter, set personal goals to improve upon their scores, and manage their time based upon the amount of time they are given to complete assignments.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Understand concepts, strategies, and systems needed to interact effectively with others.	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment.</p> <p>New Store Project (VBR2.0)</p>

	Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)
Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Productivity & Efficiency Sales & Logistics Risk Management & Insurance Surprise Turnaround New Business Project Multiplayer Competition
Understand the financial concepts used in making business decisions.	<u>VBR2.0 Lessons:</u> Financing Basic Financing New Store Project Multiplayer Competitions
Understand the concepts, systems, and tools used to gather, access, synthesize, evaluate and disseminate information for use in making business decisions.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial information - which is exportable to Excel where further calculations, analysis, written reports and presentations may be generated. Market Research (VBR2.0) Targeted Marketing (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)
Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<u>VBR2.0 Lessons:</u> Pricing Advanced Promotion New Store Project Multiplayer Competitions
Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	<u>VBR2.0 Lessons:</u> Pricing Purchasing Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competitions
Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome (Occupational).	<u>VBR2.0 Lessons:</u> Targeted Marketing Promotion Advanced Promotion New Store Project Multiplayer Competitions
Understand the concepts and actions needed	<u>VBR2.0 Lessons:</u>

<p>to determine client needs and wants and respond through planned, personalized communication that influence purchase decisions and enhances future business opportunities</p>	<p>Staffing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
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Retail

Skill Standard	Virtual Business Lesson
Understand fundamental business, management, and entrepreneurial concepts that affect business decision making.	<p>All VBR2.0 & VBM2.0 lessons allow students to simulate running their own business and require them to make decisions to enhance business performance. Students may view the current business' product and financial information - 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) Multiplayer Competition (VBM2.0)</p>
Understand concepts, strategies, and systems needed to interact effectively with others.	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Understand the economic principles and concepts fundamental to marketing	<p><u>VBR2.0 Lessons:</u> Supply & Demand New Store Project Multiplayer Competitions</p>
<p>Understand concepts and strategies needed for career exploration and growth.</p> <p>Ex. Application, interview, resume, follow up, etc</p>	<p>All VBR2.0 & VBM2.0 lessons require the students to adjust to changes taking place within the business they are operating, make decisions based on the situations they encounter, set personal goals to improve upon their scores, and manage their time based upon the amount of time they are given to complete assignments.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Initiate customer contact	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to improve upon the current business situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Build customer relations	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to improve upon the current business situation.</p>

	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Determine customer needs	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to improve upon the current business situation.</p> <p>Market Research (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
Build the sale	<p><u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing Merchandising New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Close the sale	
Take inventory	<p><u>VBR2.0 Lessons:</u> Purchasing Security New Store Project Multiplayer Competitions</p>
Transfer inventory	
Maintain stock, selling, and customer service area	<p><u>VBR2.0 Lessons:</u> Staffing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Productivity & Efficiency Sales & Logistics New Business Project Multiplayer Competition</p>
Maintain product presentation and displays	<p><u>VBR2.0 Lessons:</u> Merchandising New Store Project Multiplayer Competitions</p>
Identify and prevent loss	<p><u>VBR2.0 Lessons:</u> Security</p>

	New Store Project Multiplayer Competitions
Follow safety procedures	
Support co-workers	All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)
Create competitive advantage	All VBR2.0 & VBM2.0 lessons contain competitor businesses that students must consider when making decisions. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)

Technology

Skill Standard	Virtual Business Lesson
Communications and teamwork.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial information - 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) Multiplayer Competition (VBM2.0)</p>
Math and measurement.	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Targeted Marketing Security Financing Supply & Demand Financial Statements Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>
Business planning and operations.	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor the current business' profit and they are able to see the direct impact that their decisions have on the profit.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)</p>
<p>Learning Skills</p> <p>Ex. Preferred learning styles, org logic, team concepts, directions, etc</p>	<p>All VBR2.0 & VBM2.0 lessons require students to follow oral and written instructions.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0)</p>

	Multiplayer Competition (VBM2.0)
Communication and teamwork.	All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)
Workplace safety and health	
Problem solving	All VBR2.0 & VBM2.0 lessons require students to evaluate the current business situation and use problem solving skills in order to improve upon that situation. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)
Quality assurance	
Business planning and operations	All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to improve upon the current business situation if necessary. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)
Workforce issues	
Workplace skills	All VBR2.0 & VBM2.0 lessons require students to follow directions and complete work within a given time period. All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) Multiplayer Competition (VBM2.0)
The characteristics and scope of technology	
The core concepts of technology Ex. Systems, resources, requirements, optimization, processes, and controls.	VBM2.0 Lessons: Resumes & Employee Selection Productivity & Efficiency Sales & Logistics New Business Project Multiplayer Competition
Relationships among technologies and the connections between technology and other fields.	
The cultural, social, economic, and political effects of technology	
The effects of technology on the environment	

The role of society in the development and use of technology	
The influence of technology on history	
The attributes of design	
Engineering design	
The role of troubleshooting, research and development, invention, and innovations, and experimentation in problem solving	
Apply design processes	
Use and maintain technological products and systems	
Assess the impact of products and systems	
Medical technologies	
Agricultural and related biotechnologies	
Energy and power technologies	
Information and communication	
Transportation technologies	
Manufacturing technologies	
Construction technologies	