

Building Standards-Based Business Administration Curricula (Train-the-Trainer Workshop)

- Still cutting and pasting to develop curriculum?
- Still using a traditional textbook to make curriculum decisions?
- Getting maximum value from the ongoing nationwide industry research done by *MBAResearch*?
- Does your curriculum team understand the organization and structure of the nationally validated standards?
- Is your team able to effectively translate industry-based standard into high school curriculum and instruction?

Ready for the next level? Join the *MBAResearch* curriculum team for an in-depth, hands-on look at the new Business Administration curriculum model designed to support general and specialized Career and Technical Education (CTE) programs in:

- Entrepreneurship
- Finance
- Hospitality/Tourism
- Management/Administration
- Marketing

Learn about the National Business Administration Curriculum Framework, its organization and structure, and how it can be used to develop a wide range of programs-of-study and individual courses. Learn to use the standards as a tool for articulating with area colleges, and for making closer connections with academics. Learn the research process and how to emulate it for local validation activities as may be required by your district or state. Leave with a strategy for involving your local business community in the continuing validation of national standards.

And, let's make it personal. During this hands-on workshop, you will perform a gap analysis, comparing your curriculum with the learning outcomes in the national Framework. You'll contrast the sequencing of learning outcomes in your courses with what industry has recommended. And, you'll learn from other local/state leaders as we debate the merit of various approaches to curriculum building.

Leave this workshop knowing how to:

- Identify key variables impacting curricular decision-making
- Build curriculum for maximum student impact
- Make objective program-of-study decisions using specific criteria

- Build course structures to support programs-of-study using specific criteria for content selection and sequencing
- Align curriculum with assessment
- Identify valid assessment tools and strategies, including traditional and performance-based testing options
- Effectively integrate CTSO activities with standards-based curriculum
- Involve your business community in substantive curriculum decisions
- Use national standards as the basis for local validation efforts
- Manage a validation focus group to acquire objective, useable feedback
- Synthesize input from validation panels for practical applications

Increase your return on investment for all business/marketing curriculum!

Who should attend: This workshop is narrowly targeted at individuals responsible for curriculum development for business and marketing programs. The focus is on curriculum rather than pedagogy. Appropriate participants will be district or state leaders responsible for curriculum design and implementation. Teachers with substantive curriculum responsibilities (district or state) are welcome.

Workshop Details:

- Location: Columbus, Ohio
- Date: March 10 (8:00 a.m.) – March 12 (noon)
- Maximum number of participants: 12
- Registration: \$295 by January 31; \$349 thereafter
Registration includes:
 - Continental breakfast and breaks
 - Working lunches (2)
 - Workshop materials (\$150 - \$200 value)
- Hotel accommodations: pending (\$100 - \$129 anticipated rates)
- Faculty:
 - Beth Osteen, VP R&D, *MBAResearch*
 - April Miller, Senior Research Associate, *MBAResearch*
 - Dr. Brenda Clark, CTE Director, Jenison Public Schools, MI

To Register: Purchase order or prepayment (check, Visa, or MC)

Customer Service: 800.448.0398 (x 0) 8:30 – 2:00 EASTERN

Email: Service@MBAResearch.org