

**North Carolina Course Blueprints**  
**Correlation to**  
**Virtual Business – Retailing 2.0 (VBR2.0)**  
**&**  
**Virtual Business – Management 2.0 (VBM2.0) Lessons**

<b>Blueprint</b>	<b>Virtual Business Retailing 2.0</b>	<b>Virtual Business Management 2.0</b>
E-Commerce I 6415	N/A	N/A
Computer Applications I 6411	✓✓	✓✓
Marketing 6621	✓✓✓	✓✓✓
Marketing Management 6622	✓✓✓	✓✓✓
Principles of Business & Personal Finance 6200/6600	✓✓	✓✓
Exploring Business Technologies: Business and Marketing 6208	✓✓✓	✓✓✓
Marketing Technology & Media 6665	✓✓	✓
Business Management and Applications 6225	✓✓✓	✓✓✓
Computerized Accounting I 6311	✓✓	✓✓
Computerized Accounting II 6312	✓✓	✓✓
Business Computer Technology 6400	✓✓✓	✓✓
Small Business Entrepreneurship BE6235/ME6615	✓✓✓	✓✓✓
Keyboarding 6511	✓✓✓	✓✓✓

**Legend** ✓ Some correlation to Blueprints ✓✓ High correlation to Blueprints ✓✓✓ Very High correlation to Blueprints

The information for this correlation was found at the following web address during 02/2007:  
[http://www.ncpublicschools.org/workforce\\_development/vocats/blueprints/index.html](http://www.ncpublicschools.org/workforce_development/vocats/blueprints/index.html)

## E-Commerce 6415

Course Blueprint	Virtual Business Lesson
ECO1. Understand the e-commerce environment.	
ECO2. Understand the impact of the Internet on business.	
ECO3. Analyze e-business structure.	
ECO4. Apply copyright and trademark laws to an e-business website.	
ECO5. Analyze legislation affecting e-businesses.	
ECO6. Create visual design elements for an e-business website.	
ECO7. Understand pre- and post-production issues for an e-business website.	
ECO8. Create web pages for an e-business website.	

## Computer Applications I 6411

Course Blueprint	Virtual Business Lesson
CO01. Discuss business communication hazards, techniques, system maintenance and navigation.	
CO02. Use alternative input devices and techniques (tablet PC, voice recognition software, and mini mobile storage devices).	
CO03. Use handheld devices	
CO04. Use word processing software with alternative input devices.	<p>All VBR2.0 &amp; 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 Business Project (VBM2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
CO05. Use desktop publishing software with alternative input devices.	
CO06. Use spreadsheet software with alternative input devices.	<p>All VBR2.0 &amp; 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 Business Project (VBM2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
CO07. Use database software with alternative input devices.	
CO08. Use presentation software.	<p>All VBR2.0 &amp; 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 Business Project (VBM2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
CO09. Complete a Capstone Project integrating all applications.	<p>All VBR2.0 &amp; 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 Business Project (VBM2.0)</p>

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

## Marketing 6621

Course Blueprint	Virtual Business Lesson
MA01.00. Understand the components of the Marketing course.	The VBR2.0 software is used in a formal competitive event sponsored by DECA and Knowledge Matters, Inc.
<p>MA02.00. Understand marketing foundations</p> <p>Ex: The importance of marketing, marketing mix, and ways to reach markets.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing (VBR2.0)            Purchasing (VBR2.0)            Promotion (VBR2.0)            Market Research (VBR2.0)            Targeted Marketing (VBR2.0)            Merchandising (VBR2.0)            Advanced Promotion (VBR2.0)            New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b>            Sales &amp; Logistics            Multiplayer Competitions            New Business Project</p>
<p>MA03.00. Understand the economic principles and concepts fundamental to marketing.</p> <p>Ex. Technology, supply &amp; demand, measurements/economic cycle, free enterprise, forms of business ownership</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Supply &amp; Demand (VBR2.0)            Pricing (VBR2.0)            Advanced Promotion (VBR2.0)            New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b>            Sales &amp; Logistics            Forms of Ownership: Capital            Forms of Ownership: Liability            Multiplayer Competitions            New Business Project</p>
<p>MA04.00. Understand communication skills and the impact on human relationships.</p> <p>Ex. Verbal &amp; non-verbal communication, managing emotional reactions in HR, technology used in communication.</p>	<p><b><u>All VBR2.0 &amp; VBM2.0 Lessons:</u></b>            May be completed within an individual or group environment. All VBR2.0 &amp; VBM Lessons allow students to monitor customer and/or employee comments which allows students to make business decisions to alter the situation if necessary,</p> <p>New Store Project (VBR2.0)            Multiplayer Competition (VBR2 &amp; VBM2.0)            New Business Project (VBM2.0)</p>
MA05.00. Apply effective selling techniques.	<p><b><u>VBR2.0 Lessons:</u></b>            New Store Project</p>

<p>Ex. Importance of selling, summary of sales process, and execute sales transactions.</p>	<p>Multiplayer Competitions</p> <p><b><u>VBM2.0 Lessons:</u></b>  Sales &amp; Logistics  New Business Project  Multiplayer Competition</p>
<p>MA06.00. Apply promotional strategies.</p> <p>Ex. Promotion, promotional mix, advertising, visual merchandising, sales promotions, public relations, promotional techniques.</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Sales &amp; Logistics  New Business Project  Multiplayer Competition</p>
<p>MA07.00. Understand distribution of products.</p> <p>Ex. Channels of distribution, activities of physical distribution.</p>	<p>VBM2.0 is a simulation of a distribution warehouse.</p> <p><b><u>VBM2.0 Lessons:</u></b>  Productivity &amp; Logistics  Sales &amp; Logistics  Risk Management &amp; Insurance  Surprise  Turnaround  New Business Project  Multiplayer Competition</p>
<p>MA08.00. Analyze career options in marketing.</p>	
<p>MA09.00 Create strategies for job attainment.</p> <p>Ex. Obtain a job, create career portfolio</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  New Business Project  Multiplayer Competition</p>

## Marketing Management 6622

Course Blueprint	Virtual Business Lesson
<p>MRO1.00 Understand the concept of leadership.</p> <p>Ex. Personal traits/skills, leadership styles, steps in decision making.</p>	<p><b><u>VBM2.0 Lessons:</u></b>            Resume &amp; Employee Selection            Employee Opinions            Employee Supervision            Strikes, Unions &amp; Collective Bargaining Turnaround            New Business Project            Multiplayer Competition</p>
<p>MRO2.00 Understand the management process.</p> <p>Ex. Four functions of mgmt, responsibilities at various levels mgmt, company objectives vs. mgmt process</p>	<p>All VBM2.0 lessons apply to this Foundation of Management standard.</p> <p><b><u>VBM2.0 Lessons:</u></b>            New Business Project            Multiplayer Competition</p>
<p>MRO3.00 Understand the importance of recruiting, retaining, interviewing, selecting, orienting, and training employees.</p>	<p><b><u>VBM2.0 Lessons:</u></b>            Resume &amp; Employee Selection            Employee Opinions            Employee Supervision            Strikes, Unions &amp; Collective Bargaining Turnaround            New Business Project            Multiplayer Competition</p>
<p>MRO4.00 Understand the roles of law, regulations, communication and evaluation in human resource management (and productivity)</p> <p>.</p>	<p><b><u>VBM2.0 Lessons:</u></b>            Resume &amp; Employee Selection            Employee Opinions            Employee Supervision            Strikes, Unions &amp; Collective Bargaining Turnaround            New Business Project            Multiplayer Competition</p>
<p>MR05.00 Understand the economic foundations of marketing management.</p> <p>Ex. Stages in business cycle, econ measurement vs. growth, organized labor, global marketing, and international trade.</p>	<p><b><u>VBM2.0 Lessons:</u></b>            Strikes, Unions &amp; Collective Bargaining            Sales &amp; Logistics            New Business Project            Multiplayer Competition</p>
<p>MR06.00 Understand the role of financing in marketing management</p> <p>Ex. Business records, budgets</p>	<p><b><u>VBM2.0 Lessons:</u></b>            Productivity &amp; Efficiency            Sales &amp; Logistics            Forms of Ownership: Capital            Forms of Ownership: Taxes            New Business Project            Multiplayer Competition</p>
<p>MR07.00 Analyze the importance of</p>	<p>All VBR2.0 &amp; VBM Lessons allow students</p>

<p>information management and critical business decisions.</p> <p>Ex. Marketing information and making decisions, marketing plans</p>	<p>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><b><u>VBM2.0 Lessons:</u></b>  New Business Project  Multiplayer Competition</p>
<p>MR08.00 Understand product/service management</p> <p>Ex. Product assortments, QA, product positioning</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Productivity &amp; Efficiency  Sales &amp; Logistics  New Business Project  Multiplayer Competition  Surprise  Turnaround  New Business Project  Multiplayer Competition</p>
<p>MR09.00 Analyze pricing</p> <p>Ex. Foundations, objectives, policies &amp; strategies</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Sales &amp; Logistics  Turnaround  New Business Project  Multiplayer Competition</p>
<p>MR10.00 Analyze the management of distribution, promotion, and selling</p> <p>Ex. Channel member relationships, mgmt of distribution process, promotional activities, sales mgmt.</p>	<p><b><u>All VBM2.0</u></b> lessons apply to this Management of Distribution standard.</p>

## Principles of Business and Personal Finance 6200/6600

Course Blueprint	Virtual Business Lesson
PB01.00. Explain the key characteristics of the private enterprise system.	All VBR2.0 & VBM Lessons allow students to experience what it is like to operate a retail convenience store and a distribution center, New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)
PB02.00. Analyze the role of the consumer as a responsible citizen.	
PB03.00. Demonstrate effective leadership/communication skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment. New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)
PB04.00. Explain the effect and importance of taxes.	<b><u>VBM2.0 Lessons:</u></b> Forms of Ownership: Taxes New Business Project Multiplayer Competition
PB05.00. Identify the key characteristics of government spending.	
PB06.00. Explain the importance of money management among government, business, and the consumer.	
PB07.00. Explain the importance of banking among government, business, and the consumer.	
PB08.00. Explain the concept of credit and its effect on the individual and the total economy.	Financing (VBR2.0)
PB09.00. Explain the theory of savings and investments in our economy.	
PB10.00. Explain the various types of insurance and explain how each provides protection against possible loss.	<b><u>VBM2.0 Lessons:</u></b> Risk Management & Insurance New Business Project Multiplayer Competition
PB11.00. Analyze and develop an individualized career plan.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved with operating a business and to determine their strengths and weaknesses, likes and dislikes within these areas. New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)
PB12.00. Demonstrate proper procedures for obtaining a job.	<b><u>VBM2.0 Lessons:</u></b> Resumes & Employee Selection New Business Project Multiplayer Competition

## Exploring Business Technologies: Business and Marketing 6208

Course Blueprint	Virtual Business Lesson
001. Describe economic systems and the nature of business.	<p><b><u>VBR2.0 Lessons:</u></b>            Supply &amp; Demand (VBR2.0)            Pricing (VBR2.0)            Purchasing (VBR2.0)            Staffing (VBR2.0)            Promotion (VBR2.0)            Financing (VBR2.0)            Merchandising (VBR2.0)            Market Research (VBR2.0)            Targeted Marketing (VBR2.0)            Turnaround (VBR2.0)            New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            New Business Project            Multiplayer Competition</p>
002. Examine education requirements, job responsibilities, employment trends and opportunities for careers in Information Systems.	
003. Examine education requirements, job responsibilities, employment trends and opportunities for careers in Accounting and Finance.	<p>All VBR2.0 &amp; VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, forms and templates may be generated.            New Store Project (VBR2.0)            Multiplayer Competitions (VBR2, VBM2.0)            New Business Project (VBM2.0)</p>
004. Examine education requirements, job responsibilities, employment trends and opportunities for careers in Office Systems Technology.	
005. Examine education requirements, job responsibilities, employment trends and opportunities for careers in Business Administration/Management.	<p><b><u>All VBM2.0 lessons</u></b> apply to this standard regarding job responsibilities in Business Management.</p> <p>New Business Project            Multiplayer Competition</p>
006. Examine education requirements, job responsibilities, employment trends and opportunities for careers in Marketing.	<p>VBR2.0 Lessons:            Pricing (VBR2.0)            Purchasing (VBR2.0)            Promotion (VBR2.0)            Market Research (VBR2.0)</p>

	<p>Targeted Marketing (VBR2.0)  Merchandising (VBR2.0)  Advanced Promotion (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b>  Sales &amp; Logistics  New Business Project  Multiplayer Competition</p>
007. Examine education requirements, job responsibilities, employment trends and opportunities for entrepreneurs.	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to experience operating their own retail convenience store and/or distribution center.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2, VBM2.0)  New Business Project</p>
008. Summarize exploration experiences for Business and Marketing careers and create/update a career development plan.	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to experience the different functions involved in operating a business and to determine individual strengths and weaknesses, likes and dislikes within these areas.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2, VBM2.0)  New Business Project</p>

## Marketing Technology & Media 6665

Course Blueprint	Virtual Business Lesson
MT01.00 Understand the principles of marketing technologies.	The VBR2.0 software is used in a formal competitive event sponsored by DECA and Knowledge Matters, Inc.
MT02.00 Apply the concepts of marketing research.	<b><u>VBR2.0 Lessons:</u></b> Market Research (VBR2.0) Targeted Marketing (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)
MT03.00 Understand the impact of marketing information management.	
MT04.00 Analyze consumer behavior and buying motives	<b><u>VBM2.0 Lessons:</u></b> Sales & Logistics Turnaround New Business Project Multiplayer Competition
MT05.00 Understand positioning & branding	
MT06.00 Analyze the impact of marketing technologies on the marketing mix	
MT07.00 Analyze pricing strategies	<b><u>VBM2.0 Lessons:</u></b> Sales & Logistics New Business Project Multiplayer Competition
MT08.00 Understand technology's role in the distribution of products.	
MT09.00 Understand the role of technology in developing and maintaining customer relationships.  Ex. Customer service vs. e-marketing, personalization, permission marketing.	

## Business Management and Applications 6225

Course Blueprint	Virtual Business Lesson
BM001. Develop personal management skills needed to function effectively and efficiently in a business environment.	<p>All VBR2.0 &amp; VBM2.0 Lessons may be completed within an individual or team environment, All VBR2.0 &amp; VBM2.0 Lessons allow students to experience the different functions involved in operating a business and to determine individual strengths and weaknesses within these areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
BM002. Analyze the management functions and their implementation and integration within the business environment.	<p>All VBR2.0 &amp; VBM2.0 Lessons require students to evaluate the current business situation and to utilize decision-making skills in order to improve upon this situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
BM003. Examine the role of ethics and social responsibility in business decision making.	<p><b><u>VBM2.0 Lessons:</u></b> Strikes, Unions &amp; Collective Bargaining New Business Project Multiplayer Competitions</p>
BM004. Explain human resource functions and their importance to an organization's successful operation.	<p><b><u>VBM2.0 Lessons:</u></b> Resumes &amp; Employee Selection Employee Opinions Employee Supervision Strikes, Unions &amp; Collective Bargaining Turnaround New Business Project Multiplayer Competition</p>
BM005. Develop communication skills needed to function effectively and efficiently in a business environment.	<p>All VBR2.0 &amp; VBM2.0 Lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
BM006. Utilize information and technology tools needed to conduct business effectively and efficiently.	<p>All VBR2.0 &amp; 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, VBM2.0)</p>

	New Business Project (VBM2.0)
BM007. Analyze financial data in order to make short-term and long-term decisions.	<p>All VBR2.0 &amp; 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, VBM2.0)  New Business Project (VBM2.0)</p>
BM008. Discuss the development, manufacturing, and marketing of products/services.	<p><b><u>VBR2.0 Lessons:</u></b>  Pricing (VBR2.0)  Purchasing (VBR2.0)  Promotion (VBR2.0)  Market Research (VBR2.0)  Targeted Marketing (VBR2.0)  Merchandising (VBR2.0)  Advanced Promotion (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b>  Productivity &amp; Efficiency  New Business Project  Multiplayer Competitions</p>

## Computerized Accounting I 6311

Course Blueprint	Virtual Business Lesson
CA001. Analyze and journalize transactions and prepare appropriate financial statements for a service business organized as a sole proprietorship using manual and electronic methods.	<b><u>VBM2.0 Lessons:</u></b> Forms of Ownership: Capital New Business Project Multiplayer Competition
CA002. Post journal transactions and complete the accounting cycle for a service business using manual and electronic methods.	
CA003. Analyze and journalize transactions and prepare appropriate financial statements for a merchandising business or corporation using manual and electronic methods.	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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)
CA004. Analyze transactions and apply procedures related to basic banking activities using manual and electronic methods.	
CA005. Compute and journalize payroll data using manual and electronic methods.	
CA006. Record and apply special accounting principles and procedures related to an accounting system using manual and electronic methods.	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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)
CA007. Demonstrate necessary skills and techniques to be used in seeking employment in the field of accounting.	

## Computerized Accounting II 6312

Course Blueprint	Virtual Business Lesson
CX001. Journalize and post business transactions in journals and ledgers and prepare appropriate financial statements using manual and electronic methods.	<p>All VBR2.0 &amp; 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, VBM2.0) New Business Project (VBM2.0)</p>
CX002. Journalize and post transactions relating to basic banking activities using manual and electronic methods.	
CX003. Perform activities used in a payroll system using manual and electronic methods.	
CX004. Apply accounting concepts, practices, and procedures for departmentalized merchandising business organized as a partnership using manual and electronic methods.	
CX005. Apply accounting concepts, practices, and procedures for a corporation using manual and electronic methods.	<p><b>VBM2.0 Lessons:</b> Forms of Ownership: Capital New Business Project Multiplayer Competition</p>
CX006. Apply accounting concepts, practices, and procedures for accounting adjustments using manual and electronic methods.	<p>All VBR2.0 &amp; 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, VBM2.0) New Business Project (VBM2.0)</p>
CX007. Apply accounting concepts, practices, and procedures for inventory control procedures.	<p><b>VBR2.0 Lessons:</b> Purchasing (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)</p>
CX008. Apply accounting concepts, practices, and procedures related to cost accounting using manual and electronic methods.	<p>All VBR2.0 &amp; 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, VBM2.0) New Business Project (VBM2.0)</p>

<p>CX009. Apply accounting concepts, practices, and procedures related to budgeting using manual and electronic methods.</p>	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to monitor the financial statements of the current business which allows them to realize the direct impact that their decisions had on the business.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2, VBM2.0)  New Business Project (VBM2.0)</p>
<p>CX010. Demonstrate necessary skills and techniques to be used in seeking employment in the field of accounting using manual and electronic methods.</p>	

## Business Computer Technology 6400

Course Blueprint	Virtual Business Lesson
CT001. Examine the role of hardware and software.	<p>All VBR2.0 &amp; VBM2.0 Lessons require the students to use a computer in order to complete the lesson objectives and goals.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2, VBM2.0)                      New Business Project (VBM2.0)</p>
CT002. Analyze technology issues.	
CT003. Reinforce keyboarding technique and document processing skills.	<p>All VBR2.0 &amp; 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, VBM2.0)                      New Business Project (VBM2.0)</p>
CT004. Utilize word processing and desktop publishing software.	<p>All VBR2.0 &amp; 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, VBM2.0)                      New Business Project (VBM2.0)</p>
CT005. Utilize spreadsheet software.	<p>All VBR2.0 &amp; 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, VBM2.0)                      New Business Project (VBM2.0)</p>
CT006. Utilize database software.	
CT007. Utilize multimedia/presentation graphics software.	

## Small Business Entrepreneurship BE6235/ME6615

Course Blueprint	Virtual Business Lesson
SB01.00. Explain the components of Business, Marketing, and Information Technology Education.	<p>The VBR2.0 software is used in a formal competitive event hosted by DECA and Knowledge Matters, Inc., The VBM2.0 software is used in a formal competitive event hosted by FBLA and Knowledge Matters, Inc., All VBR2.0 &amp; VBM2.0 Lessons may be completed within an individual or team environment, All VBR2.0 &amp; VBM2.0 Lessons allow students to operate a retail convenience store and distribution center.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
SB02.00. Explain the basic concepts leading to success in small business entrepreneurship.	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to experience the functions that are involved in operating a business and to determine their individual strengths and weaknesses within these areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
SB03.00. Explain the legal environment of small business.	
SB04.00. Explain the fundamentals of financing a small business.	<p><b><u>VBR2.0 Lessons:</u></b> Financing (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b> Forms of Ownership: Capital New Business Project Multiplayer Competition</p>
SB05.00. Explain the financial statements maintained in a small business.	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to view the current businesses financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated.</p> <p>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)</p>
SB06.00. Explain the fundamentals of marketing in a small business.	<p><b><u>VBR2.0 Lessons:</u></b> Pricing (VBR2.0) Purchasing (VBR2.0) Promotion (VBR2.0) Market Research (VBR2.0) Targeted Marketing (VBR2.0)</p>

	<p>Merchandising (VBR2.0)  Advanced Promotion (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b>  Sales &amp; Logistics  New Business Project  Multiplayer Competition</p>
SB07.00. Identify product decisions necessary for a small business.	<p><b><u>VBR2.0 Lessons:</u></b>  Pricing (VBR2.0)  Purchasing (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b>  Productivity &amp; Efficiency  New Business Project (VBRM.0)  Multiplayer Competitions (VBM2.0)</p>
SB08.00. Identify place decisions faced by small business owners.	<p><b><u>VBM2.0 Lessons:</u></b>  Surprises  New Business Project (VBM2.0)  Multiplayer Competitions (VBM2.0)</p>
SB09.00. Explain pricing strategies for making effective pricing decisions.	<p><b><u>VBR2.0 Lessons:</u></b>  Pricing (VBR2.0)  Advanced Promotion (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0)</p> <p><b><u>VBM2.0 Lessons:</u></b>  Sales &amp; Logistics  Turnaround  New Business Project  Multiplayer Competition</p>
SB10.00. Identify the function of promotion in small business.	<p><b><u>VBR2.0 Lessons:</u></b>  Promotion (VBR2.0)  Targeted Marketing (VBR2.0)  Advanced Promotion (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0)</p>
SB11.00. Identify the concepts of management for a small business.	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses within these areas.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2, VBM2.0)  New Business Project (VBM2.0)</p>
SB12.00. Explain human resources management in a small business.	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Opinions  Employee Supervision  Strikes, Unions &amp; Collective Bargaining  Productivity &amp; Efficiency</p>

	Turnaround New Business Project Multiplayer Competition
SB13.00. Explain business risk.	All VBR2.0 & VBM2.0 Lessons allow students to experience the different functions involved in operating a business and to determine the risks and benefits of those individual areas. New Store Project (VBR2.0) Multiplayer Competitions (VBR2, VBM2.0) New Business Project (VBM2.0)
SB14.00. Prepare a business plan.	New Store Project (VBR2.0) New Business Project (VBM2.0)

# Keyboarding 6511

<b>Course Blueprint</b>	<b>Virtual Business Lesson</b>
<p>MK01.00. Apply the touch method in operating the keyboard and numeric keypad.</p>	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to view the current businesses 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, VBM2.0) New Business Project (VBM2.0)</p>
<p>MK01.00. Understand computer fundamentals.</p> <p>Ex. Computer components, care of computer environment</p>	<p>All VBR2.0 &amp; VBM2.0 lessons are generated in a computer simulation. All VBR2.0 &amp; VBM2.0 Lessons allow students to view the current businesses 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, VBM2.0) New Business Project (VBM2.0)</p>
<p>MK01.00. Apply proofreading skills in keyed documents.</p>	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to view the current businesses 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, VBM2.0) New Business Project (VBM2.0)</p>
<p>MK01.00. Apply formatting features in document processing.</p> <p>Ex. Format, editing, paragraphs, memo/letter, tables, reports.</p>	<p>All VBR2.0 &amp; VBM2.0 Lessons allow students to view the current businesses 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, VBM2.0) New Business Project (VBM2.0)</p>