National Business Administration Standards: Executive Summary

MBA Research focuses its research, curriculum and instructional materials design, and assessment activities on **four business-related clusters**:

- Management and Entrepreneurship
- Financial Services
- Hospitality, Events, and Tourism
- Marketing and Sales

Our research efforts incorporate both primary and secondary research based on business sources rather than educational sources. **Business-based research** provides a mechanism for the identification of current, actual skills and knowledge needed by employees in the workplace.

These research efforts resulted in the identification of similar, overlapping skills and knowledge across the four clusters. This common know-how is the **Business Administration Core**, composed of the following Instructional Areas:

- Business Law (BL)
- Communication Skills (CO)
- Customer Relations (CR)
- Economics (EC)
- Emotional Intelligence (EI)
- Entrepreneurship (EN)
- Financial Analysis (FI)
- Human Resources Management (HR)
- Information Management (NF)
- Marketing (MK)
- Operations (OP)
- Professional Development (PD)
- Strategic Management (SM)

Each of the four clusters contains content that is common to its pathways and is known as the **Cluster Core**. Each of the clusters is composed of multiple **Sub-Clusters**, and each Sub-Cluster contains content that is common to the jobs in it. Finally, there is content that is specific to a product or service, known as **Specialties**.

Instruction should be designed to **move from general to specific**, setting up the high school curriculum around the content in the Business Administration Core and the Cluster Core. As students progress in their education, they should acquire content increasingly more specific to their area of interest in business.

The content within each of the four clusters is organized into **Standards/Instructional Areas, Performance Elements, Performance Indicators, and Objectives**. Each Performance Indicator is assigned to a curriculum planning level based on the job level at which it is first needed within businesses. These **curriculum planning levels progress from simple to complex** and are:

- Prerequisite (PQ)
- Career-Sustaining (CS)
- Specialist (SP)
- Supervisor (SU)
- Manager (MN)
- Owner (ON)

MBA Research's philosophy is that the curriculum should be organized from simple to complex, thereby enabling students to acquire foundational understanding and skill before they acquire more advanced skills.

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