

Washington's Business & Marketing Model Frameworks
Correlation to
Virtual Business – Retailing 2.0 (VBR2.0)
&
Virtual Business – Management 2.0 (VBM2.0) Lessons

Framework	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Accounting – Year 1	✓✓✓	✓✓✓
Accounting – Year 2	✓✓✓	✓✓✓
Applied Communications	✓✓	✓✓✓
Business Law	N/A	✓
Business Math	✓	✓
Digital Communication Tools	✓✓	✓✓
Entrepreneurship	✓✓✓	✓✓✓
Introduction to Business	✓✓✓	✓✓✓
Introduction to Marketing	✓✓✓	✓✓✓
Marketing Operations	✓	✓
Marketing Management	✓✓	✓
Office User Specialist	✓✓✓	✓✓✓

✓ Some Correlation to the Framework ✓✓ High Correlation to the Framework ✓✓✓ Very High Correlation to the Framework

The information for this correlation was found at the following web address during 12/2006:
<http://www.k12.wa.us/CareerTechEd/pathways/BusinessMarketing/curriculum.aspx>

Accounting – Year 1

Task/Assessment	Virtual Business Lesson
By reading and comprehending important ideas and details, students will analyze and journalize business transactions, showing cause and effect on the accounting equation. Students will think critically about accounting information they have gathered from various sources and use problem-solving skills to manage, organize and maintain that information in ledgers and by creating, reviewing and preparing financial statements and completing the steps in the accounting process.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
In building upon the established vocabulary, students will classify and analyze assets and determine necessary scheduled activities in processing the transactions using assets in the accounting equation such as banking activities, managing accounts receivable ledgers and depreciation schedules.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
By gathering and organizing information from a variety of sources, students will interpret and extract the necessary information and communicate that information in a way that demonstrates social responsibility to family, community, business and industry.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
By classifying various liabilities and using precision in performing tasks from the analysis of information gathered from a variety of sources, students will be precise in creating and maintaining the accounts payable and its subsidiary ledger, and decision-making skills regarding accounts and notes payable accounts.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Using real-world scenarios or simulations (either manual or computerized), students will comprehend and synthesize information and ideas, and will perform scheduled procedures regarding that information.	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 upon that situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
By analyzing and synthesizing information gathered and organized from a variety of sources, students will build vocabulary and expand comprehension by classifying and processing owner's equity transactions and communicate through journals and financial	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project

statements the impact of owner's equity from those transactions.	(VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through analysis and synthesis of this information, students will be able to demonstrate skills that assist in understanding and accepting responsibility.	All VBR2.0 & VBM2.0 Lessons allow students to see the direct impact that their business/marketing decisions had on the current business, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will be able to read, prepare, interpret, and analyze and evaluate financial statements using manual and computerized systems for service and merchandising businesses.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
In completing and maintaining work for a real or simulated customer and teaching each other about that work, students will perform ethically and will expand comprehension of the accounting process and the rules and expectations (and consequences) of accounting procedures.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will gather, read analyze, and organize information from a variety of sources in order to precisely perform payroll and tax functions or maintain payroll records for a real or simulated business.	
In groups, students will problem-solve the techniques in making payroll calculations along with maintaining a payroll register and keeping payroll records.	
By acquiring, reading, evaluating, and interpreting information on accounting careers (including information on nontraditional opportunities), the students will select and utilize technology to compare/contrast and summarize that career information.	
In teams, students may learn proper communication techniques used in an accounting setting along with how the students would conduct themselves in a professional manner and respecting others from diverse populations in various forums.	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Accounting – Year 2

Task/Assessment	Virtual Business Lesson
In teams or individually, students will demonstrate analysis, problem solving, decision-making, reasoning, evaluation, and summary of the accounting cycle	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 upon that situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through use of generally accepted accounting principals, journalize transactions that have been gathered from source documents and analyzed for proper information. After following	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and

generally accepted accounting principals and practicing proper journalizing, prepare financial statements that support journal entries and provide external/internal individuals with information to make informed decisions.	presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
In teams or individually, students using real-world scenarios or simulations (either manual and/or computerized), will comprehend and synthesize information and ideas, and will perform scheduled procedures regarding that information.	All VBR2.0 & VBM2.0 software simulation 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), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
By completing an accounting simulation, the student will: <ul style="list-style-type: none"> • Read and comprehend important vocabulary, ideas and details • Analyze and journalize business transactions • Show cause and effect on the accounting equation • Use problem-solving skills to manage, organize and maintain that information in ledgers • Create, review and prepare financial statements and complete steps in the accounting process 	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
In teams or individually, students will research using a variety of resources then develop a project that contains an action plan related to a business career that will be presented orally. The project could include participation in: <ul style="list-style-type: none"> • Career Fair • Portfolio • Career Day • Student Presentation • Guest Speakers • Job Shadow • Career Specialist presentation • Community Service Project • Report • Brochure • Web Site • PowerPoint 	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Applied Communications

Task/Assessment	Virtual Business Lesson
Using critical and creative thinking skills, students will create various written business communication documents (such as business letters, memos, surveys, reports, outlines, directions, essays) utilizing a writing process and complying with grammar usage rules and proper English language.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will use computers to acquire, organize, and interpret information to create various written documents.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and

	presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through FBLA students may participate in Business Communications, Business Plan, Job Interview, Annual Chapter Report, or other competitive events.	The VBM2.0 software is used in a formal FBLA competitive event called the Virtual Business Challenge
Using critical thinking skills, students will study and demonstrate the use of proper oral communication, such as working in groups, preparing and delivering impromptu speeches and planned formal presentations.	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will use technology to acquire information and enhance oral presentations.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through FBLA students may participate in Impromptu Speaking, Public Speaking, Job Interview, Community Service Plan, Emerging Business Issues or other competitive events.	The VBM2.0 software is used in a formal FBLA competitive event called the Virtual Business Challenge
Using critical and creative thinking skills, the student will prepare for successful pursuit of employment by preparing proper written forms of communication (such as letter of application, resume, application form and thank-you note). Students may also discuss employers' expectations, participate in a mock interview, and demonstrate the appropriate dress in an interview situation.	
Students will identify and use common vocabulary as it relates to careers and implement technology tools to prepare various employment documents.	
Through FBLA students may participate in interview situations by competing in the Job Interview or Future Business Leader competitive events.	The VBM2.0 software is used in a formal FBLA competitive event called the Virtual Business Challenge
In teams or as an individual, the student will research appropriate business customs, manners and etiquette of various cultures and prepare an oral presentation or prepare a written report. They will also research and discuss professional and ethical behavior in the work environment and discuss the impact of inappropriate and careless performance on the job.	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0)
Students will use technology to acquire, organize and interpret information necessary for discussions.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through FBLA students will learn the Dress Code, Code of Ethics, and Creed and will participate in team events such as Emerging	The VBM2.0 software is used in a formal FBLA competitive event called the Virtual Business Challenge

Business Issues or Partnership w/Business.	
Using critical and creative thinking skills, students will research, define and discuss office politics, sexual harassment, and the role of courtesy and gratitude to colleagues in business. The student will learn how all organizations are political entities and discuss how this affects an employee's job success. Through problem solving situations the student will demonstrate his/her knowledge of the above concepts.	
Through FBLA, students may participate in Emerging Business Issues, recitation of the Creed, or the Business Achievement Awards Program.	The VBM2.0 software is used in a formal FBLA competitive event called the Virtual Business Challenge
Using critical and creative thinking, the student will learn delegation techniques in planning and preparing projects or assigned tasks. The student will use decision making skills while supervising a group activity that promotes team-building concepts and mutual respect.	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, 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 upon the situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through FBLA students may participate in team events such as Partnership with Business, Community Service Project, and Emerging Business Leader. Students may also demonstrate supervisory skills as a local or state officer.	The VBM2.0 software is used in a formal FBLA competitive event called the Virtual Business Challenge
Students will acquire, analyze and interpret various forms of business communications and demonstrate appropriate reading methods in each case.	
Using critical thinking skills, the students will demonstrate the ability to communicate using appropriate corporate vocabulary.	
Given available resources, students will read technical materials and demonstrate an understanding of the value of technical reading skills in the success of a business in the free enterprise system.	All VBR2.0 & VBM2.0 Lessons require students to read and interpret critical information pertaining to the current business, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will understand and apply effective business communication skills (reading) through the analysis and interpretation of written reports, electronic media, oral reports, and business presentations.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Using critical and creative thinking skills, students will demonstrate business communication concepts and the use of technology through class projects and/or simulation.	All VBR2.0 & VBM2.0 software simulation 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), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Using critical listening skills, students will demonstrate the ability to discriminate between fact and opinion during a business presentation	All VBR2.0 & VBM2.0 Lessons require students to evaluate product and financial information which is exportable to Excel where

through classroom discussion or written analysis.	analysis, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
During oral presentations, students will understand and apply effective listening concepts as they take notes and summarize.	
Using critical thinking skills during planned classroom activities and simulations, students will demonstrate understanding as they assess nonverbal communications and its possible effect on various cultures.	
Students will demonstrate knowledge of barriers to effective listening in a class discussion.	
Using critical thinking skills through group process activities, students will demonstrate knowledge of the need for securing all business data and will create strategies that will enhance security.	
Given available resources, students will be able to select appropriate technology tools such as scanners, digital cameras, voice recognition, and handwriting recognition in communicating with various audiences. Students will be familiar with and in some cases be efficient in using these tools in various ways.	
Students will apply effective selection and use of technology for various purposes. They will demonstrate understanding of the rules of electronic messaging etiquette and apply them to their daily use in the classroom and in business simulations.	
Utilizing creative thinking skills, students will demonstrate the ability to enhance documents through the use of graphics and design.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will acquire, evaluate, interpret, and communicate information related to ethical issues regarding ownership and use of electronically generated information. Students will communicate their findings and perspectives in a class discussion.	
Through planned presentations, students will demonstrate the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	All VBR2.0 & VBM2.0 Lessons allow students to monitor customer comments which may be used to make alterations to the current business if necessary, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will identify and present the elements and strategies of effective customer service tools.	Sales & Logistics (VBM2.0), Resumes & Employee Selection (VBM2.0), Employee Supervision (VBM2.0), Productivity & Efficiency (VBM2.0), Staffing (VBR2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Students will apply appropriate communication skills needed to successfully handle customer/client relations.	
Students will demonstrate the ability to work cooperatively on a team while taking into consideration individual differences and diversity to accomplish a task.	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Business Law

Task/Assessment	Virtual Business Lesson
Research cause and effect of ethical, criminal, and civil legal issues/principals.	
Research/discuss anti-discrimination laws for business.	
Identify problems of modern society.	
Define the concept of jurisdiction and explain how it applies to the court system.	
Differentiate between the federal and state court systems.	
Compare/contrast civil and criminal trial procedures.	
The Student will analyze a contract and detect characteristics and elements critical to a legal contract.	
In teams or individual, students will apply legal concepts to specific issues as they relate to contractual law.	
The student will be knowledgeable about specific concepts in being a wise consumer.	
The Special Rules for sales contracts will be used to evaluate legal issues pertaining to the sale of goods.	
Determine the relationship of factors that comprise agency issues as they relate to fiduciary relationships.	
Students will research and present facts and opinions on the various Employment Legislation and their impacts.	
Discuss the differences and evaluate pros and cons between a sole proprietorship and a general partnership.	Forms of Ownership: Capital (VBM2.0), Forms of Ownership: Liability (VBM2.0), Forms of Ownership: Taxes (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Describe types of corporations and how they are financed.	Forms of Ownership: Capital (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Explain shareholder rights and management responsibilities.	
Understand the government's role in regulating business.	
Describe the responsibilities of a landlord and a tenant.	
Explain the home buying process and discuss legal responsibilities of home ownership.	
Discuss the laws governing personal property, intellectual property, and bailment.	
Compare different types of insurance.	Risk Management & Insurance (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Describe credit and the responsibilities of receiving credit.	
Explain the laws that apply to credit.	

Distinguish the different types of negotiable instruments from one another.	
Demonstrate how to open a checking account and write a check.	
Discuss the legal status of those to whom negotiable instruments are transferred.	
Identify the Chapters of the Federal Bankruptcy Law.	
Compare and define a secured and unsecured loan.	
Explain the basics of computer law as it relates to morals, ethics, and the law.	
Understand the government's role in regulating business.	
Explain management's responsibilities for environmental law and regulations.	
Discuss different marriage laws and restrictions.	
Explain the grounds for divorce.	
Describe the responsibilities of will execution.	
Explain how a will may be changed or revoked.	
Compare how property is passed when someone dies interstate or with a will.	
Examine the implications of the decision to have or not have a living will.	
Explain the advantages and disadvantages of a trust.	
Evaluate personal characteristics needed for a career in business law.	
Research career opportunities in business law.	

Business Math

Task/Assessment	Virtual Business Lesson
In teams or individually students will be able to simulate a trip or a job in a foreign country through converting currency and metric.	
Through DECA the International Business plan could be the assessment model.	
Students will fill out 1040EZ, 1040A, and/or 1040 with necessary attachments with accuracy.	
In teams or individually, students will complete a simulation where they will calculate all documents pertaining to payroll with accuracy.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial information which is exportable to Excel where analysis and calculations may be completed, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
In teams or individually, students will be able to compare different credit options.	Financing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Through FBLA, Business Calculations could be the assessment model.	The VBM2.0 software is used in a formal competitive event called the FBLA VBC
In teams and individually, students will compare cost of buying, renting, and leasing various types of equipment/goods.	
Through FBLA, Business Calculations could be the assessment model.	
Students will be able to compare regular price with sale price and determine the markup/markdown.	Pricing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Through FBLA, Business Calculations could be	

the assessment model.	
In teams or individually, students will be able to identify insurance associated with different types of risk.	Risk Management & Insurance (VBM2.0), Turnaround (VBM2.0), Surprise (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
In teams or individually, students will complete a simulation demonstrating reconciling a checking account with a bank statement with precision.	
Through FBLA, Banking and Financial Systems activity could be the assessment model.	
Students will demonstrate their skills, abilities, and aptitudes through WOIS and/or CXBridges.	
Through FBLA, Job Interview activity could be the assessment model.	
Students will be able to demonstrate work ethics and workplace relationships by working well with fellow classmates.	All VBR2.0 & VBM2.0 Lessons may be completed within a team environment or individually, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will demonstrate ability to work with people from other cultures and eliminate gender bias and stereotyping.	
Through DECA, International Business Plan activity could be the assessment model.	
Students will demonstrate how to communicate effectively with fellow classmates and staff.	All VBR2.0 & VBM2.0 Lessons may be completed within a team environment or individually, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through FBLA, Public Speaking activity could be the assessment model.	
Students will be able to complete projects using spreadsheet software and 10-Key software.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial information which is exportable to Excel where analysis and calculations may be generated, New Business Project (VBM2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Digital Communication Tools

Task/Assessment	Virtual Business Lesson
Demonstrate proper file management techniques and computer fundamentals.	All VBR2.0 & VBM2.0 Lessons require students to have general knowledge about computers in order to complete the assignments, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will be able to touch type with 10 to 15% increase in speed with 95% accuracy.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will demonstrate communication skills	All VBR2.0 & VBM2.0 Lessons allow students

through the use of appropriate tools and formats for expression and/or transferring of information or ideas.	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), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
While presenting final project, students will show diverse populations in a variety of career choices to show the elimination of stereotyping and bias.	
Students will be able to research/retrieve on the Internet and understand rules and laws pertaining to plagiarism and ethics while adhering to district Acceptable Use Policies.	
Students will be able to create business documents such as memos, letters, reports, tables, and announcements. They should exhibit editing and proofreading skills in the process.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will be able to use voice recognition software to create business documents.	
Students will be able to demonstrate proficiency by generating on-screen presentations.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will be able to organize information on a spreadsheet and incorporate charts and graphs.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will be able to enter, create, edit and sort databases.	
Students will be able to use web design software to create and view a web page that is aesthetically pleasing.	
Students will be able to demonstrate proper techniques to take pictures with a digital camera, to scan pictures with a scanner, and to save them in the appropriate format.	
Students will demonstrate understanding of a variety of software and hardware tools through the creation of an integrated project which incorporates a possible career choice.	
Students will show how diversity plays a role in the career choice they have chosen by researching possible nontraditional opportunities.	

Entrepreneurship

Task/Assessment	Virtual Business Lesson
Identify key words and concepts related to the business environment.	All VBR2.0 & VBM2.0 Lessons identify key words and concepts which are related to the business environment, New Business Project (VBM2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Explore how cultural difference, export/import opportunities, and trends in the global marketplace can affect an entrepreneurial venture.	
Explain and describe the key elements and functions of successful business and marketing activities.	All VBR2.0 & VBM2.0 Lessons focus upon individual business and marketing concepts in order for students to witness the impact that these types of decisions have upon their businesses, New Business Project (VBM2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Identify different forms of business ownership.	Forms of Ownership: Capital (VBM2.0), Forms of Ownership: Liability (VBM2.0), Forms of Ownership: Taxes (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Conduct research of vendor activity.	
Demonstrate ability to use basic accounting procedures.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial information which is exportable to Excel where analysis and calculations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Use the information and knowledge gained from this unit to create and develop a DECA competitive project.	The VBR2.0 software is used in a formal DECA competitive event called the DECA VBC
Explore entrepreneurial career opportunities.	All VBR2.0 & VBM2.0 Lessons allow students to explore different business and marketing concepts, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Describe the processes used in preparing a financial analysis.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial information which is exportable to Excel where analysis and calculations may be generated, New Business Project (VBM2.0), New Store Project (VBR2.0)
Demonstrate ability to use basic computer applications and Web search skills to conduct research, organize and record information, and to develop presentations to communicate ideas.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Business Project (VBM2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Develop a safety plan for the workplace.	
Identify the inherent risks to business ownership.	Risk Management & Insurance (VBM2.0), Strikes, Unions & Collective Bargaining (VBM2.0), Forms of Ownership: Capital

	(VBM2.0), Forms of Ownership: Liability (VBM2.0), Forms of Ownership: Taxes (VBM2.0), Surprise (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competition (VBM2.0)
Explain the role that risk management plays in business decisions.	Risk Management & Insurance (VBM2.0), Surprise (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Describe the importance of adequate and proper insurance coverage required to protect the interest of employees and the business.	Risk Management & Insurance (VBM2.0), Surprise (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Explain and describe the legal issues, governmental regulations and reporting requirements affecting business operations.	
Demonstrate understanding of the importance of ethics in business.	
Demonstrate an understanding of cultural and diversity awareness in business policies.	
List and describe the purpose of a business plan.	New Store Project (VBR2.0), New Business Project (VBM2.0)
Work with local area businesses and chamber of commerce to develop a basic business/marketing plan for a new business in the community.	
Develop cash-flow and profit-and-loss statements.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial information which is exportable to Excel where analysis and calculations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Explain and describe the different financing options.	Financing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Demonstrate understanding of the obligations and responsibilities involved financing the start up of a new business.	Financing (VBR2.0), Turnaround (VBR2.0), Forms of Ownership: Capital (VBM2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Prepare a financial plan for a start-up venture/business and present the plan to a targeted audience.	New Business Project (VBM2.0), New Store Project (VBR2.0)
Describe the documentation required by a lender when financing is sought for a new business venture.	
Evaluate information and communicate the relationship between franchises and other business ownerships.	

Introduction to Business

Task/Assessment	Virtual Business Lesson
In teams or individually, students will demonstrate an understanding of basic business concepts pertaining to our global economy and the relationship between businesses and consumers through class	All VBR2.0 & VBM2.0 Lessons allow students to experience the different functions involved in operating a business; All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, All VBR2.0 & VBM2.0

discussions and a writing assignment.	Lessons allow students to view the current business product and financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will demonstrate an understanding of the basic components of the business process and the economic cycle that affect it through a panel discussion, class discussion, or writing assignment.	Supply & Demand (VBR2.0), All VBR2.0 & VBM2.0 Lessons allow students to focus upon individual marketing and business concepts, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
The student will draw a circular flow chart demonstrating their knowledge of economic activity in the world today.	
By analyzing various business components around business operations, students will be able to analyze products, including, marketing, and diagram channels of distribution, and design organization charts to illustrate their understanding.	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Resumes & Employee Selection (VBM2.0), Employee Opinions (VBM2.0), Employee Supervision (VBM2.0), Strikes, Unions & Collective Bargaining (VBM2.0), Productivity & Efficiency (VBM2.0), Sales & Logistics (VBM2.0), Risk Management & Insurance (VBM2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through observation of and participating in class discussions, case studies, and writing assignments, students will demonstrate their knowledge of the consumer's rights and responsibilities.	
In teams or individually, the student will acquire, interpret, comprehend, evaluate and analyze the private enterprise system, the law of supply and demand and the various functions of business by synthesizing and graphically displaying each in a presentation, poster or electronic graphic.	Supply & Demand (VBR2.0), Pricing (VBR2.0), Turnaround (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Through role-play, students will communicate contributing to a group and working well with people from diverse populations examining and modeling the role and characteristics of a good manager as well as the characteristics of a productive employee. Their understanding of an effective manager which would include foundational knowledge of characteristics of levels and functions of management.	Resumes & Employee Selection (VBM2.0), Employee Opinions (VBM2.0), Employee Supervision (VBM2.0), Strikes, Unions & Collective Bargaining (VBM2.0), Productivity & Efficiency (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Building on the employment concepts, students will demonstrate an understanding of careers in the business world by producing a poster advertising that career.	
Using the Internet and the newspaper, students will communicate to other team members their findings on job opportunities in their community.	
In teams or individually, students will explore, interpret and analyze the qualities and habits of successful entrepreneurs. In processing and organizing that information, students will use	All VBR2.0 & VBM2.0 Lessons allow students to experience what it is like to operate a retail convenience store and a distribution center, All VBR2.0 & VBM2.0 Lessons require students to

technology to create a business plan to include a company description and a specific plan of action for its product, operation, financial profile, and marketing strategy.	evaluate the current business situation and utilize decision-making and problem solving skills in order to improve upon that situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Through class discussions, writing assignments, and Internet research, students will examine how the role of local, state, and federal government agencies regulate and protect business enterprises. They will communicate this information effectively and responsibly in small or large groups and contribute to the group effort by sharing what has been read and teaching others information that has been analyzed and interpreted.	
The students will determine the relationship of money in business by reading foundational information and then utilizing web sites or calling or visiting financial institutions to find out the services those banks can offer various business organizations and how those services improve the success of business.	Financing (VBR2.0), Forms of Ownership: Capital (VBM2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Introduction to Marketing

Task/Assessment	Virtual Business Lesson
Students will acquire, interpret, and communicate economic information and demonstrate an understanding of its importance in the success of a business in the free enterprise system.	Supply & Demand (VBR2.0), Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Students will understand and apply economic principles and concepts of private enterprise and market economies using oral and written projects.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, All VBR2.0 & VBM2.0 Lessons contain competitor stores for students to consider when making business/marketing decisions, All VBR2.0 & VBM2.0 Lessons allow students to see the direct impact that their decisions had on the business' profit, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will understand and apply effective communication skills in marketing through written reports, telephone communications, oral reports, and business presentations.	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Students will demonstrate the ability to work cooperatively on a team while taking into consideration individual differences and diversity to accomplish a task.	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

<p>Students will apply appropriate communication skills needed to successfully handle customer/client relations.</p>	<p>All VBR2.0 & VBM2.0 Lessons allow students to monitor customer comments which may be used to make alterations to the business if necessary, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)</p>
<p>Students will demonstrate appropriate work place skills and attitudes through classroom projects and day-to-day interaction in the classroom.</p>	<p>All VBR2.0 & VBM2.0 Lessons allow students to experience the different functions involved in operating a business and to determine individual strengths and weaknesses within these areas, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)</p>
<p>Students will demonstrate business, management, and entrepreneurial concepts and the use of technology through class projects and/or simulation.</p>	<p>Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Resumes & Employee Selection (VBM2.0), Employee Opinions (VBM2.0), Employee Supervision (VBM2.0), Strikes, Unions & Collective Bargaining (VBM2.0), Productivity & Efficiency (VBM2.0), Sales & Logistics (VBM2.0), Risk Management & Insurance (VBM2.0), Surprise (VBM2.0), Turnaround (VBM2.0), All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)</p>
<p>Students will demonstrate an understanding of the concepts and procedures for business risk and handling accidents in the workplace through observations and simulations.</p>	<p>Security (VBR2.0), Risk Management & Insurance (VBM2.0), Surprise (VBM2.0), Turnaround (VBM2.0), All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine the risks and uncertainties within these individual areas, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)</p>
<p>Students will need to identify and select appropriate channels of distribution for consumer and industrial products.</p>	<p>All VBM2.0 Lessons allow students to experience the different concepts involved with managing a distribution center, New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)</p>
<p>Students will be able to select appropriate markets and develop marketing strategies when given a product through presentation and simulation.</p>	<p>Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)</p>
<p>Students will identify and present elements of the promotional mix.</p>	<p>Promotion (VBR2.0), Advanced Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)</p>
<p>Through planned presentation the student will demonstrate the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase</p>	<p>Market Research (VBR2.0), Merchandising (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), All VBR2.0 & VBM2.0 Lessons allow students to monitor customer comments which may be used to</p>

decisions and enhances future business opportunities.	make alterations to the business if necessary, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
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Marketing Operations

Task/Assessment	Virtual Business Lesson
Students will conduct a staff meeting to demonstrate the use of technology for staff communications.	
Students will develop a Customer Relations Manual showing the five ways employees exhibit or demonstrate a customer service mindset, including the manager role in customer relations.	All VBR2.0 & VBM2.0 Lessons allow students to monitor customer comments which may be used to make alterations to the current business if necessary, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Attend a seminar or trade show/meeting of a professional organization and use networking techniques to acquire information about a topic designated by your teacher. Write a report about the techniques utilized, their effectiveness, and the information acquired. Present your report to the class.	
Collaborate with a team member to analyze a school based enterprise's buying/purchasing activities to identify needed buying purchasing policies.	Purchasing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Search the Internet to find vendors that offer material needed for a school based enterprise.	
Prepare a balance sheet for school store. Collaborate with classmates to analyze profit and loss. Create a profit and loss spreadsheet.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Generate a list encountered by businesses, and classify them as pure or speculative. Discuss the responses with the class.	All VBR2.0 & VBM2.0 Lessons allow students to experience the different functions involved in operating a business and to determine the risks and uncertainties within those individual areas, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Create a list of the five most pressing legal issues effecting business in your community. Include current tax issues that effect business.	
Develop a project plan in which you identify steps, milestones, and timelines for completion.	New Store Project (VBR2.0), New Business Project (VBM2.0)
Obtain a company's financial report and determine the company's profitability and liquidity and debt ratio.	Financial Statements (VBR2.0), All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Develop a business plan with a small group of students outlining components essential to the	New Store Project (VBR2.0), New Business Project (VBM2.0)

plan.	
Develop a spreadsheet for tracking orders for a school-based enterprise or school fundraiser/school store. Evaluate its usefulness in tracking orders.	
Obtain copies of forms used in shipping and receiving from local businesses and compare the forms with others obtained by your classmates. Draw conclusions about essential information that should appear on the forms.	
Given a list of upcoming activities at a school-based enterprise, determine what distribution activities will occur and discuss how those activities relate to other marketing activities.	
Interview a banker to obtain information about software that is used to maintain financial records. Determine the type of software used. Find out how its use has effected financing.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial information which is exportable to Excel where analysis and calculations may be generated, New Business Project (VBM2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Investigate local business practices involving kinds of credit extended and benefits received from obtaining credit.	
Identify a current problem in Marketing. Describe types of marketing information that could be obtained to solve the problem. Discuss findings and recommendations with the class.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify three internal/external sources of Marketing Information for your employment station. Discuss the nature of the information that can be obtained from each source.	
Select a product of interest to you. Collect advertisements for the product. Determine types of Market Segment used. Explain how you would improve the appeal to the market segments.	Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Obtain a warranty and explain all the terms and conditions of the warranty.	
Conduct research on the Internet on how businesses are changing promotion through technology. Write/discuss/present information.	
Create a marketing campaign, analyzing media, select strategies to meet the target market. Calculate media costs and apply to the campaign.	Promotion (VBR2.0), Advanced Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Write a news release about a school project to obtain publicity.	
Develop an advertising campaign for a school-based enterprise/school store for fund raising project utilizing all the elements of the promotional mix.	Promotion (VBR2.0), Advanced Promotion (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Write a brief paper on how selling effects economic decision making in our society.	Market Research (VBR2.0), Pricing (VBR2.0), Advanced Promotion (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Choose the product and sell it to a classmate.	
Create a PowerPoint presentation/multimedia presentation supporting a sales promotion.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and

	financial information which is exportable to Excel where analysis, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
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Marketing Management

Task/Assessment	Virtual Business Lesson
Student will develop an entrepreneurship project or business prospectus.	All VBR2.0 & VBM2.0 Lessons allow students to experience what it is like to operate/manage their own retail convenience store and distribution center, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Student will develop an employment handbook.	
Student will complete a site visitation, interview, and observation.	
Student will develop an employee handbook, ID, and personnel policies.	
By role-playing, students will demonstrate store operations.	Staffing (VBR2.0), Merchandising (VBR2.0), Security (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Students will demonstrate by role-playing and prepare an employee handbook.	Resumes & Employee Selection (VBM2.0), Employee Opinions (VBM2.0), Employee Supervision (VBM2.0), Strikes, Unions & Collective Bargaining (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Through analysis, students will learn and demonstrate store operations.	Staffing (VBR2.0), Purchasing (VBR2.0), Pricing (VBR2.0), Merchandising (VBR2.0), Security (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Students may also create a DECA manual.	
Develop a DECA manual and handout. Student store operations.	
Research and identify laws and report findings.	
Identify channels of distribution for a product and discuss findings.	All VBM2.0 Lessons allow students to learn about the different concepts involved in managing a distribution center, New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Interview business owner regarding use of bankcards and present findings.	
Create an entrepreneurship project or business plan.	New Store Project (VBR2.0), New Business Project (VBM2.0)
By use of either interview business or student store operations or job shadows, research marketing information management and present findings.	Market Research (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
By use of role-play or interview or DECA project or student store, create a database for marketing information.	
Interview a business and present findings.	New Business Project (VBM2.0), New Store Project (VBR2.0)
Participate in class debate regarding pricing	Pricing (VBR2.0), Advanced Promotion

consideration.	(VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
By use of vital business or student store operation, demonstrate a pricing strategy.	Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Using role-plays or store operations or team project will show evidence of knowledge of product service management.	
Identify consumer protection agencies and policies and present findings.	
Prepare an oral or written presentation of product mix.	Purchasing (VBR2.0), Turnaround (VBR2.0), Merchandising (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop a branding strategy and present findings.	
Identify business ethics in advertising and promotion and report findings.	
Create and develop a website evaluation promotional effect and report findings.	
Develop public relations project.	
Develop promotion plan.	Promotion (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop a sales presentation using technology.	
Observe sales personnel and present findings.	
Identify customers and prepare sales communications/sales letter.	
Develop and analyze sales quotas for a business or school-based enterprise and present your finding.	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Office User Specialist

Task/Assessment	Virtual Business Lesson
By classifying and analyzing research information on a chosen career, students will acquire, read, evaluate, summarize and share new information regarding this career choice. The student will present their findings in a written document as well as a formal or informal presentation to the students in the class. The information shared should include how computer applications are used in the career as well as a formal or informal presentation to the students in the class. The information shared should include how computer applications are used in the career as well as the focus on respecting diverse populations and eliminating bias in the workplace.	All VBR2.0 & VBM2.0 Lessons require students to have basic computer knowledge and skills in order to complete the assignment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

<p>Using decision-making skills, students demonstrate basic word processing skills by creating business documents such as memos, letters, reports, tables, and announcements. They should exhibit understanding and application of writing strategies including editing and proofreading skills throughout the process of drafting and finalizing of the creation of these documents.</p> <p>Performance Tasks:</p> <ul style="list-style-type: none"> • Working with Text • Working with Paragraphs • Working with Documents • Managing Files • Using Tables • Working with Pictures and Charts 	<p>All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)</p>
<p>Collaboratively, using decision-making skills, students will demonstrate advanced word processing skills by creating business documents such as memos, letters, reports, tables, and announcements. They should exhibit understanding and application of writing strategies including editing and proofreading skills throughout the process of drafting and finalizing of the creation of these documents.</p> <p>Performance Tasks:</p> <ul style="list-style-type: none"> • Customizing Paragraphs • Formatting Documents • Customizing Tables • Creating and modifying graphs • Customizing Word • Workgroup Collaboration • Utilize mail merge 	<p>All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)</p>
<p>Students, individually or in a group, will demonstrate Microsoft Excel Core skills, and will reason and analyze data and information related to business tasks such as maintaining inventory, accounting for expenses, sales and profits and summarizing data in table and graphic forms.</p> <p>Performance Tasks:</p> <ul style="list-style-type: none"> • Working with cells and cell data • Working with files and workbooks • Formatting, modifying and printing worksheets and workbooks • Creating and Revising Formulas • Creating and Modifying Graphics • Page Setup and Printing • Working with Formulas and Functions • Using Charts and Objects 	<p>All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)</p>
<p>Using reasoning, problem-solving, and decision-making skills, students will collaboratively analyze and summarize numerical data in realistic situations such as documenting inventory, expenses, sales and profits. Individual students demonstrate Microsoft Excel Expert skills.</p> <p>Performance Tasks:</p>	<p>All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)</p>

<ul style="list-style-type: none"> • Importing and Exporting Data • Managing Workbooks • Formatting Numbers • Working with Ranges • Customizing Excel • Auditing Worksheet • Summarizing and Analyzing Data • Workgroup Collaboration 	
<p>Using decision-making, critical and creative thinking skills, individual students will demonstrate proper presentation skills and use or presentation software by:</p> <ul style="list-style-type: none"> • Creating, customizing and modifying a presentation • Working with text • Working with visual elements • Delivering a presentation • Managing files • Integrating with other software packages 	<p>All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)</p>
<p>Utilizing problem-solving and reasoning skills, students will identify patterns and sequence through understanding information systems and the use of technology in creating and manipulating data in database software. Students will demonstrate efficient use of database software by:</p> <ul style="list-style-type: none"> • Planning, designing and creating databases • Creating and modifying databases, tables and forms • Creating and modifying queries • Viewing and organizing information • Defining relationships • Producing reports • Integrating with other applications 	
<p>Using decision-making, critical (sequence, main idea and conclusion) and creative thinking skills through fluency of writing, individual students will demonstrate efficient use of email software by:</p> <ul style="list-style-type: none"> • Create, view and manage messages • Communicate electronically • Use calendar features for time management • Create, use and maintain contact lists • Create, use and maintain task lists and notes pages • Integrating office applications with outlook components 	