



What's the big deal about High School of Business™?

Make it Real

High School of Business™ is designed to prepare you for college business programs. This means challenging you with real business problems and projects. Yes, you'll still learn the key concepts you need to know. But you'll learn new concepts through doing projects—just like business professionals.

Be Challenged

Every High School of Business™ course is written at an accelerated pace. You'll be challenged each step of the way. You'll be stretched. Your brain will hurt. But through this, you'll see first-hand the types of business issues that you'll face first in college and then in your professional career.

Your Support Team

Behind the scenes at your school, there's a High School of Business™ Steering Team supporting you. Local business executives and college faculty have teamed up with teachers, counselors, and administrators at the school to build the best possible program for you.

Get the Point

Solving business projects and problems requires you to use math, English, communications and social sciences skills. Don't be surprised if you feel like shouting "I get it now!" in a High School of Business™ class. These projects show you why your math and English courses are so important.

Making Connections

High School of Business™ provides many opportunities for you to hear from and talk with local business professionals. There'll be guest speakers and an observational internship in addition to panels of experts being present at several of your end-of-project presentations.

Get Prepared

Throughout the High School of Business™ program, you'll gain the skills, knowledge, and confidence you'll need to be ready for college business programs and business careers.

BA Strategic Management

Here's where it all comes together. In this course you will learn first-hand how to manage projects and people—and, you'll run your own business. Using the smarts gained in previous High School of Business™ courses, you will write a real business plan and use that plan to open and operate a business. You'll learn about the importance of ethics and the law in business, and you'll tackle problems business professionals face, such as interviewing, hiring and supervising, keeping financial records, and much more.

BA Finance

Can you imagine a company president who doesn't understand finances? Learning how companies manage their money is important in any business career. In this course, you will face issues that concern financial markets and institutions. This includes how companies get money for improvements (a new building, a Super Bowl advertisement), make money (sales of products, investments), and keep track of money (keeping the books, understanding financial reports, making smart and ethical decisions).

BA Marketing

Why would Volkswagen choose an email campaign over a television commercial? How does Nike determine its pricing strategy? Through projects and problem solving you will get inside marketers' heads and find out what makes them tick. Projects in the course will challenge you to analyze the business world around you, work through key marketing decisions such as pricing and product image, and use your knowledge to develop a marketing plan.

Business Applications and Economics

Q: What do your favorite rock group's tour schedule, the logo on a coffee mug, and the *Wall Street Journal* have in common? A: Business. It's everywhere. Business Applications and Economics will open your eyes to the world of business through fun, real-world projects. During the course, you will also consider how economics impact the decisions that businesses—and you—make every day.

* Course names shown are used in Ohio only.

What will I be doing in High School of Business™ ?

The courses

High School of Business™ is designed much like a college-level business administration program. You'll start with Business Applications and Economics, then take courses in marketing, management and finance. The program ends with a capstone course that challenges you to start and run your own business.

Projects & Teams

Just like in college and career, you'll be faced with projects and problems that must be solved. Most of these will be completed by teams of students working together. You'll have individual work as well. Your results will be communicated through professional business-style presentations, written reports, skits, written reflections, comprehensive exams, etc.

Business Community

Team projects give you frequent opportunities to interact with the businesses in your community. This includes visiting businesses, talking with class room guests, getting feedback on your projects from professionals, etc. In addition, toward the end of the program, you'll get a glimpse into the daily life of a business executive through an observational internship. It's a great way to find out if a career in business is for you.



By MBAResearch

An accelerated business administration program for tomorrow's MBAs



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