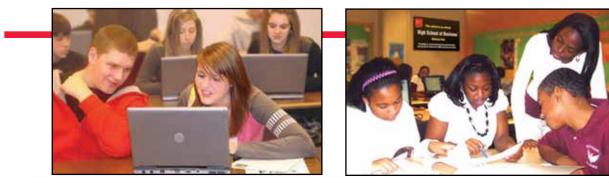
# **Courses You Take\***



# What's the big deal about High School of Business<sup>m</sup>?

#### Make it Real

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

<b>1</b> Principles of Business	<b>2</b> Business Economics	8 Principles of Marketing	<b>4</b> Principles of Finance	<b>5</b> Principles of Management	<b>6</b> Business Strategies
Q: What do a rock	Ever thought	Why would Apple	Can you imagine a	Get an up-close look	Here's where
cast, and the NFL	that the Three	campaign over a	who doesn't under-	learn first-hand how	together. You
have in common?	Little Pigs made?	TV commercial?	stand finances?	to manage projects	and your
A. Duaineas. It's everywhere.	nomics, you will	termine its prices?	panies manage their	how to do it ethically	team-up to use
In this course you'll	consider how	Through projects	money is important	and legally. Work as	what you've
explore the major	decisions (such as	and problems you	in any business	a team to conquer	learned and
areas of business	work vs. play or	will learn about	career. In this course,	problems you face	created in the
(marketing, manage-	sticks vs. straw)	these and other	you will learn about	in the areas of man-	previous courses
ment, and finance)	affect businesses	key marketing	corporate finance	agement, including	to start and
through fun, real	and individuals.	concepts.	as you manage an	human resources,	run your own
world projects.			online portfolio.	risk, and knowledge	DUSINESS.
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\* Your school may also choose to offer additional High School of Business<sup>™</sup> courses.

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

# The courses

High School of Business<sup>™</sup> is designed much like a college-level business administration program. You'll start with Principles of Business, then take courses in economics, 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.



#### An accelerated business administration program for tomorrow's MBAs



1375 King Avenue Columbus, Ohio 43212 Phone: 614-486-6708 www.MBA*Research*.org



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# High School ୶ BUSINESS™





