

Missouri's Business Education Competencies
 Correlation to
Virtual Business – Retailing 2.0 (VBR2.0)
 &
Virtual Business – Management (VBM) Lessons

BE Competencies	Virtual Business Retailing 2.0	Virtual Business Management
Accounting I and II	✓✓✓	✓✓✓
Business Communications	✓✓	✓✓
Business Economics	✓✓✓	✓✓✓
Business Management	✓✓✓	✓✓✓
Business Technology	✓✓✓	✓✓✓
Computer Business Applications	✓✓✓	✓✓✓
International Business	N/A	✓✓✓
Introduction to Business	✓✓✓	✓✓✓
Mathematics in Business	✓✓✓	✓✓✓

Legend ✓ Some correlation to Competencies ✓✓ High correlation to Competencies ✓✓✓ Very High correlation to Competencies

Information used for this correlation was found at the following web address during 12/2004:

http://www.dese.state.mo.us/divvoted/biz_be_competencies.htm

Accounting I and II

BE Competency	Virtual Business Lesson
Apply Accounting Concepts	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)
Complete the Accounting Cycle Process	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)
Maintain Cash Control	
Complete Payroll Procedures	
Complete Special Accounting Procedures	All VBR2.0 & VBM Lessons allow students to click on an accounting term in order to view its definition, New Store Project (VBR2.0),
Maintain Computerized Accounting Systems	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)
Demonstrate Employability Skills	All VBR2.0 & VBM Lessons require students to evaluate the current business situation and to utilize their problem solving skills in order to improve upon that situation, All VBR2.0 & VBM Lessons may be completed within an individual or team environment, All VBR2.0 & VBM Lessons must be completed within the time period allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Complete the Accounting Cycle Process for Departmentalized Business	
Prepare Advanced Accounting Adjustments	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)
Complete the Accounting Cycle Process for Corporations	
Complete Cost Accounting Procedures	
Complete Managerial Accounting Procedures	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 the Appropriate Accounting Principles to Various Forms of Ownership	
Manage Computerized Accounting Systems	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)

Business Communication Competencies

BE Competency

Virtual Business Lesson

Develop Communication Foundation Skills	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, All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop Social Communication Skills	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use Technological Communications	
Develop Employment Communication Skills	
Develop Organizational Communication Skills	

Business Economics Competencies

BE Competency	Virtual Business Lesson
Production	Supply & Demand (VBR2.0), Staffing (VBR2.0), Basic Staffing (VBM), Organization (VBM), Recruiting & Hiring (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Consumption	A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Basic Operations (VBM), Purchasing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Exchange	Supply & Demand (VBR2.0), Pricing (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Financing (VBR2.0), Basic Financing (VBM), Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM), E-Commerce Systems (VBM), Geographic Info Systems (VBM), Telecommuting (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Savings	Financing (VBR2.0), Basic Financing (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Investment	Exchange Rates (VBM), All VBR2.0 & VBM Lessons establish competitor stores for the students to compete against, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Measurement Concepts and Methods	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)
Careers	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 those individual areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Business Management Competencies

BA Competency	Virtual Business Lesson
Apply Economic Concepts	Supply & Demand (VBR2.0), Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify Management Responsibilities	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Financing (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (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), Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Fleet Management (VBM), Warehouse Layout (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use of Communication Skills	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Demonstrate Interpersonal Skills	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Define Elements of Marketing	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (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)
Explain Financial Issues	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, All VBR2.0 & VBM Lessons allow students to evaluate how to obtain the best business results using the lowest cost, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Explore Human Resources	Recruiting & Hiring (VBM), Organization (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Training (VBM), Basic Staffing (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
Discuss Legal, Ethical, and Social Aspects	

Business Technology Competencies

BE Competency	Virtual Business Lesson
Explore Careers in Business	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their strengths and weaknesses, likes and dislikes within those areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Prepare for Employment	
Develop Career Management Strategies	
Communicate Effectively	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)
Use Business Equipment	
Demonstrate Proper Workplace Behaviors	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply Business Administrative Skills	All VBR2.0 & VBM Lessons require students to evaluate the current business situation and then utilize problem-solving and critical-thinking skills in order to improve upon that situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply Technology to Business Applications	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)
Use Internet as a Business Tool	
Demonstrate Entrepreneurial Awareness	All VBR2.0 & VBM Lessons allow students to evaluate the risks and benefits involved in operating your own business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Computer Business Applications Competencies

BE Competency	Virtual Business Lesson
Apply Input Methods	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)
Execute Basic Computer Operations	All VBR2.0 & VBM Lessons require students to know the basic requirements involved in operating a computer in order to complete the objectives and goals of the lessons, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use Word Processing Applications	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)
Use Spreadsheet Applications	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)
Use Database Applications	
Apply Desktop Publishing Principles	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)
Use Presentation 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)
Explore the Internet	
Use Multimedia in Applications	
Create a Web Page	

International Business Competencies

BE Competency

Virtual Business Lesson

BE Competency	Virtual Business Lesson
Investigate the Global Business Environment	
Explain International Business Structures	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
Investigate International Finance	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
Investigate International Trade	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
Investigate International Marketing	
Identify and Explore International Career Opportunities	

Introduction to Business Competencies

BE Competency	Virtual Business Lesson
Develop Research Skills	
Develop Communication and Interpersonal Skills	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, All VBR2.0 & VBM Lessons require students to evaluate the current business situation and to utilize their decision making skills in order to improve upon that situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop Employability Skills	All VBR2.0 & VBM Lessons allow students to experience the functions that are involved in operating a business and to determine their strengths and weaknesses, likes and dislikes within these areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Investigate Business Operations	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Financing (VBR2.0), Security (VBR2.0), Market Research (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), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Fleet Management (VBM), Warehouse Layout (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop Economic Awareness	Supply & Demand (VBR2.0), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Explore Entrepreneurship	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 as well as to determine the risks and benefits involved in operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Manage Personal Finance	
Make Wise Consumer Choices	

Mathematics in Business Competencies

BE Competency	Virtual Business Lesson
Math Applications	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Financing (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), Supply & 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), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM), Training (VBM), Wages & Employment (VBM), Fleet Management (VBM), Warehouse Layout (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Workplace Technology	Pricing (VBR2.0), Advanced Promotion (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Financing (VBR2.0), Basic Financing (VBM), New Store Project (VBR2.0), Multiplayer Competitions (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
Personal Money Management	
Entrepreneurial Math	New Store Project (VBR2.0), Financing (VBR2.0), Basic Financing (VBM), 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
International Math	Exchange Rates (VBM), Country Selection (VBM), Intro to Int'l Business (VBM), Tariffs & Protectionism (VBM)

Missouri's Marketing Education Competencies
 Correlation to
Virtual Business – Retailing (VBR)
 &
Virtual Business – Management (VBM) Activities

ME Competency	Virtual Business Retailing	Virtual Business Management
Communications in Marketing	✓✓✓	✓✓✓
Employment & Advancement	✓	✓
Marketing Operations	✓✓✓	✓✓✓
Advertising & Sales Promotion	✓✓✓	N/A
Marketing Concepts	✓✓✓	✓✓✓
Economic Concepts	✓✓✓	✓✓✓
Human Relations	✓✓	✓✓✓
Marketing Management	✓✓✓	✓
Selling	✓	✓

Legend ✓ Some correlation to Competencies ✓✓ High correlation to Competencies ✓✓✓ Very High correlation to Competencies

The information for this correlation was found at the following web address during 08/2004:

http://www.dese.state.mo.us/divvoted/mark_cur_learner_outcomes.htm

Communications in Marketing

ME Competency

Virtual Business Lesson

Facilitate communications among employees, management, and customers.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Interpret marketing information.	Market Research (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)
Train employees.	Training (VBM)
Use oral communication in marketing.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use written communications in marketing.	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)

Employment & Advancement

ME Competency

Virtual Business Lesson

Apply marketing management abilities.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their strengths and weaknesses, likes and dislikes within these areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Complete a marketing employment interview.	
Identify a marketing occupational objective.	
Secure a marketing position.	
Secure advanced marketing employment.	

Marketing Operations

ME Competency	Virtual Business Lesson
Calculate prices of products or services.	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)
Handle payments for purchases of products or services.	
Operate a check-out area.	
Perform basic mathematical computations in marketing.	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), Financing (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)
Process purchase/payment forms and records.	
Manage inventory.	Purchasing (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 financial statements.	Financial Statements (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 inventory control.	Purchasing (VBR2.0), Security (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)

Advertising & Sales Promotion

ME Competency

Virtual Business Lesson

Analyze the advertising media.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Evaluate promotional activities.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Manage promotional activities.	
Develop and plan promotional activities.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Utilize visual merchandising in the promotion mix.	Merchandising (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Marketing Concepts

ME Competency	Virtual Business Lesson
Analyze the marketing mix.	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (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)
Classify channels of distribution.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a retail convenience store and a distribution center, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify marketing strategies.	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (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)
Identify markets for a product and/or service.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify the importance of marketing.	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (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)
Describe the importance of international marketing.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)

Economic Concepts

ME Competency	Virtual Business Lesson
Identify business risks in the marketplace.	All VBR2.0 & VBM Lessons allow students to experience the risks and benefits that accompany operating your own business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify Gross Domestic Product.	
Understand economics and economic activities.	Supply & Demand (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
Understand government regulations in marketing enterprises.	Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM)
Understand profits.	Pricing (VBR2.0), Basic Operations (VBM), All VBR2.0 & VBM Lessons allow students to monitor the profit level for the current business and to determine how their business actions impact the profit, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the private enterprise system.	All VBR2.0 & VBM Lessons introduce a competitor store for students to consider when making business decisions, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Understand the relationship between supply and demand.	Supply & Demand (VBR2.0), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Human Relations

ME Competency

Virtual Business Lesson

Develop effective personal human relations skills for marketing.	
Identify the ethical and social responsibilities of marketing.	
Motivate marketing employees.	Employee Evaluation (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
Participate in professional marketing related activities.	
Understand human relations in a marketing enterprise.	Organization (VBM), Basic Staffing (VBM), Training (VBM), Recruiting & Hiring (VBM), Wages & Employment (VBM), Staffing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Participate in problem solving work teams.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Marketing Management

ME Competency

Virtual Business Lesson

Conduct marketing research.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop specific products and/or services for specific markets.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), Purchasing (VBR2.0), Merchandising (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Establish pricing policies.	Pricing (VBR2.0), Advanced Promotion (VBR2.0) Basic Pricing (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Examine the development of new products.	
Plan for product and services in the marketplace.	
Understand the marketing cycle of a product.	

Selling

ME Competency

Virtual Business Lesson

ME Competency	Virtual Business Lesson
Plan a sales presentation.	
Conduct a sales presentation.	
Identify various types of selling.	
Utilize specialized selling techniques.	
Utilize organizational skills in professional selling.	
Understand the buying process.	Market Research (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)