

# Oregon's Business & Management Endorsement Area Curriculum Framework

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

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

Unifying Concept	Business/Management Knowledge & Skills	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Economic Foundations	The student will analyze, interpret and communicate the application of economic principles.	✓✓✓	✓✓✓
Business Processes	The student will understand and be able to implement standard business procedures utilizing contemporary technologies.	✓✓	✓✓
Business Practices	The student will understand and perform standard business practices.	✓✓✓	✓✓✓
Career Mapping	The student will establish potential career directions that will contribute to the success of an organization.	✓✓✓	✓✓✓
Communication	The student will communicate effectively and process information accurately and efficiently in a professional environment.	✓✓	✓✓
Information Management	The student will establish and maintain a system of storing and retrieving business information and documents manually and electronically.	✓✓	✓✓
Strategic Thinking	The student will apply business and economic indicators to analyze organizational productivity.	✓✓✓	✓✓✓
Promotion	The student will demonstrate an understanding of the critical success factors in the marketing process.	✓✓✓	✓
Collaboration	The student will cooperate with others to reach consensus on organizational goals and objectives.	✓✓✓	✓✓✓
Resource Management	The student will determine the most efficient way to complete tasks within guidelines and time limitations.	✓✓	✓✓✓
Regulatory Compliance (Risk Management)	The student will identify and evaluate regulatory and compliance issues.	N/A	✓

Legend: ✓ Some Correlation to the Concept    ✓✓ High Correlation to the Concept    ✓✓✓ Very High Correlation to the Concept

The information for this Correlation was found during 03/2007 at the following web address:

<http://www.ode.state.or.us/teachlearn/certificates/cam/careerlrngfrmwrks/EACFBMFramework010702.pdf>

## Economic Foundations

<b>Suggested Applications</b>	<b>Virtual Business Lesson</b>
Supply and demand principles	<p><b><u>VBR2.0 Lessons:</u></b>            Supply &amp; Demand            New Store Project            Multiplayer Competition</p>
Business cycles and competition	<p>All VBR2.0 &amp; VBM2.0 lessons contain competitor stores for the student to consider when making decisions</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
The role and impact of government and regulations in economics	
Monetary and fiscal policies	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
The impact of cultural and environmental issues and conditions on economics	
Personnel practices; management, employee and labor union issues	<p><b><u>VBR2.0 Lessons:</u></b>            Staffing            New Store Project            Multiplayer Competition</p> <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>
Economic history, research and forecasting techniques	
International trade	
Personal Finance and money management	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to monitor the current financial information for the business and to make decisions according to this information.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>

## Business Processes

Suggested Applications	Virtual Business Lesson
Follow current business operating procedures	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Financing            Security            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Risk Management &amp; Insurance            Surprise            Turnaround            New Business Project            Multiplayer Competition</p>
Conduct business transactions and perform business services	
Perform banking and bookkeeping functions	
Utilize electronic communications and telecommunications	
Produce business documents	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Comprehend and evaluate basic contracts	
Create a business plan	New Store Project (VBR2.0)
Maintain an accounting system	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Understand the auditing function in business	

## Business Practices

<b>Suggested Applications</b>	<b>Virtual Business Lesson</b>
Interact with clients, customers and associates in a businesslike manner	<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 (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Make decisions based on company goals, policies and procedures	<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 that situation.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Understand cultural diversities within an organization	
Demonstrate initiative and leadership	<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 (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Demonstrate civic and community awareness by participating in a civic or professional organization	

# Career Mapping

<b>Suggested Applications</b>	<b>Virtual Business Lesson</b>
Maintain a positive self image	
Prepare a resume, letter of application and portfolio; apply and be interviewed for a position, and complete interview follow-up procedures	
Employ skills to develop a career	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine strengths and weaknesses within those individual areas.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Apply business success skills for career development	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to evaluate the current business situation and to utilize their decision-making and problem-solving 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>
Develop strategies for self evaluation and continuous improvement that lead to individual and organizational success	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine strengths and weaknesses within those individual areas.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>

# Communication

<b>Suggested Application</b>	<b>Virtual Business Lesson</b>
Listen effectively and summarize content, factual data and intent	
Assure comprehension through questions and paraphrasing	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Comprehend, analyze and interpret written text, tables, graphs and charts	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Speak clearly, purposefully and concisely to individuals and groups	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Write clearly and concisely in an organized, logical sequence using standard English	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Transfer symbolic data into oral, written or graphic form	
Select and use appropriate software technology to facilitate organizational communication	
Prepare, process, send and receive information electronically	
Understand cultural differences and similarities in communication forms and styles	
Communicate in a second language	
Organize and present information using appropriate graphics, media, and support materials	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p>

	New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
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# Information Management

<b>Suggested Application</b>	<b>Virtual Business Lesson</b>
Use currently accepted records management systems to manage information	
Discuss and demonstrate adherence to security procedures for confidential and classified information	
Enter, send and retrieve electronic data	
Demonstrate knowledge of file maintenance	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to save their simulation files and return to them at a later point in time if necessary.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Research and compile information for reports	<p>All VBR2.0 &amp; VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>

# Strategic Thinking

<b>Suggested Applications</b>	<b>Virtual Business Lesson</b>
Identify market share, niche markets, growth potential, investment and capital development needs	All VBR2.0 & VBM2.0 lessons allow students to view current market share reports.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Monitor, interpret and apply standard business climate indicators in terms of specific goals and operations	
Evaluate markets, costs, pricing, inventory needs and profit margins	<b><u>VBR2.0 Lessons:</u></b> Pricing Purchasing Staffing Promotion Market Research Targeted Marketing Turnaround New Store Project Multiplayer Competition  <b><u>VBM2.0 Lessons:</u></b> Resumes & Employee Selection Strikes, Unions & Collective Bargaining Productivity & Efficiency Sales & Logistics Risk Management & Insurance New Business Project Multiplayer Competition
Apply research methodologies, to include: (a) the definition of research parameters (b) acquisition of relevant data (c) organization and analysis of data (d) the presentation of data in visual and print formats	All VBR2.0 & VBM2.0 lessons require students to monitor the current business' financial information - which is exportable to Excel where further analysis, calculations, written reports and presentations may be generated.  Market Research (VBR2.0) Targeted Marketing (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Evaluate the impact of regulations on operations	

# Promotion

Suggested Applications	Virtual Business Lesson
Identify audiences and potential customers for company products and services	Market Research (VBR2.0)
Develop, implement and evaluate a marketing plan	<b><u>VBR2.0 Lessons:</u></b> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competition
Evaluate the effect of market influences on products and services, including competition and changes in economic, legal, political, social, cultural, environmental and technological factors	All VBR2.0 & VBM2.0 lessons contain competitor stores for students to consider when making decisions.  Supply & Demand (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Utilize various merchandising methods to present products and services that meet the needs of defined audiences	Merchandising (VBR2.0)
Utilize professional selling techniques to gain customer acceptance of products and services	
Assess the effectiveness of promotional selling activities	<b><u>VBR2.0 Lessons:</u></b> Promotion Targeted Marketing Advanced Promotion New Store Project Multiplayer Competitions

# Collaboration

<b>Suggested Applications</b>	<b>Virtual Business Lesson</b>
Interact with coworkers cordially and respectfully	<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 (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Participate in and accept personal responsibility for team efforts	<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 (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Organize work toward defined goals and objectives	<p>All VBR2.0 &amp; VBM2.0 lessons require students to meet certain objectives and goals.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Identify problems and collaborate with others to identify solutions	<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 (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Negotiate with others to reach consensus	<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 (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Recognize and access the strengths of team members in coordinating tasks	<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 (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Make independent decisions when appropriate	<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 (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Facilitate cooperative efforts with diverse	

groups	
<p>Recognize the relationship between the organization's strategic plan, specific objectives, implementation tactics and individual roles</p>	<p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Supervision  Productivity &amp; Efficiency  Sales &amp; Logistics  Forms of Ownership: Capital  Forms of Ownership: Liability  Forms of Ownership: Taxes  Turnaround  New Business Project  Multiplayer Competition</p>
<p>Demonstrate leadership in group activities</p>	<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 (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>

## Resource Management

<b>Suggested Applications</b>	<b>Virtual Business Lesson</b>
Define areas of responsibility	<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 those areas.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Establish job priorities	<p><b><u>VBM2.0 Lessons:</u></b>                      Resumes &amp; Employee Selection                      Employee Supervision                      New Business Project                      Multiplayer Competition</p>
Organize the work area and personnel of a business environment	
Manage the work flow	<p><b><u>VBR2.0 Lessons:</u></b>                      Staffing                      New Store Project                      Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>                      Resumes &amp; Employee Selection                      Employee Opinions                      Employee Supervision                      Strikes, Unions &amp; Collective Bargaining                      Productivity &amp; Efficiency                      Turnaround                      New Business Project                      Multiplayer Competition</p>
Calculate the time, personnel and material needs and costs of ongoing and special business activities	<p><b><u>VBR2.0 Lessons:</u></b>                      Staffing                      New Store Project                      Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>                      Resumes &amp; Employee Selection                      Employee Opinions                      Employee Supervision                      Strikes, Unions &amp; Collective Bargaining                      Risk Management &amp; Insurance                      Turnaround                      New Business Project                      Multiplayer Competition</p>
Determine supply and service needs and costs	<p><b><u>VBR2.0 Lessons:</u></b>                      Staffing                      New Store Project                      Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>                      Resumes &amp; Employee Selection                      Employee Opinions                      Employee Supervision                      Strikes, Unions &amp; Collective Bargaining</p>

	Risk Management & Insurance Turnaround New Business Project Multiplayer Competition
Schedule and make arrangements for meetings and conferences	

## Regulatory Compliance [Risk Management]

<b>Suggested Applications</b>	<b>Virtual Business Lesson</b>
Discuss the rationale for and demonstrate compliance with: Laws regarding personnel practices and business transactions	
Ethical principles in business management and operations	
Emergency procedures and regulations	
Fundamentals of accident prevention and health maintenance	
Occupational health and safety practices and regulations	VBM2.0 lessons which allow students control over purchasing inventory may cause students to have to deal with OSHA regulations  New Store Project (VBR2.0) Multiplayer Competition (VBR2.0)