



BUSINESS HORIZONS 2011 *Report Card*

Business Horizons is a one-week experience focused on high school students gaining an understanding of economics, the free-enterprise system and the personal skills needed to be successful in today's business environment.

Attendance: 91

60% Female; 40% Male

Iowa counties represented: 31

84% White (non-Hispanic), 4% African-American, 7% Asian American,
3% Hispanic, 1 % Native American, 1% Other

Students were asked to rank their level of knowledge on a scale of 0-10 (10 = a great deal of knowledge) before and after Business Horizons. The results are based on the average of each response.

	<u>Before</u>	<u>After</u>
How Product Prices are Determine	5.17	7.74
Inflation	5.03	7.38
Agriculture's Role in Iowa's Economy	4.76	7.28
Benefits of Business Competition	5.75	8.21
Budget Deficits	3.79	6.66
Products made in Iowa and Iowa's Commodities	3.92	8.15
International Trade	4.14	6.62
Capitalism/Free Market System	4.64	7.00
Profits	6.36	8.40

Iowa Perspective

I plan to stay in Iowa after I finish school:

Pre-Business Horizons: Yes 38%, No 21%, Undecided 41%

Post-Business Horizons: Yes 43%, No 16%, Undecided 41%

"Business Horizons introduces innovation and industry to participants in exciting and interactive ways. Throughout the program we see our ideas in action and our hard work manifests itself in an end-of-week event. I had fun filled relationships, got college credit and developed skills that will carry me through my education and career." - Caitlin Timmins, Dowling Catholic High School

"Business Horizons was a fantastic simulations and learning experience. It made it imperative for me to step outside my comfort zone to prosper as a group. I learned much throughout the week about business in general as well as leadership and cooperation skills. BH was definitely worth the time commitment and I would recommend it to everyone." - Craig White, Red Oak High School