

**Tennessee's Business & Information Technology
Standards
Correlation to
Virtual Business – Retailing 2.0 (VBR2.0)
&
Virtual Business – Management (VBM) Lessons**

Business/IT Standard	Virtual Business Retailing 2.0	Virtual Business Management
Personal Computing #3270	✓✓✓	✓✓✓
Computer Productivity Applications #3271	✓✓	✓✓
Accounting I #3779	✓✓	✓✓
Accounting II #3780	✓✓	✓✓
Principles of Business #3709	✓✓✓	✓✓✓
Financial Planning #3713	✓✓	✓✓
Business Economics #3749	✓✓✓	✓✓✓
Keyboarding #3710	✓✓✓	✓✓✓
International Business/Marketing #3750	✓✓	✓✓✓
Management #3707	✓✓✓	✓✓✓
Keyboarding Applications #3775	✓✓✓	✓✓✓
Document Creation Design #3727	✓✓✓	✓✓✓
Spreadsheet Applications #3729	✓✓✓	✓✓✓
Administrative Management Systems #3737	✓✓✓	✓✓✓

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

The information for this correlation was found at the following website during 12/2004:
<http://www.state.tn.us/education/vecurr.htm>

Personal Computing (Course Code #3720)

Business/IT Standard	Virtual Business Lesson
The student will demonstrate proficiency in the care and use of computer based technology.	All VBR2.0 & VBM Lessons require students to use and be familiar with computers in order to complete the lesson goals and objectives, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will develop skills using a variety of computer resources to increase productivity, support creativity, conduct and evaluate research, and improve communications.	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)
The student will use technology resources to improve problem solving and decision-making skills and apply these skills to real world situations.	All VBR2.0 & VBM Lessons require students to evaluate the current business situation and to utilize problem solving and decision-making skills in order to improve upon the situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze the social impact and explore the ethical issues of technology usage.	

Computer Productivity Applications (Course Code #3721)

Business/IT Standard	Virtual Business Lesson
The student will evaluate the impact that computers have on societal change.	
The student will apply skills appropriate to the resident operating system.	
The student will increase skills of processing documents in various styles, formats and lengths.	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)
The student will create and design spreadsheets to produce and manipulate alpha/numeric data.	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)
The student will develop database skills to organize and maintain information.	
The student will examine the efficiency and effectiveness of integrated packages for information processing.	
The student will design a multi-media	All VBR2.0 & VBM Lessons allow students to

presentation.	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)
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or group environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Accounting I (Course Code # 3779)

Business/IT Standard	Virtual Business Lesson
The student will analyze various accounting career opportunities.	
The student will analyze and record financial information and prepare end-of-fiscal period documents for a service and merchandising business organized as a sole proprietorship, a partnership or a corporation.	All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will demonstrate an understanding of cash control systems.	
The student will prepare payroll records, taxes and reports.	
The student will analyze, calculate and utilize accounting for special procedures that occur less frequently in the accounting cycle.	All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Accounting II (Course Code # 3780)

Business/IT Standard	Virtual Business Lesson
The student will perform operations necessary to plan, control and evaluate business operations for a departmentalized accounting system.	
The student will analyze general accounting adjustments for uncorrectable accounts, merchandise inventory, depreciation, notes payable and receivable, accrued expenses and revenue, prepaid expenses and unearned revenue.	All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the process of organizing, paying dividends, acquiring additional capital and reporting financial statements for a corporation.	
The student will plan budgets, organize accounting information for management decisions, analyze financial statements and prepare cash flow analyses.	All VBR2.0 & VBM Lessons allow students to continuously monitor the business' financial statements in order to make wise management decisions, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will calculate and document cost accounting records for a merchandising and a manufacturing business.	
The student will perform special accounting procedures for not-for profit organizations, voucher systems and partnerships.	
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Principles of Business (Course Code #3709)

Business/IT Standard	Virtual Business Lesson
The student will evaluate economic basis of domestic and global trade.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM), A Practice Business (VBM), Start a Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate entrepreneurship concepts.	All VBR2.0 & VBM Lessons allow students to experience what it is like to manage and operate your own retail convenience store and distribution center, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze the various functions of business operations.	Pricing (VBR2.0), Purchasing (VBR2.0), Staffing (VBR2.0), Promotion (VBR2.0), Financing (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion

	(VBR2.0), Turnaround (VBR2.0), A Practice Business (VBM), Basic Staffing (VBM), Basic Operations (VBM), Basic Financing (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Fleet Management (VBM), Warehouse Layout (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine careers available domestically and internationally.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes within these areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze information on budgeting and becoming a responsible consumer.	All VBR2.0 & VBM Lessons encourage students to monitor the business' financial status and to make decisions which bring the most benefit with the least amount of cost, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine banking services and analyze investment strategies.	Financing (VBR2.0), Financing Alternatives (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate how credit can be used as a tool for financial well-being.	Financing (VBR2.0), Financing Alternatives (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze various forms of risk management.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine the risks and uncertainties involved within each of these individual areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed individually or in teams, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Financial Planning (Course Code #3713)

Business/IT Standard	Virtual Business Lesson
The student will evaluate the diverse finance career opportunities.	
The student will investigate financial management strategies.	Financial Statements (VBR2.0), Financing (VBR2.0), Basic Financing (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will compare the different types of	

financial institutions.	
The student will examine various investment opportunities.	
The student will evaluate the use of credit.	Financing (VBR2.0), Basic Financing (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will design a plan for the administration and disposition of estate property.	
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Business Economics (Course Code #3749)

Business/IT Standard	Virtual Business Lesson
Students will analyze the basic economic systems in relation to scarcity, choice and opportunity costs.	Supply & Demand (VBR2.0), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Exchange Rates (VBM), Pricing (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Students will interpret the role of business in a free enterprise system.	Supply & Demand (VBR2.0), Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), A Practice Business (VBM), Basic Staffing (VBM), Basic Operations (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Exchange Rates (VBM), Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Fleet Management (VBM), Warehouse Layout (VBM)
Students will examine the role of the individual in a free enterprise system.	
Students will examine the role of government in a free enterprise system.	
Students will examine economic concepts.	Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM)
Students will examine careers in business economics.	
Students will identify market structure/forms of competition found in the U.S. economy.	All VBR2.0 & VBM Lessons contain competitor stores for the students to consider when making decisions, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Keyboarding (Course Code #3710)

Business/IT Standard	Virtual Business Lesson
The student will operate and maintain the workstation.	All VBR2.0 & VBM Lessons require students to use and be familiar with computers in order to complete the lesson objectives and goals, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will operate the keyboard using the touch system.	All VBR2.0 & VBM 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, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply language arts skills to prepare business documents.	All VBR2.0 & VBM 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, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will demonstrate speed and accuracy using the touch system of keying.	
The student will format text.	All VBR2.0 & VBM 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, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will key business documents.	All VBR2.0 & VBM 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, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

International Business/Marketing (Course Code #3750)

Business/IT Standard	Virtual Business Lesson
The student will compare the way in which business and marketing is conducted domestically versus internationally.	Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM), Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), A Practice Business (VBM), Start a Business (VBM), Basic Operations (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate the social and cultural differences among nations.	
The student will evaluate economic considerations and systems in international business and marketing.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
The student will analyze the management and marketing principles of international business and marketing.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
The student will evaluate legal, ethical and financial considerations for international business and marketing transactions.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
The student will prepare international communication and trade documentation.	
The student will apply organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will experience work-based learning in the international business and marketing industry.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine individual strengths and weaknesses, likes and dislikes found within each of these areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Management (Course Code #3707)

Business/IT Standard	Virtual Business Lesson
The student will examine the basic role of business in our society.	All VBR2.0 & VBM Lessons allow students to experience what it is like to manage and operate a retail convenience store and distribution center, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze ways the social and ethical environment of business has changed.	
The student will examine both the economic and international environment of business.	
The student will examine how effective decision-making skills are used in the	All VBR2.0 & VBM Lessons require students to evaluate the current business' situation and to

management process.	utilize decision-making and problem-solving skills in order to improve upon that situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will describe the communication process and any barriers to communication, including ways to improve communication.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze the steps in strategic planning and the implementation of the necessary goals.	All VBR2.0 & VBM 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, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the various types of organizational structures.	
The student will analyze the role of human resources in a business organization.	A Practice Business (VBM), Start a Business (VBM), Basic Staffing (VBM), Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Intro to Int'l Business (VBM), Staffing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will consider the ways a manager can motivate through leadership.	Employee Evaluation (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
The student will examine ways to manage conflict and stress in the workplace.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how to bring together a diverse workforce.	
The student will determine how to choose standards for both internal and external controls.	
The student will examine the need for continued professional development.	
The student will examine the legal and financial operations of a business.	Financial Statements (VBR2.0), Financing (VBR2.0), Basic Financing (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0), All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations are demonstrated
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Keyboarding Applications (Course Code #3775)

Business/IT Standard	Virtual Business Lesson
The student will create business documents, applying the appropriate formatting knowledge and skills.	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)
The student will apply skills in processing business documents using new styles in various formats and lengths.	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)
The student will apply the touch system to develop speed and reduce errors.	
The student will apply keying and formatting skills in creating reports and tables in various formats and lengths.	All VBR2.0 and 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)
The student will apply concise styles, mailable standards and rules for grammar, spelling and punctuation creating business documents and reports that communicate the intended message.	All VBR2.0 and 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)
The student will process career portfolio documents for job interview.	
The student will perform their culmination project by completing a simulation that consists of business correspondence, reports, tables, etc., of varying degrees of difficulty.	All VBR2.0 and 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)
The student will evaluate professional skills associated with in business leaders.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Document Creation Design (Course Code #3727)

Business/IT Standard	Virtual Business Lesson
The student will identify steps in the word and information processing cycle.	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)
The student will apply the features of document design software in document preparation.	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)
The student will perform basic formatting skills.	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)
The student will create multiple column layouts.	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)
The student will design documents incorporating specialized features.	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)
The student will design documents incorporating advanced features.	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)
The student will perform a culmination project by completing a simulation.	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)
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Spreadsheet Applications (Course Code #3729)

Business/IT Standard	Virtual Business Lesson
The student will operate the electronic spreadsheet software and create and manipulate a basic worksheet.	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)
The student will create and enter formulas and format a spreadsheet.	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)
The student will apply spreadsheet enhancement skills.	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)
The student will use special functions to perform special calculations.	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)
The student will produce spreadsheets while using print options for diverse output results.	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)
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Administrative Management Systems (Course Code #3737)

Business/IT Standard	Virtual Business Lesson
Students will examine a variety of opportunities in business.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes within these areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Students will enhance productivity through	All VBR2.0 & VBM Lessons allow students to

effective information processing.	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)
Students will apply various communication strategies and techniques to send, receive and transmit information in the global world of business.	
Students will maintain various records management systems.	
The student will effectively use resources that support work activities, time management, workstation components and safety in the work environment.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will perform activities and demonstrate knowledge essential to planning career strategies and continuous self improvement.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes within these areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine concepts and procedures used in managing financial activities.	Financial Statements (VBR2.0), Financing (VBR2.0), Basic Financing (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0), All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated
The student will examine the importance of an apply decision making, critical thinking and teamwork skills.	All VBR2.0 & VBM Lessons require students to evaluate the current business situation and to utilize decision making and problem solving skills in order to improve upon that situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will develop a comprehensive portfolio.	
The student will demonstrate organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Tennessee's Marketing Education Standards
Correlation to
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&
Virtual Business – Management (VBM) Lessons

Marketing Standard	Virtual Business Retailing 2.0	Virtual Business Management
Marketing & Management Principles I #5000	✓✓✓	✓✓✓
Marketing & Management II Advanced Strategies #5001	✓✓✓	✓✓✓
Entrepreneurship #5005	✓✓✓	✓✓✓
Advertising and Public Relations #5016	✓✓✓	✓
Exploration of Marketing & Management #5014	✓✓✓	✓✓✓
Technology in Marketing #5011	✓✓✓	✓✓
Marketing Information Management #5017	✓✓✓	✓
Retail Operations #5022	✓✓✓	✓✓✓
International Business and Marketing #5015	✓	✓✓✓
Organizational Leadership #5019	✓✓✓	✓✓✓
Sales Management #5018	✓✓✓	✓✓✓

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Marketing and Management Principles I (Course Code #5000)

Marketing Standard	Virtual Business Lesson
The student will understand the relevance of the marketing foundations and how they impact all individuals, professions and entities.	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will gain an understanding of economic concepts and principles in a global economy.	Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM), Supply & Demand (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will understand the nature and scope of selling.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), Merchandising (VBR2.0), All VBR2.0 & VBM Lessons allow students to monitor the customer comments which allows business alterations to take place if necessary, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze promotion as it relates to the marketing mix.	Promotion (VBR2.0), Advanced Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the nature and scope of product/service management.	
The student will evaluate strategies utilized in determining and adjusting prices to maximize return and ensure customer satisfaction.	Pricing (VBR2.0), Advanced Promotion (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze the importance of distribution in marketing and management.	All VBM Lessons allow students to experience what it is like to manage and operate their own distribution center
The student will develop human resource skills to be used in preparing for a marketing career.	A Practice Business (VBM), Basic Staffing (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM)
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0), New Store Project (VBR2.0)
The student will analyze how Marketing and Management I principles are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0),

	Multiplayer Competitions (VBR2.0)
The student will understand the importance of academic subject matter integration in the area of marketing.	Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM), Supply & Demand (VBR2.0), All VBR2.0 & VBM 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, 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 demonstrated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Marketing and Management II – Advanced Strategies (Course Code #5001)

Marketing Standard	Virtual Business Standard
The student will evaluate the role of management.	All VBR2.0 & VBM Lessons allow the students to experience the different functions involved in operating a business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the role of entrepreneurship in a global society.	New Store Project (VBR2.0)
The student will analyze the financial concepts relevant to marketing management and entrepreneurship.	Financing (VBR2.0), Financial Statements (VBR2.0), Basic Financing (VBM), Start a Business (VBM), A Practice Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will assess the role of risk management in marketing.	All VBR2.0 & VBM Lessons allow students to experience the functions involved in operating a business and to determine the risks and uncertainties involved within each of those areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the concepts of marketing information management.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze the nature and scope of purchasing in marketing management.	Purchasing (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will employ human resource skills used by a marketing manager/entrepreneur.	Basic Staffing (VBM), Recruiting & Hiring (VBM), Organization (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Training (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer

	Competitions (VBR2.0)
The student will analyze how marketing and management II – advanced strategies principles are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply and relate other academic subject matter to the area of marketing and management.	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, Promotion (VBR2.0), Advanced Promotion (VBR2.0), Exchange Rates (VBM), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Entrepreneurship (Course Code # 5005)

Marketing Standard

Virtual Business Lesson

The student will assess the essential role of entrepreneurs within a free enterprise system.	All VBR2.0 & VBM Lessons allow students to experience what it is like to operate their own retail convenience store and distribution center, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will gain an understanding of economic concepts and principles in a global economy.	Supply & Demand (VBR2.0), Intro to Int'l Business (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM), Country Selection (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will appraise the rewards and risks of entrepreneurship and analyze the characteristics of successful entrepreneurs.	
The student will examine entrepreneurial trends and opportunities.	All VBR2.0 & VBM Lessons allow students to experience what it is like to operate their own retail convenience store and distribution center, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the components of a business plan.	New Store Project (VBR2.0)
The student will formulate a marketing plan.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply the process used to select a site and design the physical layout for a business.	Start a Business (VBM), Intro to Int'l Business (VBM), Country Selection (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate the purchasing process as it impacts the acquisition of equipment, supplies, and inventory.	Purchasing (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate the management functions necessary in an entrepreneurial venture.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their

	individual strengths and weaknesses within those areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze procedures for planning and managing the finances of a small business.	All VBR2.0 & VBM Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the legal and ethical issues relevant to small business ownership.	
The student will identify and evaluate technology used by entrepreneurs.	E-Commerce Systems (VBM), Geographic Info Systems (VBM), Telecommuting (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons require students to evaluate the current business' situation and to utilize decision making and problem solving skills in order to improve upon that situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how entrepreneurship principles are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will relate and apply academic subject matter to entrepreneurship.	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)

Advertising and Public Relations (Course Code # 5016)

Marketing Standard	Virtual Business Lesson
The student will analyze careers in advertising and public relations.	
The student will relate the importance of advertising and public relations to the marketing mix.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze trends in advertising and public relations.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate the ethical considerations, government regulations and global implications for advertising and public relations.	
The student will assess the importance of marketing information management in advertising and public relations.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will identify and analyze the types of media available for advertising and public relations.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

The student will evaluate factors affecting media costs.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply and relate other academic subject areas to advertising and public relations.	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)
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how advertising and public relations principles are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Exploration of Marketing and Management (Course Code # 5014)

Marketing Standard	Virtual Business Lesson
The student will explore the nature and scope of marketing and management.	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will assess characteristics of a successful employee.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses within those areas, New Store Project (VBR2.0)
The student will assess career opportunities in marketing and management.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses within those areas, New Store Project (VBR2.0)
The student will assess interpersonal skills needed in marketing and management.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply human relations and communication skills required for the marketing and management careers.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply and relate academic subject matter to exploration of marketing and management.	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)
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how exploration principles of marketing and management are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Technology in Marketing (Course Code # 5011)

Marketing Standard	Virtual Business Lesson
The student will analyze the impact of technology in marketing.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate technological considerations in product planning.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Exchange Rates (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine technology in the distribution of products.	Purchasing (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the role of technology in promoting goods and services.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will recognize the importance of technology in selling.	E-Commerce Systems (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
The student will evaluate technological advances in communication.	
The student will apply and relate academic subject matter to technology in marketing.	All VBR2.0 & VBM Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will demonstrate organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how technology in marketing principles are applied in a specific work-based experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Marketing Information Management (Course Code # 5017)

Marketing Standard	Virtual Business Lesson
The student will analyze the function of marketing information management systems.	Market Research (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the methods for gathering marketing information using technology.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

The student will evaluate marketing information management systems as an approach to problem solving.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will relate the nature of marketing research to a marketing information management system.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how marketing information management principles are applied in a specific work-based learning experience.	
The student will apply and relate other academic subject areas to marketing information management.	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)

Retail Operations (Course Code # 5022)

Marketing Standard	Virtual Business Lesson
The student will analyze the marketing foundations as they relate to retailing.	All VBR2.0 Lessons allow students to experience what it is like to manage their own retail convenience store, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will understand economic concepts fundamental to retailing.	Intro to Int'l Business (VBM), Exchange Rates (VBM), Country Selection (VBM), Tariffs & Protectionism (VBM), Supply & Demand (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze marketing information systems and their importance in retailing.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), All VBR2.0 Lessons require students to evaluate the current business situation and to utilize decision making and problem solving skills in order to improve upon the situation, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine financial concepts and methods to control risks in retailing.	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)
The student will compare and contrast distribution strategies as well as inventory methods used in retail businesses.	Purchasing (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will identify and analyze the	Purchasing (VBR2.0), Pricing (VBR2.0),

various buying and pricing activities involved in retailing.	Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Exchange Rates (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will examine the importance of the promotional mix to the retail business.	Promotion (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply the selling process and relate the importance of customer service to the retail business.	All VBR2.0 & VBM Lessons allow students to monitor customer comments which allow them to make business changes if necessary, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze the role of human resources and career opportunities in retailing.	A Practice Business (VBM), Basic Staffing (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), Staffing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply and relate academic subject matter to retailing.	All VBR2.0 & VBM 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, New Store Project, Multiplayer Competitions (VBR2.0)
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how retail operation principles are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

International Business and Marketing (Course Code # 5015)

Marketing Standard	Virtual Business Lesson
The student will compare the way in which business and marketing is conducted domestically versus internationally.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM), Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Targeted Marketing (VBR2.0), Market Research (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Basic Operations (VBM), A Practice Business (VBM), Start a Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate the social and cultural	

differences among nations.	
The student will evaluate economic considerations and systems in international business and marketing.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
The student will analyze the management and marketing principles of international business and marketing.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
The student will evaluate legal, ethical and financial considerations for international business and marketing transactions.	Intro to Int'l Business (VBM), Country Selection (VBM), Exchange Rates (VBM), Tariffs & Protectionism (VBM)
The student will prepare international communication and trade documentation.	
The student will apply organizational and professional leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or group environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how international business and marketing principles are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Organizational Leadership (Course Code # 5019)

Marketing Standard

Virtual Business Lesson

The student will evaluate the leadership techniques used by organizations to increase profitability.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate the roles of leadership in an organization.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will explore the interpersonal skills needed for developing leadership abilities.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply the skills needed to communicate effectively.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will assess cultural diversity and equity issues as they relate to organizational goals.	
The student will examine the legal issues relating to management responsibilities.	
The student will evaluate career plans and employability skills.	All VBR2.0 & VBM Lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses within those areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or group environment, New Store Project (VBR2.0), Multiplayer

	Competitions (VBR2.0)
The student will analyze how organizational leadership principles are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply and relate academics to organizational leadership.	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)

Sales Management (Course Code # 5018)

Marketing Standard	Virtual Business Lesson
The student will examine the interrelationships between economic and marketing concepts and selling.	Supply & Demand (VBR2.0), Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Intro to Int'l Business (VBM), Country Selection (VBR2.0), Exchange Rates (VBM), Tariffs & Protectionism (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze customer/client behavior in the buying process.	All VBR2.0 & VBM Lessons allow students to monitor customer comments which enables them to make business changes if necessary, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will evaluate techniques utilized to sell products and services.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), Promotion (VBR2.0), Advanced Promotion (VBR2.0), Merchandising (VBR2.0), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze strategies that build and maintain customers/clients.	All VBR2.0 & VBM Lessons allow students to monitor customer comments which may be used to make business changes if necessary, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze and evaluate legal, moral and ethical issues affecting selling and sales management.	
The student will analyze the non-selling tasks of sales staff and management.	Staffing (VBR2.0), Turnaround (VBR2.0), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM), Organization (VBM), Training (VBM), Recruiting & Hiring (VBM), Employee Evaluation (VBM), Wages & Employment (VBM), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will identify the technological influences in sales.	E-Commerce Systems (VBM), A Practice Business (VBM), Start a Business (VBM), Intro to Int'l Business (VBM)
The student will identify and appraise career	

opportunities in selling and sales management.	
The student will apply organizational and leadership skills.	All VBR2.0 & VBM Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will analyze how sales management principles are applied in a specific work-based learning experience.	All VBR2.0 & VBM Lessons should be completed within the time allotted by the instructor, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
The student will apply and relate academic subject matter integration to sales.	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)