

Utah's Business & Marketing Education Standards

Correlation to Virtual Business – Retailing 2.0 (VBR2.0) & Virtual Business – Management 2.0 (VBM2.0) Lessons

Business Ed Standard	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Accounting I	✓✓✓	✓✓✓
Accounting II	✓	✓✓
Administrative Procedures	✓✓✓	✓✓✓
Business Communications I	✓✓✓	✓✓✓
Business Communications II	✓✓✓	✓✓✓
Business Management	✓✓✓	✓✓✓
Computer Technology	✓✓✓	✓✓✓
Computers in Business	✓✓✓	✓✓✓
Economics	✓✓✓	✓✓✓
Entrepreneurship	✓✓✓	✓✓✓
Computer Technology	✓✓✓	✓✓✓
Electronic Spreadsheets and Databases	✓✓	✓✓
Word Processing Basics	✓✓✓	✓✓✓
Word Processing	✓✓✓	✓✓✓
Marketing Ed Standard	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Marketing – Full Year Part I	✓✓✓	✓
Marketing – Full Year Part II	✓✓✓	✓
Marketing Advanced	✓✓✓	N/A
Retailing	✓✓✓	N/A
Retailing – School Store	✓✓✓	N/A
Advertising	✓✓✓	N/A

Leadership Principles	✓✓✓	✓✓✓
Leadership Management – A&B	✓✓✓	✓✓✓
Economics for Marketing	✓✓✓	✓✓✓
Entrepreneurship for Marketing	✓✓✓	✓✓✓

✓ Some correlation to Standards ✓✓ High correlation to Standards ✓✓✓ Very High correlation to Standards

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

http://www.usoe.k12.ut.us/ate/Skills/Bus_tests.htm
<http://www.usoe.k12.ut.us/ate/marketing/market.htm>

Accounting I

Standard	Virtual Business Lesson
Students will acquire and use accounting terminology and professional attitude and skills throughout the study of accounting.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will list and identify characteristics of the three basic accounting equation elements.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will apply the theory of debit and credit to the accounting equation, define a business transaction, and show how and why accounts are increased and decreased.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will identify and use source documents for journalizing transactions; students will post journal entries to a ledger.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will prepare, analyze and interpret Financial Statements.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will prepare closing entries and a	All VBR2.0 & VBM2.0 lessons allow students to

Post-Closing Trial Balance.	<p>view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will demonstrate proper cash management.	
Students will acquire automated accounting competency or calculator proficiency if computers are not available (OPTIONAL STANDARD)	

Accounting II

Standard	Virtual Business Lesson
Students will acquire and use accounting terminology and professional attitude and skills throughout the study of accounting.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will prepare payroll records.	
Apply accepted accounting principles to sales, purchases, cash receipts and cash payment/disbursement transactions.	
Students will demonstrate the ability to handle uncollectible accounts/bad debts.	
Students will demonstrate and explain the principles for handling depreciation of assets.	
Students will prepare adjusting entries and financial statements.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will prepare closing entries and Post-Closing Trial Balance.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will identify and explain three forms of business ownership: Sole Proprietorship, Partnership and Corporation.	<p><u>VBR2.0 Lessons:</u> Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
Students will demonstrate an understanding of the following recommended enrichment activities (OPTION STANDARD)	

Administrative Procedures

Standard	Virtual Business Lesson
<p>Communication: Students will demonstrate effective reading, writing, speaking, and listening skills while performing business assignments and responsibilities.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
<p>Management: Students will learn resource management skills, including information, time, tasks and records.</p>	<p>All VBR2.0 & VBM2.0 lessons should be completed within the time allotted by the instructor and students are required to continuously monitor the product and financial records of the business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>Business Machine and Computer Technology: The student will demonstrate the use of common business machines and computer systems in today's office environment.</p>	
<p>Human Relations: Students will develop skills in working with others, maintaining professionalism, and improving job search abilities.</p>	<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>

Business Communications I

Standard	Virtual Business Lesson
Students will identify the communication process and practice effective nonverbal communication 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)
Students will communicate using correct usage and mechanics	
Students will improve and demonstrate effective informational reading skills.	All VBR2.0 & VBM2.0 lessons require students to continually evaluate the current business' product and financial charts and graphs in order to make informed decisions. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students will develop and practice effective oral communication skills.	All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment, allowing students to practice their communication and presentation skills. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Develop a list of new vocabulary words, confusing homonyms, and technical and business terms.	All VBR2.0 & VBM2.0 lessons allow students to click on a term to view the definition. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students will compose effective written communications.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students will develop and practice proficient listening skills.	All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment. New Store Project (VBR2.0)

	<p>Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>Students will apply basic social communications skills in personal and professional situations by demonstrating competence, ethics, leadership, and interpersonal skills.</p>	<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>
<p>Students will use technology to enhance the effectiveness of communications.</p>	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
<p>Students will integrate all forms of communication in the successful pursuit and retention of employment. (Optional)</p>	

Business Communications II

Standard	Virtual Business Lesson
The student will develop and practice effective oral 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>
The student will improve and demonstrate effective informational reading strategies.	<p>All VBR2.0 & VBM2.0 lessons require students to continually evaluate the current business' product and financial charts and graphs in order to make informed decisions.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will compose an effective research paper.	
Students will use technology to enhance the effectiveness of communications.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will integrate all forms of communication in the successful pursuit of employment 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>
Students will develop organizational communication skills through the development of leadership, personal ethics, and customer-business relationships.	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to make alterations to the current business situation if necessary.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Do an oral report using presentation software to enhance the presentation.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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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Business Management

Standard	Virtual Business Lesson
Students will identify and describe the planning function of management.	<p>All VBR2.0 & VBM2.0 lessons require students to analyze the current business situation and to utilize decision making and problem solving skills in order to improve upon the situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will identify and describe the organizing function of management.	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Staffing Promotion Financing Targeted Marketing Merchandising Advanced Promotion Security Turnaround New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Productivity & Efficiency Sales & Logistics Risk Management & Insurance Forms of Business Ownership: Capital Forms of Business Ownership: Liability Forms of Business Ownership: Taxes New Business Project Multiplayer Competition</p>
Students will identify and describe the directing (leadership) function of management.	<p><u>VBR2.0 Lessons:</u> New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition</p>
Students will identify and describe the controlling and evaluating functions of management.	<p><u>VBR2.0 Lessons:</u> New Store Project Multiplayer Competition</p>

	<p><u>VBM2.0 Lessons:</u> Employee Opinions Employee Supervision New Business Project Multiplayer Competition</p>
Students will analyze and understand the importance of financial information.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will define the overall nature of marketing and economics.	<p>All VBR2.0 & VBM2.0 lessons contain competitor stores for the students to consider when making decisions.</p> <p><u>Additional VBR2.0 Lessons:</u> Supply & Demand Market Research Targeted Marketing Pricing Purchasing Merchandising Advanced Promotion New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Multiplayer Competitions New Business Project</p>
Students will describe human resource management and its importance to the successful operation of an organization.	<p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition</p>
Understand and identify ethics and social responsibility as it relates to business.	

Computer Technology

Standard	Virtual Business Lesson
Students will enhance keyboarding skills.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will develop knowledge of computer basics and use an operating system.	<p>All VBR2.0 & VBM2.0 lessons require students to have basic computer knowledge in order to complete the lesson.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will apply document-processing skills. Each student will be able to use the following when creating a letter, memo, report, or other business document.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will create spreadsheets and manipulate data.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will demonstrate an understanding of ethics related to computer technology.	
Students will access on-line information resources.	
Students will create an electronic presentation.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>

With the cooperation of a teacher in a different content area, students will create and implement an integrated project.	

Computers in Business

Standard	Virtual Business Lesson
Students will continue to improve keyboarding skills.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will understand and demonstrate basic economic concepts.	<p><u>VBR2.0 Lessons:</u> Supply & Demand New Store Project Multiplayer Competition</p>
Students will understand and demonstrate basic stock market concepts.	
Students will understand and demonstrate basic marketing principles.	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competition</p>
Students will understand basic entrepreneurship concepts.	<p>All VBR2.0 & VBM2.0 lessons allow students to experience what it is like to manage and operate their own retail convenience store and distribution center.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will apply basic desktop publishing concepts.	
Students will be able to create a basic web page using HTML and a web page editor	

Economics

Standard	Virtual Business Lesson
Students will understand the economic condition of scarcity where individuals, businesses, governments, societies, and nations must make choices in attempting to satisfy unlimited wants and needs using limited resources.	
Students will understand that resources and goods/services are allocated by voluntary exchange and that economic markets are characterized by supply, demand, competition, incentives, and property rights.	<p>All VBR2.0 & VBM2.0 lessons contain competitor stores for the students to consider when making their business decisions.</p> <p>Supply & Demand (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will recognize how government and economic institutions assist individuals and groups in pursuit of economic well being.	<p>All VBR2.0 & VBM2.0 lessons allow students to experience what it is like to manage and operate their own retail convenience store and distribution center.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will understand how investing in health, education, technology, and entrepreneurial pursuits can increase productivity and the standard of living.	<p><u>VBR2.0 Lessons:</u> Staffing Turnaround New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Employee Supervision Risk Management & Insurance New Business Project Multiplayer Competition</p>
Students will understand how individuals, businesses, governments, societies, and nations are impacted by a changing global economy.	

Entrepreneurship

Standard	Virtual Business Lesson
Students will understand basic economic concepts related to business ownership.	<p>All VBR2.0 & VBM2.0 lessons simulate owning and operating a retail store or distribution center. Each lesson contains competitor stores for the students to consider when making their business decisions.</p> <p>Supply & Demand (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will identify and assess entrepreneurial traits and opportunities.	<p>All VBR2.0 & VBM2.0 lessons allow student to simulate owning and operating their own retail store or distribution center.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will analyze a market's customers, competitors, and industry.	<p>All VBR2.0 & VBM2.0 lessons contain competitor stores and customer comments for the students to consider when making their business decisions.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will be able to develop a business plan.	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will be able to make use of financial documents utilized in a business.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>

Electronic Spreadsheets and Databases

Standard	Virtual Business Lesson
Students will use a spreadsheet application to organize data and complete calculations.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will use spreadsheet information to graph data and develop professional reports.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will setup, preview, and print spreadsheets.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Students will use database application software to create and manage tables.	
Students will use queries in a database.	
Students will create forms and reports in a database.	
Students may participate in the following enrichment activities (OPTIONAL): MOUS certification, concurrent enrollment courses, career exploration, web site research on new computer technology.	

Word Processing Basics

Standard	Virtual Business Lesson
Keyboarding	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Basic word processing functions	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Editing	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Document formatting	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Business documents	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>

Word Processing

Standard	Virtual Business Lesson
Keyboarding	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Basic Word Processing Elements	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Advanced Word Processing Functions	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Advanced Word Processing Formatting	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Advanced Tables	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
Merge	
Graphics	All VBR2.0 & VBM2.0 lessons allow students to

	<p>view the current business' financial statements - which are exportable to Excel where further analysis, mathematical 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>
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Marketing Education

Marketing - Semester

Standard	Virtual Business Lesson
Students will have an understanding of the world of marketing.	<p><u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competition</p>
Students will have an understanding of economics, the free enterprise system, and how it relates to marketing.	<p>All VBR2.0 & VBM2.0 lessons contain competitor stores that students must consider when making decisions.</p> <p>Supply & Demand (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will have an understanding of the selling process.	<p>All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to make changes within the current business if necessary.</p> <p>Merchandising (VBR2.0) Advanced Promotion (VBR2.0) Targeted Marketing (VBR2.0) Market Research (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will understand the concept of pricing and how it relates to marketing.	<p><u>VBR2.0 Lessons:</u> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competition</p>
Students will understand the concept of promotion and how it relates to marketing.	<p><u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competition</p>
Students will understand the concept of	All VBM2.0 lessons allow students to

<p>distribution and how it relates to marketing.</p>	<p>experience what it is like to manage and operate a distribution center</p> <p>Multiplayer Competitions (VBM2.0) New Business Project (VBM2.0)</p>
<p>Students will understand the concept of marketing research and how it relates to marketing.</p>	<p><u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competition</p>
<p>Students will understand the concept of product planning and how it relates to marketing.</p>	<p><u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competition</p>
<p>Students will understand the concept of career and professional development and how they relate to marketing. (Optional)</p>	<p>All VBR2.0 & VBM2.0 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 each of those areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Marketing – Full Year Part I

Standard	Virtual Business Lesson
Students will have an understanding of the world of marketing.	<u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competition
Students will have an understanding of economics, the free enterprise system, and how it relates to marketing.	All VBR2.0 & VBM2.0 lessons contain competitor stores that the students must consider when making decisions. Supply & Demand (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Students will have an understanding of business and international marketing principles.	<u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competition
Students will have an understanding of business and society.	
Students will have an understanding of management skills required for marketing.	
Students will have an understanding of the selling process.	

Marketing – Full Year Part II

Standard	Virtual Business Lesson
Students will understand the concept of pricing and how it relates to marketing.	<u>VBR2.0 Lessons:</u> Supply & Demand Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competition
Students will understand the concept of promotion and how it relates to marketing.	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competition
Students will understand the concept of distribution and how it relates to marketing.	All VBM2.0 lessons allow students to experience what it is like to operate their own distribution center. Multiplayer Competitions (VBM2.0) New Business Project (VBM2.0)
Students will understand the concept of marketing research and how it relates to marketing.	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competition
Students will understand the concept of product planning and how it relates to marketing.	<u>VBR2.0 Lessons:</u> Purchasing Turnaround New Store Project Multiplayer Competition
Students will understand the concept of career and professional development and how they relate to marketing.	All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes for the different areas. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

Marketing Advanced

Standard	Virtual Business Lesson
Students will understand and demonstrate the importance of developing a successful marketing and corporate strategy.	<u>VBR2.0 Lessons:</u> New Store Project Multiplayer Competition
Students will understand and demonstrate the importance of scanning the marketing environment.	
Students will understand the importance of consumer behavior in the field of marketing.	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competition
Students will understand and demonstrate the importance of marketing information: from information to action.	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competition
Students will understand and demonstrate the importance of identifying market segments and targets.	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competition
Students will understand and demonstrate the importance of developing new products and services.	
Students will understand and demonstrate the importance of managing products and brands.	
Students will understand and demonstrate the importance of building the price foundation.	<u>VBR2.0 Lessons:</u> Pricing New Store Project Multiplayer Competition
Students will understand and demonstrate the importance of managing marketing channels and wholesaling.	
Students will understand and demonstrate the importance of advertising, sales promotion, and public relations.	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competition

Retailing

Standard	Virtual Business Lesson
Students will have an understanding of the retailing business and the fundamentals of both store and non-store selling.	<p>All VBR2.0 Lessons allow students to experience the different functions involved in operating a retail convenience store.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)</p>
Students will have an understanding of the components and decisions involved in operation of a retail store.	<p>All VBR2.0 Lessons allow students to experience the different functions involved in operating a retail convenience store.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)</p>
Students will have an understanding of the mechanics of operating a retail store.	<p>All VBR2.0 Lessons allow students to experience the different functions involved in operating a retail convenience store.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)</p>
Students will have an understanding of careers in retailing and how to prepare for a job.	

Retailing – School Store

Standard	Virtual Business Lesson
Students will understand the basic marketing and retail merchandising concepts.	<u>VBR2.0 Lessons:</u> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competition
Students will understand the marketing mix and strategies used in marketing research.	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competition
Students will understand how to develop a business plan and prepare for personnel needs in a retail store.	All VBR2.0 Lessons allow students to experience the different functions involved in operating a retail convenience store. Staffing (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)
Students will have an understanding of the mechanics of operating a retail store.	All VBR2.0 Lessons allow students to experience the different functions involved in operating a retail convenience store. New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0)
Students will understand basic accounting practices and procedures used in retailing.	
Students will understand the importance of promotion in a retail business.	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion New Store Project Multiplayer Competition
Students will identify the role of managers and employees in a retail store and the skills needed to be a successful.	<u>VBR2.0 Lessons:</u> Staffing New Store Project Multiplayer Competition

Advertising

Standard	Virtual Business Lesson
Students will understand the concept of creativity in the promotional industry.	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion New Store Project Multiplayer Competition
Students will understand the difference between advertising and marketing and their relationship in an integrated marketing communications program.	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competition
Students will understand the concepts of marketing segmentation and marketing mix and their role in developing an advertising program.	<u>VBR2.0 Lessons:</u> Market Research Targeted Marketing New Store Project Multiplayer Competition
Students will understand the role of branding as it pertains to advertising.	
Students will understand the role of publicity and sales promotion as it pertains to promotion.	<u>VBR2.0 Lessons:</u> Promotion Advanced Promotion New Store Project Multiplayer Competition
Students will understand how to use and create print media, as well as the costs associated with placing print advertising.	
Students will understand how to use and create broadcast media, as well as the costs associated with placing broadcast advertisements.	
Students will understand the use of digital media and direct mail in an advertising program.	
Students will understand the use of out-of-home, exhibitive, specialty, and supplemental media in an advertising program.	

Leadership Principles

Standard	Virtual Business Lesson
Students will investigate the history of leadership.	
Students will investigate the meaning of leadership.	
Students will learn the importance of creating a vision.	<p>All VBR2.0 & VBM2.0 lessons allow students to simulate owning and operating their own retail store or distribution center and maximizing profitability.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will understand the importance and fundamentals of establishing goals.	<p>All VBR2.0 & VBM2.0 lessons specify certain objectives and goals that should be met within each lesson.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will know the importance of time management and time management techniques.	<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>
Students will understand effective strategies for communication.	<p>All VBR2.0 & VBM2.0 lessons can be completed individually or in a team setting – allowing students to work on communication and presentation skills.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will identify and understand the nature of diversity.	
Students will understand the process for making sound decisions.	<p>All VBR2.0 & VBM2.0 lessons allow students to simulate owning and operating their own retail store or distribution center. Students must continuously evaluate business performance and make decisions to improve profitability.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

<p>Students will understand conflict and resolution techniques.</p>	<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>
<p>Students will identify the sources of power and how they are used.</p>	
<p>Students will understand the steps to building a successful team.</p>	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment.</p> <p><u>VBR2.0 Lessons:</u> New Store Project Multiplayer Competitions</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Multiplayer Competitions New Business Project</p>
<p>Students will understand the importance of effectively dealing with change.</p>	<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 business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>Students will understand the importance and application of ethics.</p>	
<p>Students will be able to understand and apply basic coaching skills.</p>	
<p>Students will identify effective leadership styles.</p>	<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>

Leadership Management – A & B

Standard	Virtual Business Lesson
Students will understand the concepts of leadership and the supervisory role.	<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>
Students will understand the importance of effective planning, decision-making, and control functions in an organization.	<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 business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will understand how to stimulate individual and group performance in an organization.	<p><u>VBR2.0 Lessons:</u> Staffing New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Resumes & Employee Selection Employee Opinions Employee Supervision Strikes, Unions & Collective Bargaining Turnaround New Business Project Multiplayer Competition</p>
Students will understand how to cope with organizational dynamics.	<p>All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will understand the importance of effective planning, decision-making, and control functions in an organization.	<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 business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

Economics for Marketing

Standard	Virtual Business Lesson
Students will understand the economic condition of scarcity where individuals, businesses, governments, societies, and nations must make choices in attempting to satisfy unlimited wants and needs using limited resources.	
Students will understand that resources and goods/services are allocated by voluntary exchange and that economic markets are characterized by supply, demand, competition, incentives, and property rights.	<p>All VBR2.0 & VBM2.0 lessons contain competitor stores for the students to consider when making their business decisions.</p> <p>Supply & Demand (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will recognize how government and economic institutions assist individuals and groups in pursuit of economic well being.	<p>All VBR2.0 & VBM2.0 lessons allow students to experience what it is like to manage and operate their own retail convenience store and distribution center.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will understand how investing in health, education, technology, and entrepreneurial pursuits can increase productivity and the standard of living.	<p><u>VBR2.0 Lessons:</u> Staffing Turnaround New Store Project Multiplayer Competition</p> <p><u>VBM2.0 Lessons:</u> Employee Supervision Risk Management & Insurance New Business Project Multiplayer Competition</p>
Students will understand how individuals, businesses, governments, societies, and nations are impacted by a changing global economy.	

Entrepreneurship for Marketing

Standard	Virtual Business Lesson
Students will understand basic economic concepts related to business ownership.	<p><u>VBR2.0 Lessons:</u> Supply & Demand New Store Project Multiplayer Competition</p>
Students will identify and assess entrepreneurial traits and opportunities.	<p>All VBR2.0 & VBM2.0 lessons allow students to experience what it is like to manage and operate their own retail convenience store and distribution center.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will analyze a market's customers, competitors, and industry.	<p>All VBR2.0 & VBM2.0 lessons contain competitor stores and customer comments for the students to consider when making their business decisions.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will be able to develop a business plan.	<p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Students will be able to make use of financial documents utilized in business.	<p>All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p>Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>