



FAQ: MBA Research Standards Validation Panels

What is a standards validation panel?

At MBA Research, we count business and industry input as the most important component of research for our National Business Administration Standards. If business says that employees need a specific skill or piece of knowledge, then we know it is important to include in our standards.

One way we do this is by conducting standards validation panels, which are a tool to help determine skillsets that need to be taught in the classroom to help ensure future success in the workplace. We use feedback from panelists to help us understand, based on their work experiences, what is critical to teach in the classroom. We use this process to validate existing standards, to evaluate newly proposed standards, or to update standards under revision.

What are National Business Administration Standards?

MBA Research provides [its standards and performance indicators](#) free-of-charge for use in classrooms across the country. Unique in education, the standards are based on business practitioner research that utilizes focus groups, interviews, business association standards, and certification criteria. They provide up-to-date information on the skillsets currently used in the workplace.

Who can participate in a validation panel?

Validation panel participants are individuals who have practiced within a particular pathway (i.e., accounting, insurance, corporate finance, human resources, operations, marketing research, professional sales, administrative services, etc.) for at least three years and have detailed knowledge about skillsets necessary for success within that field.

What is it like to participate in a validation panel?

Validation panels are daylong sessions, usually 9:00 a.m. – 3:00 p.m. A light breakfast and lunch are provided. Participants will spend the day in small and large groups to:

- Share trends impacting employees' needed skillsets
- Discuss, evaluate, and determine the criticality of specific skills necessary for success within their field

What career pathways are addressed in validation panels?

- **Business Management and Administration cluster**—Business Information Management, General Management, Human Resource Management, Operations Management, Administrative Services
- **Marketing cluster**—Marketing Communications, Marketing Management, Marketing Research, Merchandising, Professional Selling
- **Finance cluster**—Accounting, Banking Services, Corporate Finance, Insurance, Securities and investments



What are the benefits of validation panels?

Participating in a validation panel is a great way to engage with education and to help support students and teachers—and build the future workforce pipeline. Some validation panel members will continue to support education through mentorships, providing real-world learning opportunities, or by being a guest speaker in a classroom.

Being part of a validation panel is also a great way to network with like-minded executives who are leaders in their fields looking to have an impact on education and the future workforce.

For more information, contact Holly Atha, President/CEO, at HollyA@MBAResearch.org