

College and Career

MBA Research will support business administration programs of study that prepare all students for college and in-demand careers.

Strategy 1: Encourage and promote the value of career development in business administration for all students.

Strategy 2: Provide high-quality, innovative, relevant curriculum and instructional resources for business administration programs of study that shall include authentic work-based learning experiences that prepare students for successful transition into college and careers.

Strategy 3: Provide proof of learning through assessment tools including industry driven credentials where appropriate.

Strategy 4: Analyze ongoing feedback from stakeholders on resources.

Learning Standards

MBA Research will develop and maintain research-based standards that are business and industry validated.

Strategy 1: Implement best practices for standards research and development processes.

Strategy 2: Monitor workforce needs to maintain an up-to-date curriculum framework.

Partnerships

MBA Research will engage business and industry and other stakeholders to leverage partnerships that support high-quality business administration programs.

Strategy 1: Conduct business focus groups to identify industry trends to inform standards development and state leaders regarding state workforce needs.

Strategy 2: Develop coalitions to support business administration programs at local, state, and national levels.

Strategy 3: Develop relationships with professional associations, organizations, and foundations to leverage resources.

Strategy 4: Provide networking opportunities among policy makers, industry leaders, and business administration educators.

Professional Development

MBA Research will provide research-based, focused professional development.

Strategy 1: Provide opportunities for teachers to receive college credit for participation in MBA Research professional development.

Strategy 2: Develop professional development that targets teachers pursuing alternative certification.

Strategy 3: Develop professional development courses and materials.

Strategy 4: Develop teacher recruitment resources.

Strategy 5: Provide focused professional development to teach pedagogy and business administration programs of study.

Advocacy

MBA Research will advocate for business administration education and Career and Technical Education.

Strategy 1: Communicate the foundational business knowledge and skills needed by the workforce.

Strategy 2: Communicate data, information, and outcomes from business engagement activities.

Strategy 3: Equip consortium members with resources for advocacy efforts.

Strategy 4: Create a clearinghouse of advocacy resources.

Mission: To support educators in the preparation of students for careers in business and marketing

Vision: MBA Research shall be the recognized leader in the development of programs, strategies, and curricula to prepare students for career-oriented, leadership positions in business and marketing.