MBA RESEARCH

Tools that Power the Business Education Classroom

Save planning time. Strengthen your curriculum.
Validate student learning. Support your CTSO.

Andrew Thonstad - Sioux Center High School

WHAT WE'LL COVER

Four Ways to Put Resources to Work Today

1

Instructional Resources & Curriculum Tools

Ready-to-use lesson plans, ethics education materials, videos, and programs of study.

2

Professional Development

Conferences, live and recorded webinars, and customized training.

3

Assessment & Credentialing

A*S*K Certifications, digital badges, and end-of-course and end-of-program exams.

4

CTSO Support

Resources for advisors of DECA, FBLA, and BPA chapters.

Ready-to-Use, Right From the Start

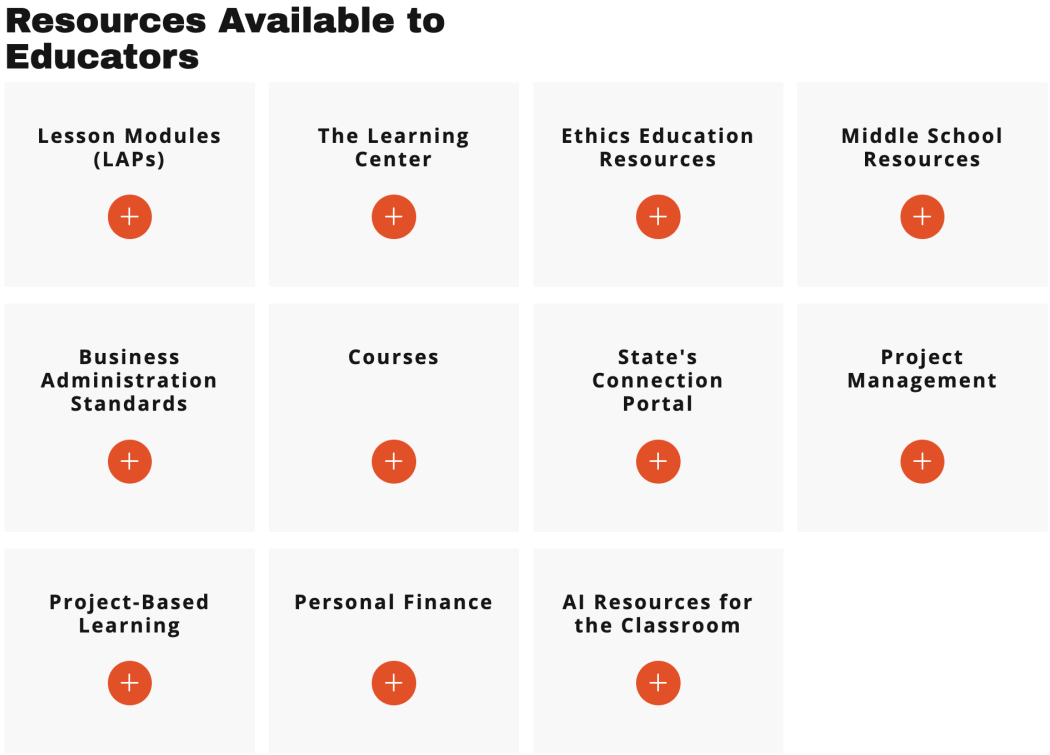
MBA Research gives you standards-aligned instructional tools built to save planning time — anchored by a curriculum management system loaded with ready-to-use materials.

1. **Lesson Modules (LAPs)**
   Comprehensive, ready-to-use lesson plans that make prep fast and relevant.

2. **The Learning Center**
   A full curriculum management system packed with interactive modules, available anytime, anywhere.

3. **Courses**
   Course guides spanning business, marketing, entrepreneurship, and more.

4. **State's Connection Portal**
   Fee tools, content, and resources are customized based on level of membership in the MBA Research Consortium. These include: ethical case studies, project ideas, project management tools, action briefs, and SBE.



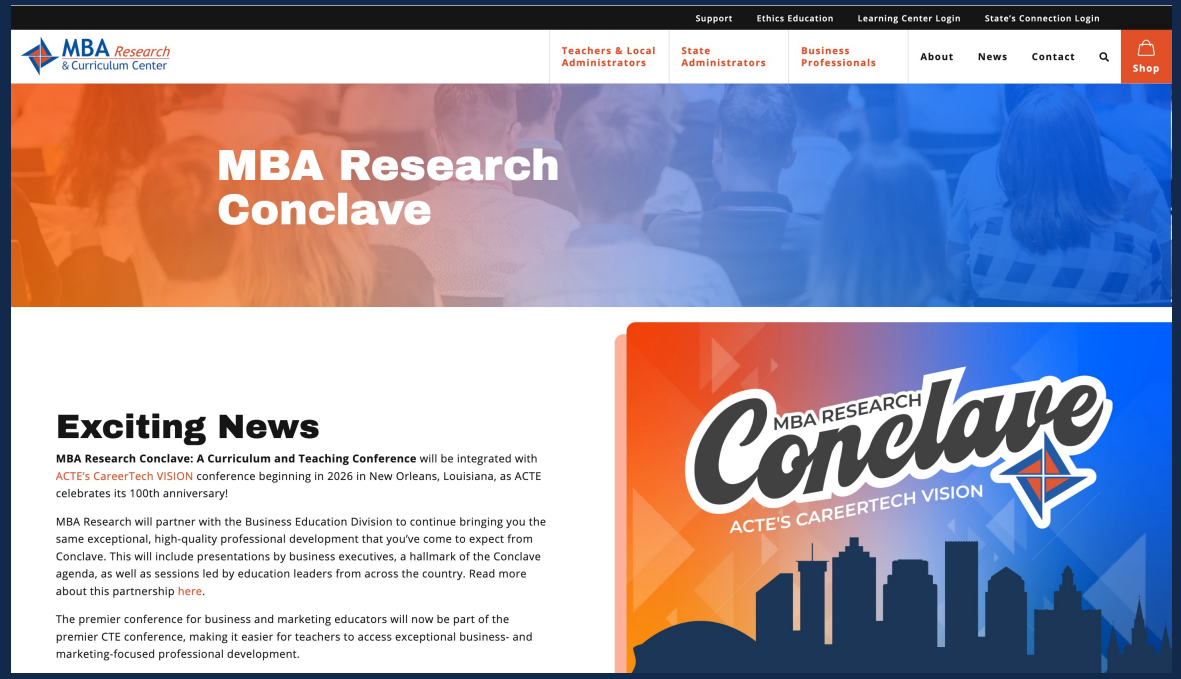
MBA Research Conclave

The premier annual conference for business educators

This year, MBA Research Conclave: A Curriculum and Teaching Conference will be integrated with ACTE's CareerTech VISION conference beginning in New Orleans, Louisiana.

Conclave brings together CTE teachers and administrators across business, entrepreneurship, finance, hospitality/tourism, management, and marketing for a comprehensive look at current curricula, pedagogy, and program development.

Academic credit and CEU documentation are available for Conclave attendees.



Webinars and Learning Opportunities

1. **Webinars**
   Both live and recorded sessions, so you can build your own learning schedule.

2. **Professional Learning Opportunities**
   Explore MBA Research resources at your own pace with a variety of opportunities available.

3. **Professional Learning Opportunities: Video Series**
   Leadership Forum sessions and state- or district-specific training, delivered directly to your team.

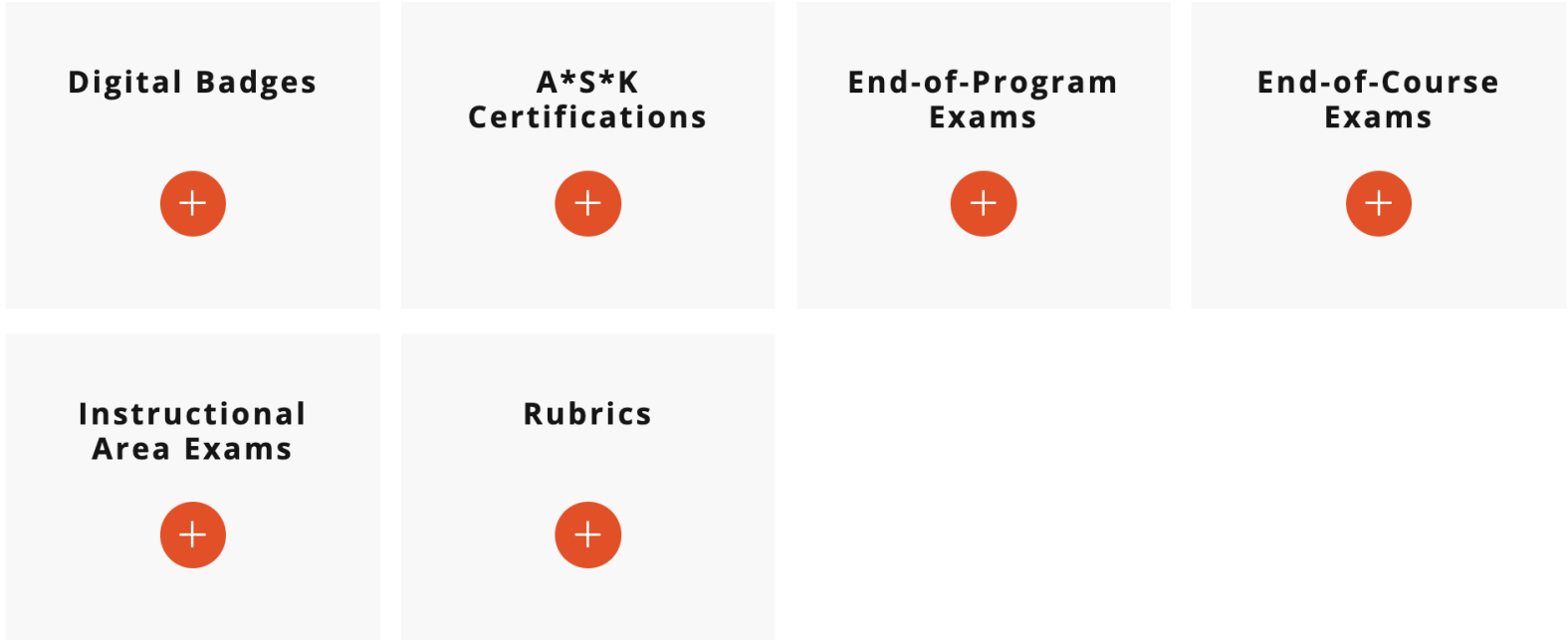
Exams That Validate Student Learning

Every assessment is anchored to a specific, business-validated performance indicator — so results genuinely validate what students have learned.

1. **Digital Badges**
   Credentials that document student accomplishment in specific skill areas, in school and beyond.

2. **A*S*K Certifications**
   Credentials from the Institute for the Assessment of Skills and Knowledge of Business.

3. **End-of-Program Exams**
   Document learning outcomes across an entire multi-course program of study.



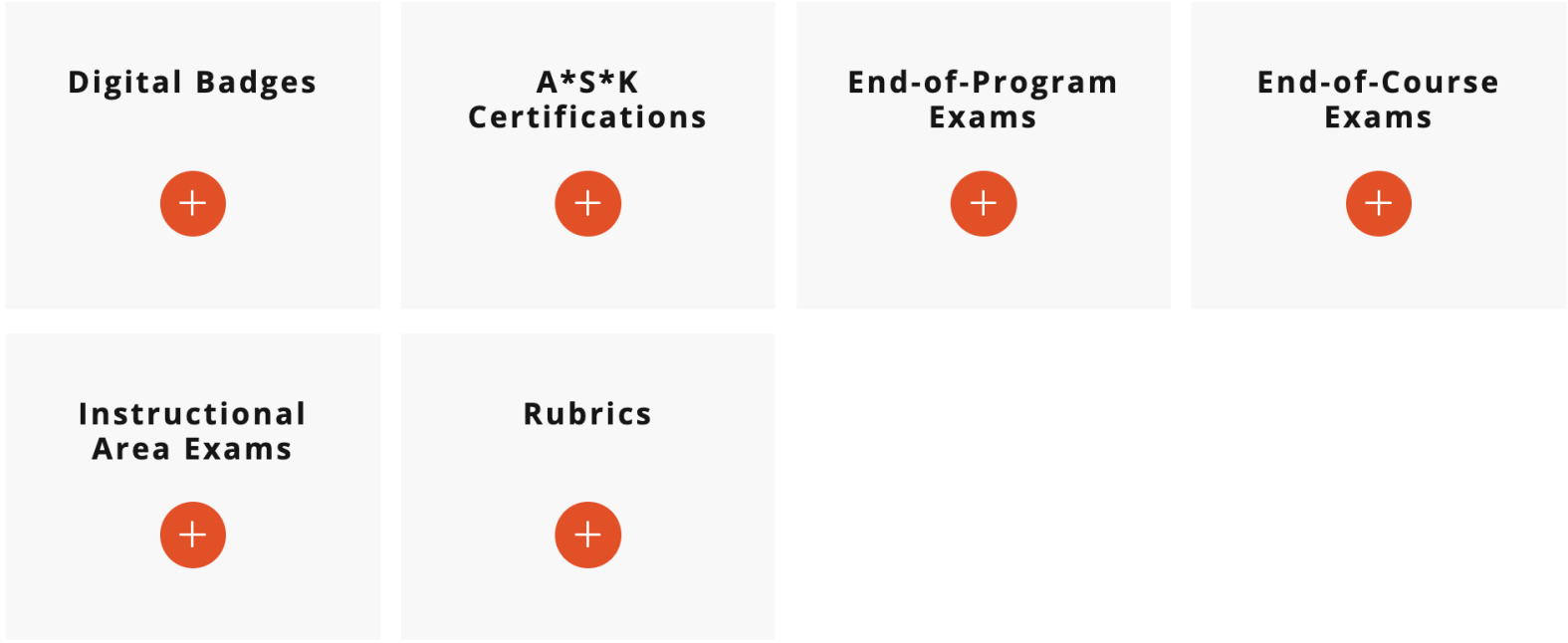
Exams That Validate Student Learning

Every assessment is anchored to a specific, business-validated performance indicator — so results genuinely validate what students have learned.

1. **End-of-Course Exams**
   Based on performance indicators from MBA Research course guides.

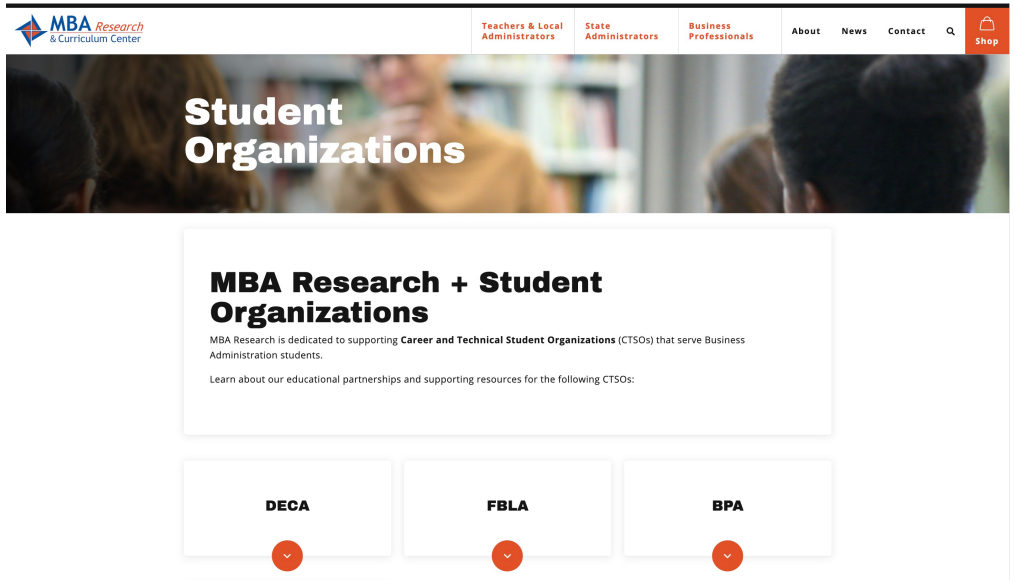
2. **Instructional Area Exams**
   Focused on a single instructional area or standard.

3. **Rubrics**
   Authentic, performance-based assessment tools for real classroom work.



Backing Your DECA, FBLA & BPA Advisors

Career and Technical Student Organizations build leadership skills as a co-curricular part of a strong business program. MBA Research equips advisors with crosswalks, workbooks, how-tos, and tips aligned to competitions, exams, and activities.



DECA

FBLA

BPA

DECA Test Specifications

DECA

Most DECA competitive events utilize a variety of assessment techniques that include traditional multiple-choice exams as well as various role plays and examples of student work. All exams used by DECA are developed by MBA Research and licensed for use by DECA. District and state-level exams are available directly from DECA, Inc. They are also available to be administered online using services provided by MBA Research.

MBA Research instructional tools, particularly LAP modules and the Learning Center, provide strong support for students preparing to compete in DECA competitive events. Both tools, plus various MBA Research assessments, are 100% anchored by the MBA Research National Business Administration Standards.

The partnership between DECA and MBA Research spans nearly 50 years in terms of competitive event development and numerous other related initiatives. MBA Research maintains a standing position on the DECA Competitive Events Committee, providing a curricular connection to DECA's competency-based programming.

FBLA Competitive Event Study Guides

FBLA

MBA Research is excited to continue our partnership with FBLA in a significant way! Over the past few years, we've been proud to build FBLA's competitive event objective tests. Now, we are assisting FBLA in its multi-year efforts to modernize its competitive event offerings.

Specifically, FBLA has charged us with applying our extensive knowledge of business and industry to update its objective test study guides to be rolled out over the 2025–26 and 2026–27 school years. Whenever possible, the updated study guides are based on the National Business Administration Standards.

To help you and your students navigate these changes, we've created objective test study guides. These study guides contain the knowledge areas and objectives from the FBLA competitive event guidelines, plus a list of online resources and Learning Activity Packages (LAPs), if applicable, to help prepare students for competition.

BPA Competitive Event Crosswalks

BPA

Each of the following crosswalks was created by MBA Research to support you and your students in preparing for BPA competition. The crosswalks list the competencies addressed in the BPA high school and middle school competitive events, along with performance indicators from the National Standards for Business Administration that align with each competency. The crosswalks also identify any Learning Activity Packages (LAPs) that are available to assist your students in preparing for competition.

Virtual Competitive Events
Finance (100's)
Business Administration (200's)
Management Information Systems (300's)
Digital Communication and Design (400's)
Management, Marketing, and Communication (500's)
Middle Level Events

What Does It Cost To Get Started?

MBA Research & Curriculum Center

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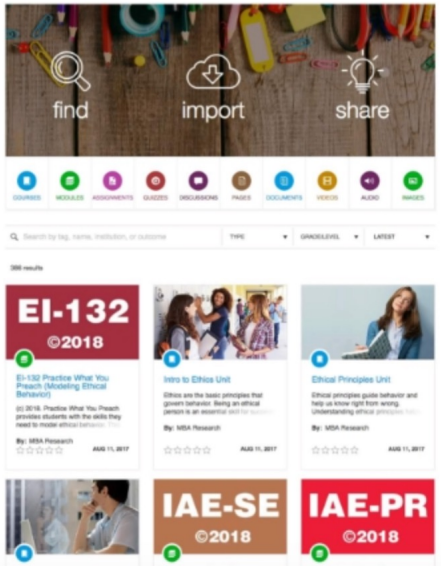

MBA Learning Center: Master License

- 12-month subscription for 5 users within same school
- Member discount: 30%. $695 (member), $995 (non-member)
- Student accounts (optional): $6.25 (member), $9.00 (non-member)
- Additional teacher accounts: $149 (Member: $99)
- Discount applied at checkout after you enter address information

$995.00

RECAP

Everything You Need, In One Place

1

Save Planning Time

Ready-to-use lesson plans and a full curriculum management system.

2

Strengthen Your Curriculum

Ethics resources, videos, programs of study, and professional development.

3

Validate Student Learning

A*S*K Certifications, digital badges, and end-of-course/program exams.

4

Support Your CTSO

Aligned resources for DECA, FBLA, and BPA advisors.

GETTING STARTED

Your Next Steps

1. **Explore the Learning Center**
   Log in and preview lesson modules, ethics resources, and course guides for your subject area.

2. **Register for a Conference or Webinar**
   Check the Professional Development calendar for the next Conclave, workshop, or webinar.

3. **Look Into Certification Options**
   See whether A*S*K Certifications or digital badges fit your course this year.

4. **Connect Your CTSO**
   Bring your DECA, FBLA, or BPA chapter's needs to us so we can point you to aligned resources.

Thank You

Put these resources to work in your classroom this week.

WEBSITE	mbaresearch.org
EMAIL	service@mbaresearch.org
PHONE	614.486.6708
ADDRESS	1375 King Avenue, Columbus, OH 43212