

Oklahoma's Marketing Fundamentals: First Year Core Learning Outcomes

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

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

Competency	Virtual Business Retailing 2.0	Virtual Business Management 2.0
ECONOMICS: Basic Concepts	✓✓✓	✓✓
ECONOMICS: Economic Systems	✓✓✓	✓✓✓
ECONOMICS: Cost/Profit Relationships	✓✓✓	✓✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Fundamentals of Communication	✓✓	✓
COMMUNICATION & INTERPERSONAL SKILLS: Staff Communications	✓✓	✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Group Working Relationships	✓✓✓	✓✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Customer Relationships	✓	✓
COMMUNICATION & INTERPERSONAL SKILLS: Dealing with Conflict	✓	✓
PROFESSIONAL DEVELOPMENT: Self-Development	✓✓✓	✓✓✓
PROFESSIONAL DEVELOPMENT: Career Planning	✓✓✓	✓✓✓
PROFESSIONAL DEVELOPMENT: Job-Seeking Skills	N/A	✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Fundamentals	✓✓✓	✓✓✓
BUSINESS, MANAGEMENT & ENTREPRENEURSHIP: Technological Tools	✓✓✓	✓✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Risks	✓✓	✓✓

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Leading	N/A	N/A
DISTRIBUTION: Nature and Scope	N/A	✓✓✓
DISTRIBUTION: Order Fulfillment	N/A	✓
DISTRIBUTION: Warehousing/Stock Handling	✓	✓✓✓
FINANCING: Nature and Scope	✓✓✓	✓✓✓
FINANCING: Extending Credit	✓✓✓	N/A
MARKETING INFORMATION MANAGEMENT: Nature and Scope	✓✓✓	N/A
MARKETING INFORMATION MANAGEMENT: Marketing Planning	✓✓✓	N/A
PRODUCT/SERVICE MANAGEMENT: Quality Assurances	N/A	N/A
PROMOTION: Nature and Scope	✓✓✓	N/A
SELLING: Nature and Scope	✓✓✓	✓✓✓
SELLING: Product Knowledge	N/A	N/A
SELLING: Process and Techniques	✓✓	✓✓
SELLING: Support Activities	N/A	N/A
PORTFOLIO DEVELOPMENT	N/A	N/A

✓ 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 02/2007:

Marketing Ed: <http://www.okcareertech.org/mktd/curriculum.htm>.

Business Ed: <http://suse.careertech.net.org/bitesite/>

ECONOMICS: Basic Concepts

Competency	Virtual Business Lesson
Distinguish between economic goods and services	
Explain the concept of economic resources	
Describe the nature of economics and economic activities	<p><u>VBR2.0 Lessons:</u> Supply & Demand Pricing Advanced Promotion New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Productivity & Efficiency Sales & Logistics New Business Project Multiplayer Competitions</p>
Determine forms of economic utility created by marketing activities	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing Pricing Purchasing Promotion Merchandising New Store Project Multiplayer Competitions</p>
Explain the principles of supply and demand	<p><u>VBR2.0 Lesson:</u> Supply & Demand New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Productivity & Efficiency New Business Project Multiplayer Competitions</p>
Describe the concept of price	<p><u>VBR2.0 Lesson:</u> Pricing Advanced Promotion New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competitions</p>

ECONOMICS: Economic Systems

Competency	Virtual Business Lesson
Explain the types of economic systems	
Determine the relationship between government and business	<p><u>VBM2.0 Lessons:</u> Forms of Ownership: Taxes New Business Project Multiplayer Competitions</p>
Explain the concept of private enterprise	<p><u>VBR2.0 Lessons:</u> New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competitions</p>
Identify factors affecting a business's profit	<p>All VBR2.0 & VBM2.0 lessons allow students to make business and marketing decisions and then see the direct impact of those decisions by monitoring the business' product and financial information.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Determine factors affecting business risk	<p>All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine the risks and uncertainties involved within those individual areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Explain the concept of competition	<p>All VBR2.0 & VBM2.0 Lessons contain competitor stores that the students must consider when making decisions.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

ECONOMICS: Cost/Profit Relationships

Competency	Virtual Business Lesson
Explain the concept of productivity	<p><u>VBR2.0 Lessons:</u> Staffing 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 Risk Management & Insurance Surprises Turnaround New Business Project Multiplayer Competition</p>

COMMUNICATION & INTERPERSONAL SKILLS: Fundamentals of Communication

Competency	Virtual Business Lesson
Handle telephone calls in a business-like manner	
Explain the nature of written communications	<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) New Business Project (VBM2.0)</p>
Write business letters	<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) New Business Project (VBM2.0)</p>
Write informational messages	
Write inquiries	
Use communications technologies/systems	

COMMUNICATION & INTERPERSONAL SKILLS: Staff Communications

Competency	Virtual Business Lesson
Explain the nature of staff communication	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) New Business Project (VBM2.0)
Explain the use of inter-departmental/company communications	

COMMUNICATION & INTERPERSONAL SKILLS: Group Working Relationships

Competency	Virtual Business Lesson
Develop cultural sensitivity	
Foster positive working relationships	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) New Business Project (VBM2.0)
Participate as a team member	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) New Business Project (VBM2.0)

COMMUNICATION & INTERPERSONAL SKILLS: Customer Relationships

Competency	Virtual Business Lesson
Explain the nature of positive customer/client relations	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) New Business Project (VBM2.0)

Demonstrate a customer-service mindset	<u>VBM2.0 Lessons:</u> Sales & Logistics Turnaround New Business Project Multiplayer Competition
Handle customer inquiries	

COMMUNICATION & INTERPERSONAL SKILLS: Dealing with Conflict

Competency	Virtual Business Lesson
Handle difficult customers	
Interpret business policies to customer/clients	
Handle customer/client complaints	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) New Business Project (VBM2.0)
Handle situations when the customer is at fault	

PROFESSIONAL DEVELOPMENT: Self-Development

Competency	Virtual Business Lesson
Make Decisions	<p>All VBR2.0 & VBM2.0 lessons require students to evaluate the current business situation and to utilize problem-solving and decision-making capabilities in order to improve upon that situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Set personal goals	<p>All VBR2.0 & VBM2.0 lessons allow students to set personal goals and to continuously monitor the progress of those goals.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

PROFESSIONAL DEVELOPMENT: Career Planning

Competency	Virtual Business Lesson
Identify sources of career information	<p>All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to identify their individual likes and dislikes, 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>
Identify tentative occupational interest	<p>All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to identify their individual likes and dislikes, 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>
Explain employment opportunities in marketing	<p>All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to identify their individual likes and dislikes, 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>

Explain employment opportunities in business	All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to identify their individual likes and dislikes, strengths and weaknesses within these areas. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Identify E-Commerce Career Options	

PROFESSIONAL DEVELOPMENT: Job-Seeking Skills

Competency	Virtual Business Lesson
Write a follow-up letter after job interviews	
Write a letter of application	
Prepare a resume	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection New Business Project Multiplayer Competitions

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Fundamentals

Competency	Virtual Business Lesson
Explain the role of business in society	<u>VBM2.0 Lessons:</u> Forms of Business Ownership: Taxes

Describe types of business activities	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Financing Market Research Targeted Marketing Merchandising Security 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 Risk Mgmt & Insurance Forms of Ownership: Capital Liability Taxes Surprises Turnaround New Business Project Multiplayer Competition</p>
Explain marketing and its importance in a global economy		
Describe marketing functions and related activities	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p>	
Explain the nature and scope of purchasing	<p><u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competitions</p>	<p><u>VBM2.0 Lessons:</u> Productivity & Efficiency (reports) New Business Project Multiplayer Competition</p>
Explain the concept of production	<p><u>VBR2.0 Lessons:</u> Staffing 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 Surprises</p>

	Turnaround New Business Project Multiplayer Competition
Explain the concept of accounting	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. Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Explain the concept of management	All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Explain types of business ownership	<u>VBM2.0 Lessons:</u> Forms of Business Ownership: Capital Forms of Business Ownership: Liability Forms of Business Ownership: Taxes New Business Project Multiplayer Competition

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Technological Tools

Competency	Virtual Business Lesson
Identify ways that technology impacts business	
Demonstrate basic word-processing skills	All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product reports which are exportable to Excel where analysis, calculations, reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Demonstrate basic presentation software skills	All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product reports which are exportable to Excel where analysis, calculations, reports and presentations may be generated.

	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Demonstrate basic database skills	
Demonstrate basic spreadsheet skills	All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial and product reports which are exportable to Excel where analysis, calculations, reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Demonstrate basic search skills on the Web	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Risks

Competency	Virtual Business Lesson
Explain types of 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 uncertainties involved in those individual areas. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Describe the concept of insurance	<u>VBM2.0 Lessons:</u> Risk Management & Insurance Surprise New Business Project Multiplayer Competition
Explain routine security precautions	<u>VBR2.0 Lessons:</u> Security New Store Project Multiplayer Competitions
Explain procedures for dealing with workplace threats	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Leading

Competency	Virtual Business Lesson
Orient new employees	

DISTRIBUTION: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of distribution	All VBM2.0 lessons allow students to experience the functions involved in operating a distribution center. New Business Project Multiplayer Competitions
Explain the nature of channels of distribution	All VBM2.0 lessons allow students to experience the functions involved in operating a distribution center. New Business Project Multiplayer Competitions
Describe the use of technology in the distribution function	

DISTRIBUTION: Order Fulfillment

Competency	Virtual Business Lesson
Explain the relationship between customer service & distribution	All VBM2.0 lessons allow students to monitor customer comments which allow them to make changes to warehouse and routing/logistics if necessary. New Business Project Multiplayer Competition
Prepare invoices	
Use an information system for order fulfillment	

DISTRIBUTION: Warehousing/Stock Handling

Competency	Virtual Business Lesson
Explain the receiving process	<u>VBR2.0 Lessons:</u> Purchasing New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision

	Productivity & Efficiency Turnaround New Business Project Multiplayer Competition
Explain shipping processes	<u>VBM2.0 Lessons:</u> Resumes & Employee Selection Productivity & Efficiency Sales & Logistics Surprise Turnaround New Business Project Multiplayer Competition
Explain storing considerations	<u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Productivity & Efficiency New Business Project Multiplayer Competition
Explain the nature of warehousing	All VBM2.0 lessons allow students to experience the functions involved in operating a warehouse. New Business Project Multiplayer Competition

FINANCING: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of financing	<u>VBR2.0 Lessons:</u> Financing New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Forms of Ownership: Capital New Business Project Multiplayer Competition

FINANCING: Extending Credit

Competency	Virtual Business Lesson
Explain the purpose and importance of credit	<u>VBR2.0 Lessons:</u> Financing New Store Project Multiplayer Competitions

MARKETING –INFORMATION MANAGEMENT: Nature and Scope

Competency	Virtual Business Lesson
Describe the need for marketing information	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions

MARKETING-INFORMATION MANAGEMENT: Marketing Planning

Competency	Virtual Business Lesson
Explain the concept of marketing strategies	<u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competitions
Explain the concept of market & market identification	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions

PRODUCT/SERVICE MANAGEMENT: Quality Assurances

Competency	Virtual Business Lesson
Describe the uses of grades and standards in marketing	
Explain the warranties and guarantees	

PROMOTION: Nature and Scope

Competency	Virtual Business Lesson
Explain the communication process used in promotion	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions
Explain the role of promotion as a marketing function	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions
Explain the types of promotion	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions
Prepare a display	

SELLING: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of the selling function	<u>VBR2.0 Lessons:</u> Pricing Purchasing Merchandising Staffing Turnaround New Store Project Multiplayer Competitions <u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision Sales & Logistics Turnaround New Business Project Multiplayer Competition
Explain the role of customer service as a component of selling relationships	All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments, which allow students to implement business changes if necessary.

	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Explain company selling policies	

SELLING: Product Knowledge

Competency	Virtual Business Lesson
Acquire product information for use in selling	
Analyze product information to identify product features and benefits	

SELLING: Process and Techniques

Competency	Virtual Business Lesson
Explain the selling process	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Merchandising Staffing Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Supervision Productivity & Efficiency Sales & Logistics Turnaround New Business Project Multiplayer Competition</p>
Prepare for the sales presentation	
Establish relationship with client/customer	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor the customer comments which allow students to make business changes if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Address needs of individual personalities	
Determining customer/client needs	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Identify customer's buying motives for use in selling	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions</p>
Facilitate customer buying decisions	<p><u>VBR2.0 Lessons:</u> Merchandising Advanced Promotion Targeted Marketing New Store Project</p>

	Multiplayer Competitions
Recommend specific product	
Demonstrate product	
Convert customer/client objections into selling points	
Close the sale	VBM2.0 Lessons: Sales & Logistics Turnaround New Business Project Multiplayer Competition
Demonstrate suggestion selling	

SELLING: Support Activities

Competency	Virtual Business Lesson
Calculate miscellaneous charges	
Create a presentation software package to support sales presentation	

PORTFOLIO DEVELOPMENT

Competency	Virtual Business Lesson
Obtain employment	

Oklahoma's Marketing Management: Second Year Core Learning Outcomes

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

Virtual Business Management (VBM2.0) Lessons

Competency	Virtual Business Retailing 2.0	Virtual Business Management
ECONOMICS: Cost/Profit Relationships	✓	✓✓✓
ECONOMICS: Economic Indicators/Trends	✓	N/A
ECONOMICS: International Concepts	N/A	N/A
COMMUNICATION & INTERPERSONAL SKILLS: Fundamentals of Communication	✓✓✓	✓✓✓
COMMUNICATION & INTERPERSONAL SKILLS: Ethics in Communication	N/A	N/A
COMMUNICATION & INTERPERSONAL SKILLS: Dealing with Conflict	✓	✓✓✓
PROFESSIONAL DEVELOPMENT: Self-Understanding	✓✓✓	✓✓✓
PROFESSIONAL DEVELOPMENT: Self-Development	✓✓✓	✓✓✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Fundamentals	✓✓✓	✓✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Regulation	N/A	N/A
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Organizing	✓✓✓	✓✓✓
BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Controlling	✓✓	✓✓✓
DISTRIBUTION: Nature & Scope	N/A	N/A
DISTRIBUTION: Management of Distribution	N/A	N/A

FINANCING: Nature and Scope	✓✓✓	N/A
MARKETING-INFORMATION MANAGEMENT: Nature and Scope	✓✓✓	N/A
MARKETING-INFORMATION MANAGEMENT: Information Gathering	✓✓✓	✓
MARKETING-INFORMATION MANAGEMENT: Information Processing	✓✓	✓
MARKETING-INFORMATION MANAGEMENT: Information Reporting	✓✓✓	✓✓✓
MARKETING-INFORMATION MANAGEMENT: Marketing Planning	✓✓✓	✓
PRICING: Nature and Scope	✓✓✓	✓
PRICING: Determining Prices	✓✓✓	✓✓✓
PRODUCT/SERVICE MANAGEMENT: Nature and Scope	✓✓✓	✓
PRODUCT/SERVICE MANAGEMENT: Product Mix	✓✓✓	N/A
PRODUCT/SERVICE MANAGEMENT: Positioning	✓✓	N/A
PROMOTION: Nature and Scope	✓	N/A
PROMOTION: Advertising	✓✓✓	N/A
PROMOTION: Management of Promotion	✓✓✓	N/A
SELLING: Nature and Scope	✓	✓
SELLING: Process and Techniques	✓	✓
SELLING: Support Activities	N/A	✓

SELLING: Management of Selling Activities	✓✓✓	✓✓✓
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✓ 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 2/2007:
<http://www.okcareertech.org/mktd/curriculum.htm>

ECONOMICS: Cost/Profit Relationships

Competency	Virtual Business Lesson
Analyze the impact of specialization/division of labor on productivity	<p><u>VBR2.0 Lessons:</u> Staffing 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 Turnaround New Business Project Multiplayer Competitions</p>
Explain the concept of organized labor and business	<p><u>VBM2.0 Lessons:</u> Strikes, Unions & Collective Bargaining New Business Project Multiplayer Competitions</p>
Explain the law of diminishing returns	

ECONOMICS: Economic Indicators/Trends

Competency	Virtual Business Lesson
Explain measures used to analyze economic conditions	<p><u>VBR2.0 Lessons:</u> Supply & Demand New Store Project Multiplayer Competitions</p>
Explain the nature of the Consumer Price Index	
Explain the concept of Gross Domestic Product	
Determine the impact of business cycles on business activities	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)
Describe the nature of current economic problems	

ECONOMICS: International Concepts

Competency	Virtual Business Lesson
Explain the nature of international trade	
Identify the impact of cultural & social environments on world trade	

COMMUNICATION & INTERPERSONAL SKILLS: Fundamentals of Communication

Competency	Virtual Business Lesson
Persuade others	<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) New Business Project (VBM2.0)</p>
Make oral presentations	<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) New Business Project (VBM2.0)</p>
Write persuasive messages	<p><u>VBR2.0 Lessons:</u> Advanced Promotion New Store Project Multiplayer Competitions</p>
Prepare simple written reports	<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) New Business Project (VBM2.0)</p>

COMMUNICATION & INTERPERSONAL SKILLS: Ethics in Communication

Competency	Virtual Business Lesson
Describe ethical considerations in providing information	

COMMUNICATION & INTERPERSONAL SKILLS: Dealing with Conflict

Competency	Virtual Business Lesson
Demonstrate negotiation 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) New Business Project (VBM2.0) Strikes, Unions & Collective Bargaining (VBM2.0)</p>
Explain the nature of organizational change	<p><u>VBM2.0 Lessons:</u> Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition</p>
Describe the nature of organizational conflict	<p><u>VBM2.0 Lessons:</u> Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition</p>
Explain the nature of stress management	

PROFESSIONAL DEVELOPMENT: Self-Understanding

Competency	Virtual Business Lesson
Demonstrate appropriate creativity	<p>All VBR2.0 & VBM2.0 lessons require students to evaluate the current business situation and to utilize problem-solving and decision-making skills to improve the situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

PROFESSIONAL DEVELOPMENT: Self-Development

Competency	Virtual Business Lesson
Use time-management principles	<p>All VBR2.0 & VBM2.0 lessons should be completed within the time period allotted by the instructor.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Fundamentals

Competency	Virtual Business Lesson
Explain company buying/purchasing policies	<p><u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competitions</p>
Explain the nature of the buying process	<p><u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Productivity & Efficiency (reports) New Business Project Multiplayer Competitions</p>
Conduct vendor search	
Calculate net sales	<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) New Business Project (VBM2.0)</p>
Describe the nature of cash-flow statements	
Explain the nature of balance sheets	All VBR2.0 & VBM2.0 lessons allow students to

	<p>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) New Business Project (VBM2.0)</p>
Describe the nature of profit-and-loss statements	<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) New Business Project (VBM2.0)</p>
Describe the nature of business records	
Describe the nature of budgets	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor the current business' product and financial information in order to make the best possible financial decisions.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Describe crucial elements of a quality culture	
Describe current business trends	
Examine issues in E-commerce	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Business Regulation

Competency	Virtual Business Lesson
Describe legal issues affecting businesses	
Describe the nature of legally binding contracts	

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Organizing

Competency	Virtual Business Lesson
Develop project plan	<p>New Store Project (VBR2.0) New Business Project (VBM2.0)</p>

BUSINESS, MANAGEMENT, & ENTREPRENEURSHIP: Controlling

Competency	Virtual Business Lesson
Explain the nature of overhead/operating costs	<p><u>VBR2.0 Lessons:</u> New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Risk Management & Insurance New Business Project Multiplayer Competition</p>
Explain the employee's role in expense control	<p><u>VBM2.0 Lessons:</u> Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Productivity & Efficiency Turnaround New Business Project Multiplayer Competition</p>
Describe the nature of managerial control	<p>All VBR2.0 & VBM2.0 lessons allow students to experience managing 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>
Identify routine activities for maintaining business facilities & equipment	
Identify risk management	<p><u>VBM2.0 Lessons:</u> Risk Management & Insurance New Business Project Multiplayer Competition</p>

DISTRIBUTION: Nature and Scope

Competency	Virtual Business Lesson
Explain legal considerations in distribution	
Describe ethical considerations in distribution	

DISTRIBUTION: Management of Distribution

Competency	Virtual Business Lesson
Coordinate distribution with other marketing activities	

Explain the nature of channel-member relationships	
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FINANCING: Nature and Scope

Competency	Virtual Business Lesson
Describe the use of technology in the financing function	<u>VBR2.0 Lessons:</u> Financing New Store Project Multiplayer Competitions

MARKETING-INFORMATION MANAGEMENT: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature & scope of the marketing-information management function	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions
Explain the role of ethics in marketing-information management	
Describe the use of technology in the marketing-info management function	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions

MARKETING-INFORMATION MANAGEMENT: Information Gathering

Competency	Virtual Business Lesson
Identify information monitored for marketing decision making	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. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Describe sources of secondary data	
Search the Internet for marketing information	
Monitor internal records for marketing information	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, VBM2.0) New Business Project (VBM2.0)
Collect marketing information from others	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions
Conduct an environmental scan to obtain marketing information	
Explain the nature of marketing research in a marketing-info management system	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions

MARKETING-INFORMATION MANAGEMENT: Information Processing

Competency	Virtual Business Lesson
Describe techniques for processing marketing information	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competitions
Explain the use of databases in organizing marketing data	
Design a database for retrieval of information	
Use database for information analysis	
Interpret descriptive statistics for marketing decision making	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. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

MARKETING-INFORMATION MANAGEMENT: Information Reporting

Competency	Virtual Business Lesson
Write marketing reports	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

	<p>presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Present report findings and recommendations	<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) New Business Project (VBM2.0)</p>

MARKETING-INFORMATION MANAGEMENT: Marketing Planning

Competency	Virtual Business Lesson
Explain the nature of marketing plans	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competitions</p>
Explain the role of situational analysis in the marketing-planning process	
Explain the nature of sales forecasts	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial reports 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) New Business Project (VBM2.0)</p>

PRICING: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of the pricing function	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>
Describe the role of business ethics in pricing	
Explain the use of technology in the pricing function	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p>
Explain legal considerations for pricing	

PRICING: Determining Prices

Competency	Virtual Business Lesson
Explain factors affecting pricing decisions	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Sales & Logistics New Business Project Multiplayer Competition</p>

PRODUCT/SERVICE MANAGEMENT: Nature and Scope

Competency	Virtual Business Lesson
Explain the nature and scope of the product/service management function	All VBR2.0 & VBM2.0 lessons allow students to experience managing the different functions involved in operating a business.

	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Identify the impact of product life cycles on marketing decisions	<u>VBR2.0 Lessons:</u> Purchasing New Store Project Multiplayer Competitions
Describe the use of technology in the product/service management function	
Explain business ethics in product/service management	

PRODUCT/SERVICE MANAGEMENT: Product Mix

Competency	Virtual Business Lesson
Explain the concept of product mix	<u>VBR2.0 Lessons:</u> Purchasing Merchandising New Store Project Multiplayer Competitions
Describe the nature of product bundling	

PRODUCT/SERVICE MANAGEMENT: Positioning

Competency	Virtual Business Lesson
Describe factors used by marketers to position products/businesses	<u>VBR2.0 Lessons:</u> Merchandising Advanced Promotion New Store Project Multiplayer Competitions
Explain the nature of branding	

PROMOTION: Nature and Scope

Competency	Virtual Business Lesson
Identify the elements of the promotional mix	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions

Describe the use of business ethics in promotion	
Describe the use of technology in the promotion function	
Describe the regulation of promotion	

PROMOTION: Advertising

Competency	Virtual Business Lesson
Explain the types of advertising media	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions
Explain components of advertisements	
Explain the nature of direct advertising strategies	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions
Create website	
Calculate media costs	<u>VBR2.0 Lessons:</u> Promotion Targeted Marketing New Store Project Multiplayer Competitions

PROMOTION: Publicity/Public Relations

Competency	Virtual Business Lesson
Write news release	

PROMOTION: Management of Promotion

Competency	Virtual Business Lesson
Explain the nature of a promotional plan	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions

Coordinate activities in the promotional mix	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competitions
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SELLING: Nature and Scope

Competency	Virtual Business Lesson
Explain key factors in building a clientele	All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to make business decisions for improvement if necessary. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Explain business ethics in selling	
Describe the use of technology in the selling function	
Describe the nature of selling regulations	

SELLING: Process and Techniques

Competency	Virtual Business Lesson
Differentiate between consumer & organizational buying behavior	
Sell good/service/idea to individuals	All VBR2.0 & VBM2.0 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 (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Sell good/service/idea to groups	
Plan follow-up strategies for use in selling	

SELLING: Support Activities

Competency	Virtual Business Lesson
Process sales documentation	All VBR2.0 & VBM2.0 lessons allow students to view the current business' sales 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, VBM2.0) New Business Project (VBM2.0)
Prospect for customers	
Write sales letters	

SELLING: Management of Selling Activities

Competency	Virtual Business Lesson
Plan strategies for meeting sales quotas	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. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

Oklahoma's Business & Information Technology Core Foundation Skills

Correlation to Virtual Business - Retailing 2.0 (VBR2.0) & Virtual Business – Management (VBM) Lessons

Competency	Virtual Business Lesson
Use basic terminology common in the computer industry	All VBR2.0 & VBM2.0 lessons require students to be familiar with the basic computer components in order to complete the lesson. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Identify the types and functions of hardware, multimedia equipment, and peripheral components	
Demonstrate care and routine maintenance of computer systems	
Identify the types of operating systems	
Use specific operating systems commands	
Organize directories/folders	
Use components of a specific graphical user interface	
Perform backup	
Define purposes of licensing agreements	
Identify installation requirements	
Perform custom installations and upgrades	
Use data communications applications	
Produce and format common business documents such as letters, memos and reports	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 forms and templates may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Edit a document	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 forms and templates may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Enhance a document	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 forms and templates may

	<p>be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize software reference/documentation	
Perform basic spreadsheet 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 analysis, calculations forms and templates may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Edit a spreadsheet	<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 forms and templates may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Enhance a spreadsheet	<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 forms and templates may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Perform basic database operations	
Integrate 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 analysis, calculations forms and templates may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Demonstrate knowledge of graphics software	
Demonstrate knowledge of presentation software	<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 forms and templates may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Analyze and identify problem source	<p>All VBR2.0 & VBM2.0 lessons require students to evaluate the current business situation and</p>

	<p>to utilize decision-making and problem-solving skills in order to improve the situation if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Utilize technical support resources	
Describe the general structure of the connectivity	
Demonstrate use of connectivity applications for research	
Identify and understand basic network components and concepts	
Perform basic file commands on network drive	
Print using a network printer	
Project appropriate business image	
Apply problem solving techniques and/or critical thinking skills	<p>All VBR2.0 & VBM2.0 lessons require students to evaluate the current business situation and to utilize decision-making and problem-solving skills in order to improve the situation if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Develop self-improvement goals	<p>All VBR2.0 & 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 (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Demonstrate professional interpersonal 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) New Business Project (VBM2.0)</p>
Apply business and work ethics	
Practice stress management skills	
Practice awareness and skills to be an effective team member	<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) New Business Project (VBM2.0)</p>
Practice awareness of safety and security measures	<p><u>VBR2.0 Lessons:</u> Security New Store Project Multiplayer Competitions</p>

Practice appropriate ergonomic preventive measures	
Deal with confidential information	
Describe various types of compensation and benefit plans	
Compose and understand correspondence	
Demonstrate styles and techniques for verbal and nonverbal communications	<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) New Business Project (VBM2.0)</p>
Define and discuss communication barriers and factors of poor communication	
Demonstrate proper telephone techniques	
Use a wide variety of references and research resources	
Address the ethics of ownership of information	
Apply appropriate reading comprehension skills	<p>All VBR2.0 & VBM2.0 lessons require students to understand verbal and written instructions.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply appropriate writing 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) New Business Project (VBM2.0)</p>
Apply appropriate math skills	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Staffing Financing Targeted Marketing Security Supply & Demand Financial Statements Turnaround New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Strikes, Unions & Collective Bargaining Sales & Logistics Risk Management & Insurance</p>

	<p>Forms of Ownership: Capital Forms of Ownership: Taxes Surprise Turnaround New Business Project Multiplayer Competition</p>
Apply appropriate communication 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) New Business Project (VBM2.0)</p>
Develop filing methods for internal/external customers	
Practice time management and follow work schedule	<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) New Business Project (VBM2.0)</p>
Identify strategic planning steps	<p>All VBR2.0 & VBM2.0 lessons require students to evaluate the current business situation and to utilize problem-solving and decision-making skills in order to improve upon that situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Identify and implement planning tools	
Demonstrate good organization characteristics	
Work within the constraints of budgets	<p>All VBR2.0 & VBM2.0 lessons require students to be aware of the business' monetary situation by allowing students to evaluate the business' financial statements.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Participate in long range planning	
Identify and apply quality programs	
Identify leader characteristics	<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) New Business Project (VBM2.0)</p>

Identify leadership styles	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) New Business Project (VBM2.0)
Identify professional and community organizations	
Participate in student organization activities and various projects on the local, state and national levels	
Demonstrate leadership/supervisory skills	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) New Business Project (VBM2.0)
Define international business	
List examples of international trade in the local community	
Demonstrate an understanding of the relationship between international events and the daily conduct of business	
Interpret the impact of emerging economic and political changes in international operations	
Locate the major trade regions of the world	
Explain how time zones around the world affect business	
Identify careers that are influenced by international business	
List skill requirements/qualifications needed to enter a selected international business career path	
Compare business of various countries	
Define terms such as ethnocentrism, stereotyping and cultural bias	
Compare the social roles of various subpopulations (e.g. women and minorities) in different countries	
Identify distinctive social cultural factors affecting business activities (e.g. time, workday, workweek, schedules, and holidays)	
Differentiate between types of governments	
Demonstrate knowledge of international trade	
Discuss information needed to conduct international trade	
List examples of importing/exporting	
Set occupational objectives	All VBR2.0 & VBM2.0 lessons allow students to experience the functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes

	<p>within these areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Compose a letter of application	
Create a resume	
Review potential interview questions	
Formulate responses to simulated situations	
Participate in job interview	
Complete post-interview activities	
Create a portfolio	New Store Project (VBR2.0)
Demonstrate knowledge of available employment services	
Complete benefits forms	
Discuss legal issues	
Compare and evaluate career and training opportunities	