

# Taking Business Back to School

Help students learn what matters most in business



## THE EXECUTIVE ADVISORY NETWORK: EXECNET

### HOW IT WORKS

1. YOU react to skills and knowledge needed in the workplace via monthly online surveys (5–10 mins)
2. YOUR feedback ensures the validity and continuous development of the National Business Administration Standards

#### National Business Administration Standards

- Research-based
- Industry-validated
- Aligned to the workplace
- Framework for curriculum planning
- Appropriate for middle school through postsecondary

3. The **NATIONAL STANDARDS** become the basis for curriculum development and resources that are available to and used by grades 6–12 and post-secondary educators across the U.S.

### WHO WE ARE

MBA Research & Curriculum Center is a not-for-profit 501 (c)(3) organization operated by a consortium of state education departments. Its mission is to support educators in the preparation of students for careers in business.

- Business Management
- Entrepreneurship
- Finance
- Marketing
- Hospitality & Tourism Management

### JOIN TODAY!



[MBAResearch.org/ExecNet](https://MBAResearch.org/ExecNet)

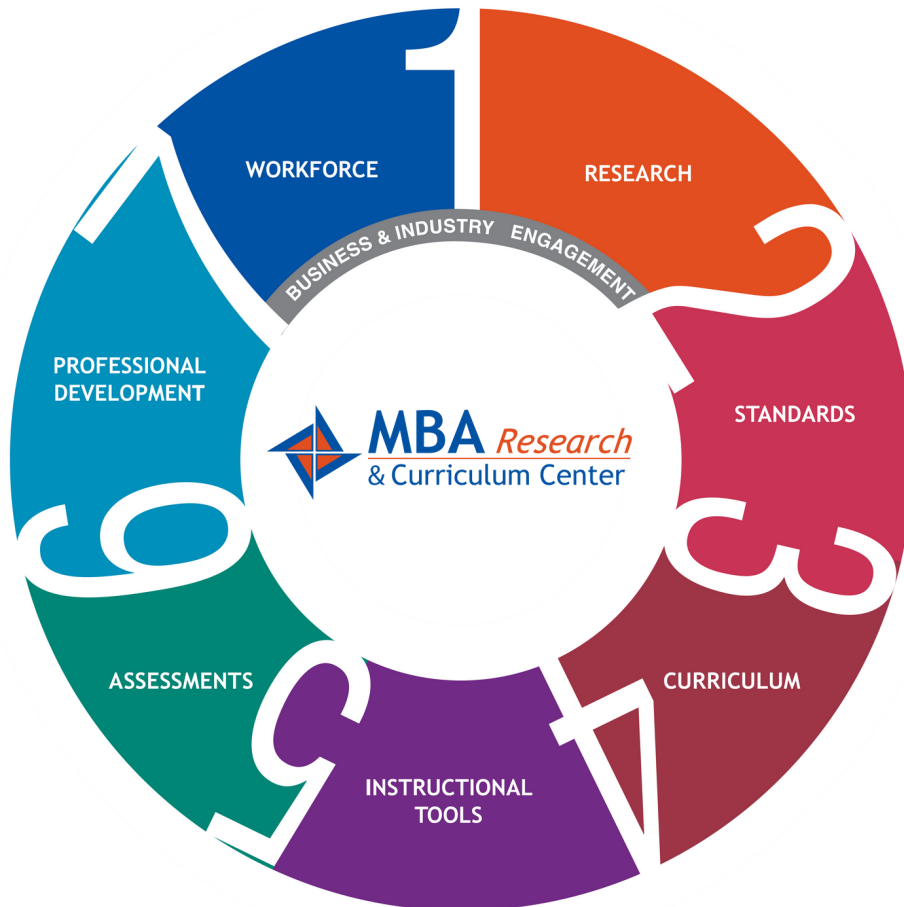
### INTERESTED?

To learn more, contact Holly Atha, President/CEO, at [HollyA@MBAResearch.org](mailto:HollyA@MBAResearch.org).

## Share Your Business Knowledge

Our approach begins & ends with business and industry.

The result is a highly skilled workforce prepared for the economic development needs of the future.



### IMPACT EDUCATION

“Easy to use, **relevant resources**.  
Students enjoyed the information.

I have many students in leadership  
roles in the school, and the  
information helped them to be  
**better leaders.**”

—Cynthia Baden, Teacher  
Chopticon High School, Morganza, MD



### BUILD TOMORROW'S WORKFORCE

“I want to be an **entrepreneur** at some  
point in my life and that interest was built  
by *High School of Business™*. And it has  
never left.

**Business fascinates me** and at some  
point in my life, I want to add innovation  
into the marketplace.”

—Blaise Tayese, Student  
The Ohio State University, '23

## Help Grow Tomorrow's Leaders!