

An *MBA High School*™ accredited program

For your
college-bound students!★



HIGH SCHOOL *of*
BUSINESS



- ★ Rigorous & challenging
- ★ Business Administration program of study
- ★ College-connected
- ★ College-credit options
- ★ Standards-based
- ★ Project-based
- ★ Extensive professional development
- ★ Planned curricula
- ★ Extensive resources
- ★ Free MBA Conclave
- ★ Peer learning network
- ★ BPA, DECA, FBLA connections

High School of Business™

MBAResearch.org/HSB



Why High School of Business™ ?

“We knew our high school graduates were majoring in business administration in college. Why weren't they taking our business and marketing courses in high school?”

– Deanna Penn, Teacher

Sound familiar? Statistics show that business administration¹ is one of the most desired majors and careers.

Business administration:

★ Most popular college major (14.6%)²

★ Most conferred Bachelor's degree (20.5%)³

★ Third most conferred Associate's degree (12.9%)⁴

High School of Business™ is designed with these students' needs in mind. It is a complete business administration program, including annually updated course guides, professional development, assessments, projects, and college credit options.

High School of Business™ Course Sequence		
Grade 9	Leadership	Wealth Management
Grade 10	Principles of Business	Business Economics
Grade 11	Principles of Marketing	Principles of Finance
Grade 12	Principles of Management	Business Strategies

Course titles are similar to those in a post-secondary business administration major. That's no coincidence. The program is designed to serve future business majors. Courses are 0.5 credit, semester-length. Leadership and Wealth Management are optional courses in the sequence.

★ Are High School of Business™ and MBA High School™ the same thing?

No. *High School of Business™* is **one** example of a program that qualifies for *MBA High School™* recognition. *High School of Business™* follows a prescribed program of study targeted specifically at college-bound students. For national accreditation, schools may choose *High School of Business™* or other program design options.

“*High School of Business™* successfully integrates curriculum, 21st Century Skills, and CTSO's preparing students for the real world.”

– Janna Robinett, Teacher, Rock Canyon High School

¹ Includes marketing, finance, accounting, etc.

² Higher Education Research Institute—UCLA. Eagan, Kevin, et al. The American Freshman: National Norms Fall 2012.

³ National Center for Education Statistics. (2013). Bachelor's, master's, and doctor's degrees conferred by postsecondary institutions, by sex of student and discipline division: 2011-12 [Table]. In *Digest of Education Statistics*. Retrieved March 25, 2015, from https://nces.ed.gov/programs/digest/d13/tables/dt13_318.30.asp.

⁴ National Center for Education Statistics. (2013). Associate's degrees conferred by postsecondary institutions, by sex of student and discipline division: 2001-02 through 2011-12 [Table]. In *Digest of Education Statistics*. Retrieved March 25, 2015, from https://nces.ed.gov/programs/digest/d13/tables/dt13_321.10.asp.

About *High School of Business*™



★ **Project-based learning.**

★ How can a town attract new businesses?

★ What's the best economic use of a vacant city lot?

★ What type of business should you open?

Tough questions like these are faced by business professionals every day. They demand research, critical thinking, and collaboration. These same questions are being tackled by *High School of Business*™ students in high schools across the nation.

★ **College connections.** *High School of Business*™ is a natural fit for college partnerships. 81% of participating schools have developed credit agreements with their local post-secondary institutions. This translates into an average of eight post-secondary credits available for *High School of Business*™ students. That's a significant precedent to start conversations with post-secondary institutions. After all, *High School of Business*™ students are future college stand-outs.

★ **Competitive success.** Teachers tell us their *High School of Business*™ students are consistently successful in BPA, DECA, and FBLA.

★ **Extensive professional development.** Teachers join a network of high-caliber teachers from across the country. Training begins with a focus on project-based learning and continues with two days of intensive training for each course in the program. Ongoing online collaboration and training is provided.

★ **Boosting enrollment.**

“*High School of Business*™ has helped to make our program stronger and more attractive to students and their parents.”

Students in the Boulder Valley School District may select which high school to attend. Jerry Anderson, Ph.D., the principal of Monarch High School, meets the challenge to attract students by specializing in select areas. Offering *High School of Business*™ is a key part of Monarch's strategy to be a leader in business education. Since 2008, the rigorous curriculum has readied students for college business programs, helped them succeed in multiple competitive events, and bolstered entrepreneurial ventures, bringing well-deserved publicity to the school.



Jerry Anderson, Ph.D., Principal, Monarch High School, Colorado

Report Card



By MBA Research

Accelerated, project-based courses for college-bound business students. Curriculum, assessments, peer network, and support. Offered through high schools nationwide.

Prepared for Success

- ★ 81% earn college credit
- ★ 8 credits (average) via local credit agreements
- ★ 6 credits available via national agreement

Post-Program Outcomes

73% enrolled in college within six months of graduation (2010–14)

Source: National Student Clearinghouse. (US average is 66%.)



Students say...

High School of Business™ increased my ability to:

Succeed in future career



Succeed in college



Learn core academics



Schools say...

High School of Business™ helped build relationships with:

Local businesses



Colleges & universities



Parents/Guardians



94% of teachers say they benefit professionally because of *High School of Business™*

“We have found that students who are part of *High School of Business™* have had state and national success at DECA, FBLA and the Stock Market Challenge.” – Laurie Urich, Colorado Community College System

Future Leaders



Presentations, project management, and decision-making in every course

College & Business Communities



3,000+ working together on local schools' steering teams

Teachers



94+ hours of teacher training per school

Contact Us

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