

VII.A.

Connecticut State Board of Education Hartford

To Be Proposed:

May 4, 2022

Resolved, That the State Board of Education, adopts the MBA Research Standards for Business Management and Administration, Finance, and Marketing.

Approved by a vote of _____, this fourth day of May, Two Thousand Twenty-two.

Signed: _____
Charlene M. Russell-Tucker, Secretary
State Board of Education

**Connecticut State Board of Education
Hartford**

TO: State Board of Education

FROM: Charlene M. Russell-Tucker, Commissioner of Education

DATE: May 4, 2022

SUBJECT: Adoption of the MBA Research Standards for Business Management and Administration, Finance, and Marketing

Executive Summary

Introduction

According to Connecticut General Statutes, Section 10-8e, the Connecticut State Department of Education (CSDE) shall develop uniform standards for all career technical education (CTE) programs offered by local or regional boards of education. The CSDE began the process of developing uniform CTE standards through the review, development, and revision of the Agriculture, Foods, and Natural Resources (AFNR) standards. On May 2, 2018, the Connecticut State Board of Education (Board) approved the AFNR Career Cluster Content Frameworks, Connecticut Edition.

History/Background

In June 2019, the CSDE formed the Marketing Standards Workgroup and began the process for researching, analyzing, and developing Marketing Career Cluster standards for Connecticut. Upon reviewing national standards for Marketing, it was evident that the MBA Research Standards for [Business Management and Administration, Finance, and Marketing](#) are high quality, research-based, and position students for postsecondary and career success. Additionally, the MBA Research Standards for Business Management and Administration, Finance, and Marketing recognize the similarity between the core skills and knowledge necessary for success across business management and administration, finance, and marketing and address this in the [Business Related Core](#). This coherence informed the CSDE's decision to broaden the standards work to include business management and administration and finance.

The CSDE hosted a series of webinars from October through December 2020, to educate the field on the standards work and gather input on the MBA Research Standards for Business Management and Administration, Finance, and Marketing. In January 2021, the CSDE disseminated a survey to provide an additional opportunity for stakeholders to share their thoughts relative to standards, curricula, and instruction in Business Management and Administration, Finance, and Marketing. The majority of survey respondents indicated the need for new, national standards aligned to business/industry to better drive curricula and instruction across Business Management and Administration, Finance, and Marketing.

Informed by the survey results, a series of five focus groups with parents, students, educators, and business/industry stakeholders occurred from February 2021 through March 2021. Focus group participants reported MBA Research Standards for Business Management and Administration, Finance, and Marketing:

- empower students for future college and careers success;
- are aligned to business/industry expectations; and
- embed opportunities for project-based and work-based learning experiences.

In May 2021, a final communication was sent to participants of the webinars, surveys, focus groups, and the Marketing Standards Workgroup to confirm the decision to present the MBA Research Standards for Business Management and Administration, Finance, and Marketing to the Connecticut State Board of Education (Board) for review and consideration of adoption. No objections or questions were raised.

On March 4, 2022, the MBA Research Standards for Business Management and Administration, Finance, and Marketing were introduced for review and consideration to the Academic Standards and Assessment Subcommittee of the Board. Subcommittee members reviewed the information presented and recommended the standards go forward for full Board adoption in May 2022.

Recommendation

The CSDE presents the MBA Research Standards for Business Management and Administration, Finance, and Marketing for review and consideration of approval.

Prepared by: Suzanne Vita Loud
Education Consultant
Academic Office

Reviewed by: Melissa K. Wlodarczyk Hickey, Ed.D.
Reading/Literacy Director
Academic Office

Approved by: Irene E. Parisi
Chief Academic Officer
Academic Office