



By MBA Research

High School of Business[™] Implementation Plan

December, 2021



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High School of Business™ Implementation Plan

Revised December 2021

The successful implementation of the *High School of Business*™ program (HSB) is crucial to the program's success. To make this process as turn-key as possible, the following planning steps have been identified. These steps have been designed for use in the year prior to the first HSB course being offered. Dates may be modified depending on your school's schedule.

January

Form Steering Team

- Identify Chair. This person will ultimately be responsible for the implementation of the program. S/He will organize Steering Team meetings, communicate with administration, ensure that the integrity of the program is upheld in the school, and serve as the primary contact with MBA Research. S/He will play the lead role in filling the Steering Team positions.
- Positions assigned
 - ★ Chair
 - ★ *High School of Business* course teachers
 - ★ Counselor(s)
 - ★ Site Administrator
 - ★ District Administrator
 - ★ At least two upper-level local business professionals¹
 - ★ College business administration faculty representative
- Conduct kick-off meeting with Steering Team.
 - ★ See Appendix A for agenda ideas.
- Begin discussion of which teachers will teach which HSB courses.
- Present HSB in a school-wide faculty meeting.
- Add HSB courses to scheduling materials.
- Build internal awareness of the program (see Appendix D).

¹ More information regarding the importance of and recruiting for upper-level business professionals can be found in Appendices C1 and C2.

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February

- Distribute HSB marketing materials, including mailing HSB materials to homes of “best-fit” students (as described in Appendix C of the HSB Handbook).
- Select teacher(s) for the HSB courses that will be offered in the upcoming school year.
- Make sure that HSB students will have access to computers and the Internet for research projects.²
- Review list of suggested classroom resources (Appendix I).
- Conduct HSB Steering Team meeting.
 - ★ Meeting objectives
 - Assign all members to at least one subcommittee
 - Subcommittee: marketing update (as assigned in kick-off meeting agenda)
 - Subcommittee: informational sessions update
 - Guidance Counselor: scheduling update (see Appendix E)

March

- HSB update to School Board. Provide copies of brochures for Board Members to distribute as needed (available on website).
- Send press release (Sample D4) to local media.
- Conduct HSB Steering Team meeting.
 - ★ Meeting objectives
 - Identify number of students needed to fill HSB course(s). Brainstorm ideas to recruit more students if current marketing activities aren’t sufficient.
 - Value-added options (see Appendix F) are discussed. Every HSB school site should offer at least one value-added option to its students. If a subcommittee has not yet formed to lead this, do so at this meeting.
- Register faculty for Summer Training Institute. Teachers who plan to teach any HSB courses in the coming school year must take Pedagogy Training (offered in the summer only) as well as course content training for each course s/he will be teaching. Be sure to check the training schedule (available at MBAResearch.org/Calendar) to see which courses are offered at the Summer Training Institute and which are offered during the training session in the fall.

² Students will need frequent access to Microsoft Office software (Word, Excel, and PowerPoint) as well as an Internet connection during daily class activities. In addition, all courses end with an online final exam. Accommodations must be made for students to have a 100-minute block of time to take the exam.

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April

- Conduct HSB Steering Team meeting.
 - ★ Meeting objectives
 - Assign subcommittee to investigate funding sources for HSB if needed. See HSB Handbook, Appendix I, for funding ideas.
 - Ensure teachers are registered for Summer Training Institute.
 - Compile list of tasks to be completed prior to start of fall semester.
- Plan for fall kick-off. Build excitement within the HSB courses that will spill out into the school. See Appendix H for ideas.
- Conduct additional student recruiting, if needed.

May

- Meet with school and district administrators to communicate status of program.
- Conduct HSB Steering Team meeting.
 - ★ Meeting objectives
 - Hold counselor-led discussion on HSB recruiting and scheduling for second semester.
 - Complete plans for fall kick-off. Assign committee chair and members to finish planning and executing this event.
 - Assign subcommittee to plan follow-up event for end of fall semester. Objective is to begin building an HSB community. Use this time for teachers to continue learning about HSB, share challenges, successes, etc.

June

- Faculty teaching HSB courses in coming year attend and complete the Summer Training Institute.

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A u g u s t / S e p t e m b e r

- Fall kick-off
- Conduct HSB Steering Team meeting.
 - ★ Meeting objectives
 - Teachers give short presentation about what was learned at Summer Training Institute.
 - Teachers identify needs for guest speakers, oral presentation audience members, etc., for current courses. Subcommittee then assumes responsibility for locating, scheduling and confirming persons for these.
 - Counselor reports on final enrollment counts and gives update for scheduling second semester.
 - College faculty member gives report on steps for establishing college credit agreements.



By MBA Research

8 Charges for Steering Teams

- ★ Ensure ongoing program improvement to benefit your school's students
- ★ Advise of current education needs for business professionals in the workplace
- ★ Promote the program in its community
- ★ Promote the program in its school
- ★ Ensure that students graduate with more than a diploma
- ★ Bring business into the classroom
- ★ Support teachers
- ★ Find observational internship opportunities for students

A

High School of Business Steering Team Kick-Off Meeting

- Meeting objectives:
 - ★ Provide program overview.
 - ★ Explain role of the Steering Team.
 - ★ Generate excitement about HSB.
 - ★ Identify subcommittees needed.

Each Steering Team meeting is organized and led by the Chair. S/He is the link between MBA Research and the school. A planning sheet is available in Appendix B for the Chair to use in tracking tasks assigned in each meeting. The Chair may choose to use an agenda similar to the following sample for the first meeting.

- Introductions
- *High School of Business* Overview PowerPoint presentation
 - ★ PowerPoint presentation available on website, complete with talking points
 - ★ Distribute a packet of HSB information.
 - 8 Charges for Steering Teams
 - HSB Handbook
 - School's roll-out schedule of HSB courses
 - School's HSB application form
 - ★ Discuss the 8 Charges for Steering Teams using the notes below as a guide.

Mission: Actively lead and continually improve the program

Charge #1: Ensure ongoing program improvement to benefit your school's students

During each meeting, the Steering Team's overall focus should be on student benefits. What can we do through HSB that will positively impact our students? MBA Research will assist in this by providing a self-assessment survey and guided improvement-plan process to be completed during a Steering Team meeting each spring.

Charge #2: Advise of current education needs for business professionals in the workplace

Steering Team members can advise school faculty and staff of changes in college and the workforce. This may include providing updates on staffing needs in the community (e.g., a shortage of project managers), or deficits seen in college freshmen (e.g., poor oral communications skills). The Steering Team can then discuss whether students going through the program will be prepared. If not, discussion continues to develop ideas for improvements. For example, if communications deficits are cited, college faculty and business professionals could review how the program addresses these needs and, if needed, add additional opportunities for students to improve these skills. Local workforce needs fluctuations can also be reported.

A**Charge #3: Promote the program in its community**

Starting the program is an opportunity to share your school's efforts to provide students with top-quality business administration education. The Steering Team can lead this effort. Discuss ideas for ensuring the local business, parents, business-oriented organizations, and other are aware of the program's addition to your school. Make Steering Team members aware of the marketing materials available on the HSB For Participating Schools page at MBAResearch.org/ForParticipatingSchools. Most of these are free.

Charge #4: Promote the program in its school

Building awareness within the school is absolutely crucial in the early years. Students, parents/guardians, and school faculty and staff must be aware of the program and its benefits. Appendix D of this handbook provides ideas for doing this, including letter templates to send to prospective students and their parents.

Counselors and teachers outside the business/marketing education department play a key role in identifying students who can benefit from the program. Use career interest survey data to identify students with aptitude/interest for business. Ask other faculty to identify students that naturally take a leadership or coordinator role in their classrooms or extra-curricular activities.

Invite Steering Team members to participate in student recruitment. Join school staff at information booths, meetings with rising 8th graders and their parents/guardians, etc.

Consider purchasing *High School of Business* promotional items to distribute. The Steering Team can choose to raise funds or ask businesses to donate items with the *High School of Business* logo. This may include student-focused items, such as pens, carabiners, or drawstring knapsacks. You may also choose to purchase items for parents and community members. Although MBA Research does not sell promotional items, schools are encouraged to create their own using the *High School of Business* logos provided in each school's welcome packet as well as in the direct download version of each course guide.

Charge #5: Ensure that students graduate with more than a diploma

Students who complete *High School of Business* have worked hard to learn advanced-level materials. They have made a significant commitment to their education. In return, it is important that your school have in place value-added options (e.g., college credit) to reward their efforts. Appendix F of this document has a list of possible value-added options.

Start the process by asking the sub-committee to examine the value-added options and report back to the Steering Team. The sub-committee then works to develop easy-to-use procedures and materials to assist students in taking advantage of each value-added option.

A**Charge #6: Bring real business into the classroom**

Emphasize the *real* and *relevant* aspects of the *High School of Business* program. Students are energized by advice from business professionals. Participation from local business professionals is written into each HSB course. The Steering Team will be asked to find and/or fill those roles. Ideally, a member of the Steering Team volunteers to find these speakers on behalf of the teacher. Within each course guide is a Project Needs document that the teacher can provide to the Steering Team in advance.

Charge #7: Find observational internship opportunities for students

During the senior year or summer prior, each HSB student completes a 20-hour observational internship with a local executive. The Steering Team is responsible for finding internship hosts. Although these are likely three years away from your first year in the program, it is suggested that a list of hosts be started immediately and added to at each meeting. Ideally, a Steering Team member takes responsibility for this list.

Charge #8: Support teachers

Teachers joining HSB will be challenged with a new style of teaching (project-based learning) as well as high-level content for six to eight new courses. The first years in the program will feel like their first years of teaching. As a Steering Team, it is your responsibility to support them in all ways possible. Be sure this includes a leadership role in the charges described above. In short, the program is not designed for the teacher to take the lead on the areas outside of the classroom. All members of the Steering Team must be willing to take an active role in running the program.

Help each Steering Team member understand their role through the use of sub-committees. Guest speakers, community marketing, value-added options, and observational internships could each be the responsibility of a sub-committee that reports in at each Steering Team meeting.

Also consider asking a Steering Team member to serve as the group's secretary. S/He becomes responsible for taking meeting minutes, sending meeting reminders, coordinating food (if applicable), etc. The secretary may even choose to take his/her role a step further by creating a website or a wiki for the group.

- Counselor gives information about scheduling (see Appendix E).
- Set permanent meeting date and time.
- Distribute Subcommittee Preference Survey, modifying as necessary (see Appendix J).

B

Project Management Plan

Note: This is used by HSB students to plan and track each project in the program. Your Steering Team may choose to use this as well. This document serves as a planning guide and status report.

Project Planning Guide and Status Report

Members of my group						
Project Name		Project Objective				
Task	Who is Responsible	Resources Needed	Due	Status	Date Turned in	✓ box
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
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						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>

Team Signatures:

_____	_____
_____	_____
_____	_____

High School of Business Steering Team The Important Role of Business Professionals

A dose of the business world

Business professionals are important to *High School of Business* in many ways:

- Inject the “real world” into program decisions
- Offer wisdom based on years of business experience
- Serve as a link to the community
- Provide a source of contacts for guest speakers, projects, and internships

The benefits above are derived from professionals with years of experience and a variety of increasing work responsibilities. For this reason, *High School of Business* Steering Team members should be high-level professionals who have managerial responsibilities.

Inviting business professionals to join

High School of Business is designed to position students to excel in college business administration programs. This is a mission that is important to business professionals for two reasons: a) they may themselves be business school graduates and feel a kinship with others choosing that career path, and b) they are interested in hiring the best and brightest business school grads. Many will fit into both camps. *High School of Business* is a program that gives business professionals a chance to make a difference in education today. This should not be a hard sell. The best Steering Team members are those who identify with and are passionate about the mission of *High School of Business*.

Providing sufficient information about *High School of Business* and the responsibilities of being on the Steering Team is important. The following tools may be used when inviting business professionals to join:

- *High School of Business* brochure (available at www.MBAResearch.org/HSBMarketing)
- *High School of Business* letter of invitation (sample attached; also available on the website)
- Steering Team Chair’s contact information

Be selective when choosing candidates for your Steering Team. Business professionals are a very important part of *High School of Business*. Those who are too busy to attend most meetings or assist in decision making will leave a gap in your Steering Team. But those who want to make a difference in business and marketing education can bring energy and enthusiasm to the program.



By MBA Research

Date

Dear Mr./Ms. _____:

_____ High School is excited to announce our participation in *High School of Business*™—a challenging business administration program that prepares students to excel in college business programs. Students in *High School of Business* will experience a project- and problem-based learning environment in which they solve complex business problems. For example, they will understand how academics are used in the “real world” by drawing on their math skills to analyze financial reports and their English skills to present innovative new products during classroom presentations.

As always, we are striving to provide the best possible education for our students. We believe that *High School of Business* offers this. A major part of the *High School of Business* program is a Steering Team, comprised of teachers, administrators, guidance counselors, college faculty and area business professionals. We believe that you would be a valuable addition to our Steering Team. Your business experiences will help us to keep the program current and relevant to the business world.

As a Steering Team member, we ask that you attend monthly meetings, provide guidance as we implement and maintain the program, serve as a link between _____ High School and the business community, and function as the Team’s advocate for continuously improving the program.

We hope that you are as passionate as we are about this opportunity to make a difference in the futures of our students. Please call me at the number below to talk more about the program.

Sincerely,

High School of Business Steering Team Chair

Phone: _____

Email: _____

Note: This sample letter can be downloaded at www.MBAResearch.org/HSBMarketing.

D



By MBA Research

In-School Marketing

The *High School of Business* program is not available in many locations. Do the students at your school know that? Have they heard about *High School of Business* at all? Here's how to make sure the word is spread about the opportunities available for them.

Step 1—First things first—the main message. Let students know that *High School of Business* is designed to...

- ★ Challenge them with complex business projects and problems.
- ★ Make learning fun through hands-on projects.
- ★ Prepare them for the demands of a college business administration program.
- ★ Bring relevance to math, English and social sciences skills learned in previous courses as they are used to solve complex business problems.
- ★ Build relationships with local business executives through guest-speaking appearances, end-of-project presentations, an observational internship, etc.

Step 2—Hitting your target with marketing tactics. There are many ideas listed here. Be creative and add some of your own. The idea is to choose what works best at your school. And remember to include the Steering Team in your student recruitment. The counselors, administrators, teachers, and business professionals in that group can each play a role in developing the recruitment plan and putting it into action.

■ **Informational presentations.** Target classes that contain students likely to participate in *High School of Business*. These classes may include college-prep math, Honors English, and business or marketing courses. The guide “Explaining *High School of Business*” (Appendix K) has been created to make it easy for you to talk about the program. In addition, there is a PowerPoint presentation available at www.MBAResearch.org/HSBMarketing. Be sure to distribute *High School of Business* brochures (see below) and provide contact information.

■ **High School of Business brochures.** There are two *High School of Business* brochures available. One targets students and the other is aimed at school personnel and parents. Be sure to have copies of the student brochure available. These are also useful to distribute at the registration events your school holds to inform students about scheduling for the upcoming semester. Both brochures can be accessed and printed from the *High School of Business* website.

D

In-School Marketing (cont'd)

■ **Invitation-only field trips.** These trips are beneficial in many ways, including student exposure to a local business or college, reinforcement of the program's emphasis on real business problems and projects, building relationships with local business executives, etc. Here are some ideas for organizing the trip.

- ★ Invite likely student-candidates. The criteria used are up to you, but may include GPA, career interests, current course participation, etc.
- ★ Take students to a local college or business. The goal of the trip is to inspire the students to think about their futures and how high school choices provide the groundwork for college and career success.
- ★ Tell parents/guardians. On permission slips, be sure to let parents/guardians know that their student was chosen as a possible candidate for a new accelerated program.
- ★ While on the field trip, share with the students how *High School of Business* can prepare them for college and career. Provide brochures, contact information, and next steps for joining the program.

■ **Information booth.** Set up a booth in the cafeteria during lunch or in other high-traffic areas. Be sure to have brochures and other information on hand. You may want to have interested students schedule follow-up appointments with you or a *High School of Business* teacher.

■ **School display case.** Include student work, items with the *High School of Business* logo (see next page), contact information, etc.

■ **School website.** Announce the selection of your school. List why and how to join. Include a link to the HSB national website.

■ **Designate a *High School of Business* Week.** Some ideas for activities during the week include

- ★ Raffle for students submitting cards for more information
- ★ Quotes from famous business persons during daily school announcements

■ **8th grade counselors.** As you know, 8th grade students have many important scheduling decisions to make as they prepare to enter high school. Be sure that the information about *High School of Business* is shared with the 8th grade counselors. The PowerPoint presentation (available on the website) is a good tool for this. Leave them plenty of the *High School of Business* student brochures to distribute.

■ **8th grade events.** Contact your 8th grade guidance counselors to find out what activities are planned for informing students about life as a high school student. Ask to present the program at these activities. Even better, let your current *High School of Business* students lead the presentation. Don't forget to take *High School of Business* brochures and contact information.

To capitalize on these events, try holding an HSB information session 30 minutes prior. Send invitations to parents and serve coffee and cookies.

D

In-School Marketing (cont'd)

- **High School of Business** logo items. Gaining program visibility in a media-crowded world is hard. To assist in keeping your *High School of Business* program top-of-mind with students, guidance counselors, parents, etc., you can download *High School of Business* logos to use for creating your own flyers, T-shirts, business cards, and other promotional items! Download the logos at MBAResearch.org/HSBLogos.
- **Peer Pairs.** If this isn't your first year in the *High School of Business* program, consider establishing Peer Pairs. It's simple. Just team-up a veteran *High School of Business* student with a new student or one who is seriously considering joining the program. There's no better way to build your program than by encouraging your current and former students to pass the word.
- **A personal invitation.** Send a letter inviting students to find out more about the program. You may want to draft versions for honor roll students or those referred by teachers (see sample letters on pages D1–D3).
- **Student recommendations.** Ask current students (or those who have expressed interest) to provide a list of referrals. Send a letter and a brochure to the home of each student referred (see sample letter on page D2).
- **Get parents involved.** Let parents know about the valuable skills and challenging college preparation available through the *High School of Business* program. Inviting parents to information sessions will help them get the information they need to work with their students. Ask one of the business professionals on your Steering Team to speak during a parent meeting or provide a quote to use in letters stating why HSB is important. A sample letter to parents is exhibit D3 of this document.
- **School newspaper.** Submit articles to the school newspaper. Or better yet, ask a current *High School of Business* student or Steering Team business professional to write an article about the program.
- **School email.** Write a short paragraph about the benefits of *High School of Business* (college preparation, project-based learning, accelerated curriculum, etc.) and send it in your school's regular email to parents. Don't forget this valuable resource when inviting parents and students to open-house events as well.
- **School marquee, announcements, and electronic message boards.** Whatever your school uses for announcements, make sure *High School of Business* is on it.
- **High School of Business banner.** The *High School of Business* banner can make a big impact on your school building or in a main hallway.

Letter to Honor Roll Students

(Use school letterhead and *High School of Business* logo.)

Date _____

Dear _____ High School Honor Roll Student:

Congratulations for earning a spot on the _____ High School Honor Roll!
Your dedicated effort has resulted in academic excellence.

Soon you will be selecting courses for the _____ school year. As an excellent student, you are a good candidate for our new ***High School of Business™*** program.

High School of Business is a series of accelerated courses designed to prepare you to excel in college business administration programs. If you are considering a college major or minor in...

- Business
- Management
- Marketing
- Finance
- Accounting
- Economics

you should consider *High School of Business*.

Have you heard of project-based learning? Each of the *High School of Business* courses challenges you with real-world hands-on business problems. Teachers serve as guides, rather than lecturers, as you learn complex material en route to completing projects. Up for a challenge with an element of fun? Then consider *High School of Business*.

Enclosed is a brochure about *High School of Business*. Please consider becoming part of this important program. If you have any questions, please stop by room _____ or email me at _____.

Sincerely,

Mr./Ms. _____

Marketing Teacher/Business Teacher/Guidance Counselor

Note: This sample letter can be downloaded at www.MBAResearch.org/HSBMarketing.

Letter to Student Referred by Teacher/Counselor/Another Student

(Use school letterhead and *High School of Business* logo.)

Date

Dear _____:

Soon you will be selecting courses for the _____ school year. Your name was submitted by (teacher/counselor/student) as a good candidate for our new **High School of Business™** program.

High School of Business is a series of accelerated courses designed to prepare you to excel in college business administration programs. If you are considering a college major or minor in...

- Business
- Management
- Marketing
- Finance
- Accounting
- Economics

you should consider *High School of Business*.

Have you heard of project-based learning? Each of the *High School of Business* courses challenges you with real-world hands-on business problems. Teachers serve as guides, rather than lecturers, as you learn complex material en route to completing projects. Up for a challenge with an element of fun? Then consider *High School of Business*.

Enclosed is a brochure about *High School of Business*. Please consider becoming part of this important program. If you have any questions, please stop by room _____ or email me at _____.

Sincerely,

Mr./Ms. _____

Marketing Teacher/Business Teacher/Guidance Counselor

Note: This sample letter can be downloaded at www.MBAResearch.org/HSBMarketing.

Letter to Parents

(Use school letterhead and *High School of Business* logo.)

Date

To the Parent or Guardian of _____:

Soon the students here at _____ High School will be selecting courses for the _____ school year. As you begin to discuss with your student the course options available, I'd like to let you know about a new program we are offering. **High School of Business™** is a challenging business administration program that prepares students to excel in college business programs.

Is your student considering a college major or minor in one of the following?

- Business
- Management
- Marketing
- Finance
- Accounting
- Economics

If so, please take the time to explore our *High School of Business* program.

High School of Business, students will experience a project- and problem-based learning environment in which they solve complex business problems. For example, they will understand how academics are used in the "real world" by drawing on their math skills to analyze financial reports and their English skills to deliver an oral presentation to a panel of local business professionals.

Please note: the courses in the program are intended to be challenging. They will stretch the minds of our students while preparing them for success in college and beyond.

A program brochure is included. Please contact me if you have any questions.

Sincerely,

Title

Phone:

Email:

Note: This sample letter can be downloaded at www.MBAResearch.org/HSBMarketing.

(Insert school logo here)



By MBA Research

NEWS RELEASE

FOR IMMEDIATE RELEASE

(insert date here)

CONTACT: (insert school contact name here)

(insert contact's phone no. here)

**Educational Pioneers: _____ School Begins
High School of Business™ Program**

CITY, State – _____ High School announced today that it has been selected as a site for the ***High School of Business*** program. The program is designed to challenge students through an accelerated, project-based curriculum delivered in the context of business problems. Students completing the program will be positioned to excel in college-level business administration programs.

Students participating in ***High School of Business*** will take part in project-based learning, which incorporates the learning of required skills into the process of solving real-world business problems. Students will complete a series of at least six rigorous business administration courses. In addition, students will use technology in each course, hear from subject-matter expert guest speakers, complete an observational internship, and learn about business and community diversity through a partnership with a sister school.

Teachers and administrators are working together to ensure the students receive the best possible education through the program. This includes required professional development for all teachers who intend to teach ***High School of Business*** courses as well as the establishment of a ***High School of Business*** Steering Team. The Steering Team brings together teachers, administrators, and guidance counselors with local business executives and college faculty. This diverse group serves as the directors of the program.

(insert quote here from local administrator or Steering Team member)

High School of Business is a program of MBA Research, a non-profit organization specializing in educational research and the development of business and marketing curriculum for high schools and colleges. For more information about the ***High School of Business*** program at _____ High School, contact (insert Steering Team contact person here) at ____-____-____.

Note: This sample letter can be downloaded at www.MBAResearch.org/HSBMarketing.

E**Counselor Information**

Attention Counselors: Detailed information regarding your role in HSB will be explained during a webinar in early spring. More information will be emailed to you.

During a Steering Team meeting, the counselor should explain and discuss the scheduling and recruiting process for *High School of Business* (see Appendix D for recruiting ideas). The following information should be included:

- Important dates for adding courses
 - ★ Deadlines for course catalog
 - ★ Timing for curriculum committee to approve new courses (if applicable)
- Information needed for course catalogs
 - ★ Identify teacher of each course section
 - ★ Course descriptions
- Scheduling sequence
 - ★ Students must take courses in the *High School of Business* program in a certain order because a) the curriculum builds with each course, and b) each course includes a chronological piece of the program-long project. The sequence is as follows:
 1. Principles of Business
 2. Business Economics
 - 3–5. Principles of Marketing (in any order)
 - 3–5. Principles of Management (in any order)
 - 3–5. Principles of Finance (in any order)
 6. Business Strategies
- Identification of students likely to benefit from *High School of Business*
 - a. Ask for Steering Team's input.
 - b. Are there other teachers who could suggest students? Perhaps 8th grade teachers of advanced math or English courses.
 - c. Determine best route for communicating program's benefits with students.

F

Value-Added Options

Although not included as part of the program, MBA Research encourages schools to investigate and select one or more of the following options:

- College credit agreements with local institutions of higher education
 - ★ Schools are encouraged to seek out local college and university partners.
 - ★ Sample agreements available upon request
- National credit agreement
 - ★ Students who successfully complete the six required HSB courses are eligible for college credits if they attend one of our national university partners (MBAResearch.org/HSBCollegeCredit).
- Honors-level weighting
 - ★ Schools may choose to pursue weighted scoring. Program rigor has enabled some schools to offer this option.
 - ★ Dependent upon each district's state and local guidelines
- A•S•K Certification
 - ★ The A•S•K Business Institute offers certification of core and specialized business skills and concepts.
 - ★ *High School of Business* completers will be well-prepared for the A•S•K exam.
 - ★ A fee is charged per student taking the exam. See www.askinstitute.org for more information.
- College Level Examination Program (CLEP)
 - ★ CLEP exams give college credit for knowledge or experience gained prior to college.
 - ★ The *High School of Business* program has been designed to help prepare students to take the CLEP exams for Principles of Marketing and Principles of Management.
 - ★ Each college or university develops its own policies regarding CLEP. Be sure that students explore these rules at the college or university each plans to attend.
 - ★ CLEP exams are administered through College Board, which charges an assessment fee (currently set at \$89 per exam). See www.collegeboard.com/clep for more information.
- Transcript documentation
- Diploma documentation (if available through your school)
- Digital badges
 - ★ Digital badges are awarded to students scoring 70% or above on an HSB final exam.
 - ★ Each badge links to information detailing the learning outcomes mastered by the student. Students can use these badges to showcase their achievement online or on their college applications. Learn more at MBAResearch.org/DigitalBadges.

G**Providing Stakeholders with Information**

The Steering Team's enthusiasm and conviction for *High School of Business* are the most powerful tools for promoting the program. MBA Research is committed to assisting in this process through the creation of promotional and informational literature that can be used by the Steering Team to share the program with administrators, local business professionals, other teachers, and parents.

Promotional items, such as brochures, posters, and PowerPoint presentations, are available on the HSB For Participating Schools page of the website at www.MBAResearch.org/ForParticipatingSchools.

H**Adding Excitement to Your Startup**

Your school has selected to offer a unique experience for its students. Don't let the start of your program go unnoticed. Build student enthusiasm by kicking off the year with exciting—and relevant—events. The program's emphasis on solving real projects in teams lends itself to hands-on events that can build momentum for not only enrolled students but also the entire student body. Below are some ideas received from *High School of Business* teachers and MBA Research staff.

■ Team-building workshop

- ★ Put teams of 3–4 students each through several fun, active events. Save your debriefing discussion for the next class day. Mix up the teams frequently so students get to know each other.
- ★ Hold the workshop outside. The different environment increases the uniqueness factor along with building curiosity as other students wonder what class is having so much fun.
- ★ Activity ideas can be found in the *Leadership* course guide your school will receive if offering the program. But don't hesitate to come up with more ideas on your own. Does a local college or YMCA have a climbing wall or other activities that might build teamwork? Be sure to discuss this in your Steering Team meeting. The business executives and college faculty may have great ideas for the workshop.

■ Field Trip

- ★ No one takes a field trip during the first day (week) of school, right? That's just the reason why a *High School of Business* field trip to a local business sends the message that this program is no typical class.
- ★ Work with the business executives on your Steering Team to plan a visit to a local business. While there, be sure your students get the message that business executives believe in the program and support it. Touring a larger facility and hearing from a diverse group of executive-level speakers works well to communicate the program's connection with the business world.

■ Guest speakers

- ★ How many courses at your school can boast a whole Steering Team working behind the scenes? Let your students know about this support mechanism by inviting members of the Steering Team (especially business executives and college faculty) to start the class. Shake things up by not reviewing class rules, etc. at the start of class. Instead, have the Steering Team explain the importance of the program and what the students can expect from it.
- ★ Add more sizzle to the day by asking the guest speakers to engage with the students in team-building activities. The college representative could also give the students some glimpses into college life via videos or a brief presentation.

H**■ Extending beyond the classroom**

- ★ Hang *High School of Business* banner in a prominent location in the school.
- ★ Invite local press to the kick-off.
- ★ Post any press that the program has received in a prominent location in the school.
- ★ Post kick-off photos to the school's website.
- ★ Post on social media about your *High School of Business* program.
- ★ Send your HSB news to us to share with the world!

■ Other ideas:

- ★ Have a barbecue. Grill burgers and create a festive atmosphere to welcome students, parents, and school personnel into the HSB program. Invite steering team members and others to set up booths (e.g., local college with key chain giveaways).
- ★ Picture yourself as a leader. Using Fortune's "[World's 50 Greatest Leaders](#)" article, ask students to pick the leader most like him/her. Ask each to give a brief presentation. Keep these creative and fun.
- ★ Try a fun quiz. At www.similarminds.com, visitors can take just-for-fun quizzes, such as the Leader Personality Test. The site also includes serious tests about career choice, personality type, and many others.

Classroom Equipment and Materials

Item	Details	Required/Recommended
Computer access for students	Microsoft Word, Excel, and PowerPoint (or similar)	Required
Internet access for students	Students will regularly (usually daily) conduct Internet research ¹ .	Required
Classroom resource library	Students will regularly conduct research as part of their projects. Single copies of subject-related textbooks should be available for each <i>High School of Business</i> course. Lists of suggested textbooks are available.	Required
Whiteboard(s)	Used to create and refine each class' master project schedule in certain courses. Teachers who teach multiple sections may need more than one whiteboard.	Recommended
Digital storage	Flash drives or a dedicated drive where students can store completed projects and work-in-progress.	Recommended
Digital camcorder or mobile phone video recorder	Student-created videos are developed within certain projects.	Required, but need not be dedicated to HSB
Video editing software	Student-created videos are developed within certain projects.	Required, but need not be dedicated to HSB
Projector	Students frequently give group presentations using PowerPoint and other visual aids.	Required

¹ Your school's technology staff may need to alter "net nanny" settings in HSB classrooms. These blocking services often restrict websites that students will need to conduct business research, such as Google and MSN.com.

Classroom Equipment and Materials (cont'd)

Item	Details	Required/ Recommended
Calculators	Select HSB courses require students to make mathematical calculations.	Recommended
Binders	Many HSB teachers find it helpful to provide students or teams of students with binders for storing project information.	Recommended
Telephone access	Students will communicate occasionally with local business people during most classes. A classroom telephone or permission to use student cell phones in the class is necessary.	Required
Printer	Students frequently print online research, reports, and other data.	Required
Webcam	Students occasionally communicate with their HSB peers across the country. A webcam provides a visual interface for these discussions.	Recommended
Flexible seating	Teamwork is used often in HSB courses. Ideally, classrooms are set to accommodate teams of 4–5 students as well as individual online research.	Recommended

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By MBA Research

Steering Team Subcommittee Preferences

- College credit opportunities for students
- Community marketing and promotions
- In-school communications/recruiting
- Guest speakers/observational internships/expert audiences
- Other value-added options (honors-weighted scoring, certifications, etc.)

Name _____

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By MBA Research

Explaining *High School of Business*

As a *High School of Business* resource in your school, you will be asked by parents, teachers, students, and administrators to explain the program. The following bullet points can help you in your role as a local *High School of Business* expert:

- ★ The mission of *High School of Business* is to prepare students with the business knowledge and 21ST Century Skills to excel in college-level business administration programs and the workforce.
- ★ *High School of Business* is a program of the Marketing & Business Administration Research and Curriculum Center (MBA Research), a non-profit organization dedicated to supporting education for and about business and marketing.
- ★ *High School of Business* courses are taught using project- and problem-based pedagogy; in other words, students actively complete projects and solve problems in each course.
- ★ *High School of Business* courses are rigorous, yet the hands-on aspect makes them fun as well.
- ★ Your school's teachers receive ongoing training related to the curriculum and the changing business world.
- ★ Your school's teachers, counselors and administrators have access to the *High School of Business* network (both the national program office and other school sites) for professional support.
- ★ Your school has formed partnerships with the business community and local college/ university faculty as part of providing the best possible business education for your students.
- ★ Locally, your *High School of Business* program is implemented through a Steering Team, which consists of teachers, administrators, guidance counselors, local business professionals and college representatives.
- ★ *High School of Business* has six required courses: Principles of Business, Business Economics, Principles of Marketing, Principles of Finance, Principles of Management, and Business Strategies. Your school may have elected to offer two optional courses: Leadership and Wealth Management.

K**Explaining *High School of Business*** (cont'd)

- ★ All *High School of Business* students will complete an observational internship with one or more local business executives during their senior year or the summer preceding.
- ★ There are no fees required for parents or students to participate in *High School of Business*.
- ★ Your school may be pursuing opportunities to offer college credit for one or more *High School of Business* courses.
- ★ Your school may suggest that students who successfully complete the *High School of Business* program investigate the College Level Examination Program (CLEP) offered at www.collegeboard.com. The CLEP exams for Principles of Marketing and Principles of Management have been considered in the design of the *High School of Business* program.
- ★ Your school may be offering a business administration certification examination through the A•S•K Business Institute for students who complete the *High School of Business* program. This exam provides third-party proof-of-learning certification that may be helpful in college and career.
- ★ *High School of Business* courses are appropriate for students who are:
 - Planning to major in business administration (including general business, marketing, finance, accounting, management or economics) in college
 - Naturally talented in leading and organizing other people or projects
 - Bright, yet struggle in a traditional classroom. Such students have the potential to thrive in a project/problem-based environment.
 - Considering earning an MBA later in life
- ★ More program information is available on the MBA Research website at MBAResearch.org/HSB.