

Louisiana's Content Standards Business Education and Marketing Education

Correlation to Virtual Business – Retailing 2.0 (VBR2.0) and Virtual Business – Management 2.0 (VBM2.0) Lessons

Standard	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Business Education		
Accounting	✓✓✓	✓✓✓
Administrative Support	✓✓✓	✓✓✓
Business Administration & Management	✓✓	✓✓
Economics/Finance	✓✓✓	✓✓✓
Information Systems	✓✓	✓✓
Marketing Education		
Business, Management & Entrepreneurship	✓✓✓	✓✓✓
Communication & Interpersonal Skills	✓✓	✓✓
Economic Foundations	✓✓	✓✓
Professional Development	✓✓	✓✓
Distribution	✓	✓✓✓
Financing	✓✓✓	✓✓✓
Marketing-Information Management	✓✓✓	✓
Pricing	✓✓✓	✓✓✓
Product/Service Management	✓✓	✓
Promotion	✓✓	N/A
Selling	✓✓	✓✓✓

Legend ✓ Some correlation to the competency ✓✓ High correlation to the competency ✓✓✓ Very high correlation to the competency

The information for this correlation was found at the following web address during 03/2007:
<http://www.doe.state.la.us/ide/family/514.html>

Accounting

Standard	Virtual Business Lesson
Understand and apply basic accounting principles and procedures	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further calculations, analysis, written reports and presentations may be generated.</p> <p>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Use automated accounting procedures to apply basic accounting principles and pursue advanced accounting methods	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements which are exportable to Excel where calculations, analysis, reports and presentations may be generated.</p> <p>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Research careers and apply skills needed for initial and continued employment	<p>All VBR2.0 & VBM2.0 lessons allow students to explore the different functions involved in operating a business and to determine their likes and dislikes of these areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Administrative Support

Standard	Virtual Business Lesson
Develop attitudes, procedures, and skills necessary to function effectively in a variety of electronic offices	<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. All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment. All VBR2.0 & VBM2.0 lessons require students to evaluate the current business situation and use problem solving skills to improve upon that situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Use appropriate communication skills to communicate in a business environment	<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) New Business Project (VBM2.0)</p>
Demonstrate the ability to use standard equipment found in a variety of modern offices	<p>All VBR2.0 & VBM2.0 lessons require that the student use a computer to run the simulation,</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Demonstrate successful job competencies as senior cooperative education students through classroom instruction and on-the-job training at approved business office sites	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Demonstrate the ability to maintain business and personal records	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' 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) New Business Project (VBM2.0)</p>

Business Administration and Management

Standard	Virtual Business Lesson
Apply business law principles to personal and business settings	
Explore the role of an entrepreneur and apply the concepts of entrepreneurship	<p>All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating your own business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Understand the American business system in order to function as a productive citizen, consumer, and worker	<p><u>VBR2.0 Lessons:</u> Supply & Demand Financing New Store Project Multiplayer Competitions</p>
Identify and explain the importance of business management concepts and the role of marketing in the global business environment	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Market Research Financing Targeted Marketing Merchandising Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition</p>

Economics/Finance

Standard	Virtual Business Lesson
<p>Use economic concepts to understand and make reasoned decisions about economic issues</p>	<p><u>VBR2.0 Lessons:</u> Supply & Demand New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> New Business Project Multiplayer Competition</p>
<p>Apply math computational and problem-solving skills in personal, business, and consumer applications</p>	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Targeted Marketing Advanced Promotion Security Supply & Demand Financial Statements Financing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>

Information Systems

Standard	Virtual Business Lesson
Utilize current technology and information processing concepts for personal and business 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) New Business Project (VBM2.0)</p>
Produce business and personal presentations using multimedia technology	<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) New Business Project (VBM2.0)</p>
Apply desktop publishing concepts and effective communication techniques to produce business and personal documents	
Apply proper keyboarding techniques to input data and produce personal and business documents	<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) New Business Project (VBM2.0)</p>
Explore the telecommunications systems	
Produce various business documents using word processing concepts and procedures	<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) New Business Project (VBM2.0)</p>

Marketing Education

Business, Management, and Entrepreneurship

Standard	Virtual Business Lesson
Demonstrate an understanding of business fundamentals.	<p>All VBR2.0 & VBM2.0 lessons allow students to explore the different functions involved in operating a business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Analyze business risk	<p>All VBR2.0 & VBM2.0 lessons allow students to explore the different functions involved in operating a business and to determine the risks and benefits of those particular areas.</p> <p>Security (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Demonstrate an understanding of the fundamental functions of marketing management	<p><u>VBR2.0 Lessons:</u> Staffing Pricing Purchasing Promotion Financing Merchandising Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p>

Communication and Interpersonal Skills

Standard	Virtual Business Activity
Demonstrate the ability to apply the fundamentals of communication	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment. 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) New Business Project (VBM2.0)</p>
Demonstrate interpersonal skills that contribute to positive relationships	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment. 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) New Business Project (VBM2.0)</p>
Demonstrate positive work ethics in the workplace	
Demonstrate skills for positive working relationships	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Demonstrate the ability to interact with customers	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor the customer comments which may be used to improve upon the current business situation if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply strategies for dealing with conflict	<p>All VBR2.0 & VBM2.0 lessons present students with a given business situation and the students must utilize their problem solving capabilities to improve upon the current situation.</p> <p>New Store Project (VBR2.0)</p>

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

Standard	Virtual Business Lesson
Understand basic economic concepts	<p><u>VBR2.0 Lessons:</u> Supply & Demand Pricing Advanced Promotion New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> New Business Project Multiplayer Competition</p>
Examine the characteristics of economic systems	<p><u>VBR2.0 Lessons:</u> Staffing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Strikes, Unions & Collective Bargaining Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
Examine economic indicators and trends	
Examine global economies	

Professional Development

Standard	Virtual Business Lesson
Develop self-understanding	<p>All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to discover their strengths and weaknesses within these areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply criteria for self-development	<p>All VBR2.0 & VBM2.0 lessons should be completed within the time allotted by the instructor. All VBR2.0 & VBM2.0 lessons present a current business situation and students must apply their decision making and problem solving skills to improve upon the current situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply career-planning strategies	
Demonstrate job-seeking skills	
Understand the importance of continuing career development	<p>All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to discover their strengths and weaknesses within these areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Distribution

Standard	Virtual Business Lesson
Examine the nature and scope of distribution	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>
Understand the concepts involved in order fulfillment	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be utilized to improve upon the current business situation if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Examine the process of warehousing and stock handling	<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>

Financing

Standard	Virtual Business Lesson
Demonstrate an understanding of the nature and scope of the financing function	<p><u>VBR2.0 Lessons:</u> Financing Promotion Targeted Marketing Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Forms of Ownership: Capital New Business Project Multiplayer Competition</p>
Demonstrate an understanding of the purpose and importance of credit	<p><u>VBR2.0 Lessons:</u> Financing New Store Project Multiplayer Competitions</p>
Interpret financial documents	<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>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Marketing-Information Management

Standard	Virtual Business Lesson
Demonstrate an understanding of the nature and scope of marketing-information management	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions
Explain the nature of marketing research	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions
Discuss information processing	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions
Discuss information reporting	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. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Describe marketing planning	<u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing New Store Project Multiplayer Competitions

Pricing

Standard

Virtual Business Lesson

Demonstrate an understanding of the nature and scope of the pricing function	<u>VBR2.0 Lessons:</u> Pricing Advanced Promotion New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition
Analyze and explain the factors affecting pricing decisions	<u>VBR2.0 Lessons:</u> Pricing Advanced Promotion New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition

Product/Service Management

Standard	Virtual Business Lesson
Demonstrate understanding of the nature and scope of the product/service management function	<p><u>VBR2.0 Lessons:</u> Purchasing Turnaround Merchandising New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
Plan product mix	<p><u>VBR2.0 Lessons:</u> Purchasing Turnaround Merchandising New Store Project Multiplayer Competitions</p>
Describe the factors used by marketers to position a product, service or business	
Evaluate the importance of quality assurances on product/service management	

Promotion

Standard	Virtual Business Lesson
Demonstrate an understanding of the nature and scope of promotion as a marketing function	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions
Explain the role of advertising as part of a promotional mix	<u>VBR2.0 Lessons:</u> Promotion New Store Project Multiplayer Competitions
Explain the role of sales promotion as part of a promotional mix	<u>VBR2.0 Lessons:</u> Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions
Explain the role of publicity/public relations as part of a promotional mix	

Selling

Standard	Virtual Business Lesson
Demonstrate an understanding of the nature and scope of selling	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which allow them to make changes to the current business if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Understand the need for the development of product knowledge	<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) New Business Project (VBM2.0)</p>
Demonstrate an understanding of the process and techniques of selling	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which allow them to make changes to the current business if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Understand the support activities relating to selling	<p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>