

**398A02 PROFESSIONAL PRACTICE:
INTERNSHIP/COOPERATIVE
EDUCATION IN MARKETING
1-6 sem. hrs.**

Those qualifying for this internship/coop experience will receive CR/NC hours only, none of which can be counted toward the Marketing major. Contact the department chair for information and consent. Prerequisite: Completion of 9 hours of Marketing coursework.

**398A03 PROFESSIONAL PRACTICE:
INTERNSHIP/COOPERATIVE
EDUCATION IN PROFESSIONAL SALES
1-6 sem. hrs.**

Those qualifying for this internship/coop experience can receive letter-grade credit, and up to 3 credit hours can possibly be counted toward the Marketing major. Contact the department chair for information and consent. Prerequisites: Completion of 9 hours of Marketing coursework including MKT 234.

**398A04 PROFESSIONAL PRACTICE:
INTERNSHIP/COOPERATIVE
EDUCATION INTEGRATED
MARKETING COMMUNICATION
1-6 sem. hrs.**

Those qualifying for this internship/coop experience can receive letter-grade credit, and up to 3 credit hours can possibly be continued toward the Marketing major. Contact the department chair for information and consent. Prerequisites: Completion of 9 hours of Marketing coursework including MKT 233.

**398A05 PROFESSIONAL PRACTICE:
INTERNSHIP/COOPERATIVE
EDUCATION IN ADVANCED MARKETING
ANALYTICS
1-6 sem. hrs.**

Those qualifying for this internship/coop experience can receive letter-grade credit, and up to 3 credit hours can possibly be counted toward the Marketing major. Contact the department chair for information and consent. Prerequisites: Completion of 9 hours of Marketing coursework including MKT 245.

BUSINESS EDUCATION (BE) 556

General Information

The Business Education program focuses on developing business, marketing, and computer educators/trainers through the pursuit of Illinois State University's conceptual framework for teacher education: Realizing the Democratic Ideal. This program prepares graduates for teaching positions and business positions across a broad base of business disciplines.

Students should note that:

1. Majors must meet the academic, admission, and transfer requirements of the College of Business. Non-majors must have the prerequisites, including the specified number of hours, to enroll in Business Education.

2. At least 60 hours of credit toward the bachelor's degree must be taken outside the College of Business and in subject areas other than business.
3. Students shall plan programs in consultation with an advisor.

Business Education Programs

Degrees Offered: B.A., B.S., B.S. in Ed.

MAJOR IN BUSINESS EDUCATION

Business Education includes (1) a study of the concepts and properties in modern business environments, including accounting, business law, information processing, educational technologies, quantitative analysis, management, marketing, and finance; (2) the development of cognitive, psychomotor, and affective skills in the content areas listed related to the use of tools, materials, processes, resources, technologies, principles, and products as well as their impact on society; and (3) the professional competencies of planning, implementing, and evaluating instruction and training.

Business Teacher Education Sequence:

Degrees offered: B.A., B.S., or B.S. in Ed.

(K-12 Specialist Endorsement)

Students should note that:

1. Majors must earn and maintain a 2.50 GPA for Admission to Professional Studies (see the University-Wide Teacher Education program requirements section of this Undergraduate Catalog for further information). Also, Business Education majors must have a minimum GPA of 2.50 in the major and at ISU in order to be eligible to student teach.
2. For the Business Teacher Education sequence, minimum Pre-Clinical Experiences totaling 100 clock hours shall be completed prior to student teaching. Several BE and COE courses include required clinical hours.
3. The sequence is a performance-based program (PBA). In the PBA system, students pass three Milestones. In addition to regular coursework and campus-wide teacher education performance assessments, Business Teacher Education students complete interviews, essays, check sheets, attend college colloquial, and prepare a summative program portfolio, edTPA. All teacher education candidates must pass edTPA as required by the State of Illinois. All teacher education candidates must pass all Milestones as required by ISU and the state for graduation. See the Business Education coordinator and/or advisor for further details.
4. Students desiring the cooperative career and technical education credentials are required to complete BE 380 and 382 and complete 2,000 hours of non-teaching work experience in business.

The sequence embraces the ISU conceptual framework by addressing standards from Illinois Professional Teaching

Standards, Illinois Business, Marketing, and Computer Education Content Standards, Illinois Core Language Arts Standards, Illinois Core Special Education Standards for all teachers and Core Technology Standards for teachers. These standards were established by the Illinois State Board of Education (ISBE), Council for Accreditation of Education Preparation (CAEP), International Society for Technology in Education (ISTE), and the National Association of Business Teacher Education (NABTE).

The Business Teacher Education program is part of the entitlement programming leading to the K-12 Specialist in Business, Marketing, and Computer Education endorsement. Initial employment opportunities include elementary, middle level and junior high level business and computer instruction/technology coordination; high school business, marketing, and computer teacher/coordinator, school/district computer teacher, business/industry trainer/instructor, and business professional. Graduates will be prepared to teach basic business, introduction to business, accounting, record keeping, business law, information processing, keyboarding, computer applications, consumer economics, personal finance, marketing, entrepreneurship, business communications, digital/multimedia, and web design.

Student teaching comprises a full semester experience with approximately six weeks in an elementary and/or middle level setting (5 credit hours) and approximately ten weeks in a secondary level setting (7 credit hours). Prior to student teaching, students complete at least 100 pre-clinical hours of field experience with a minimum of 30 hours in an elementary/middle school level setting and 70 hours in a secondary setting.

Required courses:

- 89 total hours required.
- Business courses (27 hours): ACC 131, 132, 270; BUS 100; FIL 185, 240; MKT 230; MQM 100, 220.
- Business Education courses (28 hours): BE 110, 140, 225, 260, 322, 330, 354, 361 (1 hour), 362, 363, 364.
- Professional Education (26 hours): EAF 228 or 231 or 235; TCH 210, 212, 216, 219; STT 399A05 Student Teaching (12 hours).
- Courses outside of the major (8 hours): ECO 105; MAT 120 or 144.

Optional Business Computer Programming Specialization (9 hours): Students receive 6 hours of programming through required Business Education courses. Students are recommended to complete BE 365 as the third course. Students may also select ACC 266, TEC 243.

Training and Development Sequence:

Degrees offered: B.A., B.S.

(Non-Teaching Licensure Program)

Majors must earn and maintain a 2.50 GPA for Admission to Professional Studies (see University-Wide Teacher Education program requirements in this Undergraduate Catalog).

The sequence embraces the ISU conceptual framework by addressing standards from Illinois Professional Teaching Standards, Illinois Business, Marketing, and Computer Education Content Standards, Illinois Core Language Arts Standards, Illinois Core Special Education Standards for all teachers and Core Technology Standards for teachers. These standards were established by the Illinois State Board of Education (ISBE), Council for Accreditation of Education Preparation (CAEP), International Society for Technology in Education (ISTE), and the National Association of Business Teacher Education (NABTE).

Graduates will be prepared to work as a business/industry trainer/instructor, and business professional.

A 12-credit hour internship will be required for graduation in this sequence. Prior to the internship, students complete a minimum of 100 pre-clinical hours of field experience in a business or educational setting.

Required courses:

- 89 total semester hours.
- Business courses (27 hours): ACC 131, 132, 270; BUS 100; FIL 185, 240; MKT 230; MQM 100, 220.
- Business Education courses (28 hours): BE 110, 140, 225, 260, 322, 330, 354, 361 (1 hour), 362, 363, 364.
- Professional Education courses (14-26 hours): EAF 228 or 231 or 235; TCH 210, 212, 216, 219; STT 399A05 Student Teaching (12 hours).
- Courses outside of the major (8 hours) required: ECO 105; MAT 120 or 144.

NOTE: TCH 212, 216, and 219 must be taken sequentially and cannot be taken at the same time.

CLINICAL EXPERIENCES IN BUSINESS EDUCATION

A variety of clinical (pre-student teaching) experiences, as well as student teaching, are included in the teacher candidates professional preparation. Observations, small and large group instruction, tutoring, field experiences, and student teaching are included in the Clinical Experiences Program. The experiences offered prior to student teaching are integral parts of specific college courses. Clinical experiences are provided in off-campus professional development schools, local schools and campus laboratory schools, agencies and other approved non-school settings. The Cecilia J. Lauby Teacher Education Center monitors and documents all clinical experiences. Teacher candidates will show verification of having completed clinical experiences commensurate with attaining local, state, and national standards. Teacher candidates must provide their own transportation to clinical experiences sites.

Candidates are required to provide documentation of meeting all State of Illinois, district, and university requirements in regard to criminal background checks BEFORE beginning any clinical experiences. Criminal background checks must remain current as of the last day of the clinical experience. Candidates should consult with clinical course faculty and the Cecilia J. Lauby Teacher Education Center well in advance of clinical experiences to determine specific requirements needed each semester.

The approximate number of clinical hours associated with each course offering can be found with the appropriate course description in this Undergraduate Catalog. The following legend relates to the kind of activity related to a specific course.

Clinical Experiences Legend

- Observation (including field trips)
- Tutoring one-on-one contact
- Non-instructional assisting
- Small group instruction
- Whole class instruction
- Work with clinic client(s)
- Graduate practicum
- Professional meeting

Business Education Courses

110 EDUCATION TECHNOLOGY 3 sem. hrs.

Skills and concepts related to keyboarding, web page design, desktop publishing, programming concepts, and current/new educational technologies. Mastery of MS Office must be demonstrated. Includes clinical experience: 10 hours; at the K-8 level. Formerly *INPUT TECHNOLOGIES AND ADVANCED DOCUMENT CREATION*.

140 BUSINESS COMMUNICATION 3 sem. hrs.

Oral, written, and electronic communication practices in business. Communication skills will be improved through solution of practical business problems. Materials charge optional. Prerequisite: ENG 101 or concurrent registration.

141 PERSONAL FINANCIAL LITERACY FOR THE COLLEGE STUDENT QR 3 sem. hrs.

Development of skills that promote financial responsibility by exploring the relationship between careers and money management. Not for Teacher Licensure. Also offered as FIL 141.

225 ADVANCED EDUCATION TECHNOLOGY 3 sem. hrs.

Development of advanced skills in application software. Includes technology in education and training, digital media, and web programming. Formerly *ADVANCED MICRO-COMPUTER APPLICATIONS FOR THE PROFESSIONAL*. Also offered as ACC 225. Prerequisite: BE 110.

260 FOUNDATIONS OF BUSINESS EDUCATION 2 sem. hrs.

Historical background and current status of Business Education emphasizing professional responsibilities of teachers and principles of curriculum construction. Prerequisite: TCH 212, 216, or concurrent registration.

322 ENTREPRENEURSHIP STUDY FOR THE BUSINESS TEACHER 3 sem. hrs.

Provides future business teachers with content knowledge to teach a high school entrepreneurship course.

330 DECISION-MAKING FOR CONSUMERS 3 sem. hrs.

Survey of consumer problems, trends, and information. Topics include: insurance, housing, credit, life-styles, consumer protection, leisure, and achieving financial security. Also offered as FCS 330.

354 EDUCATIONAL TECHNOLOGY INFORMATION SYSTEM: PLANNING AND IMPLEMENTATION 3 sem. hrs.

Understand the role of information technology systems in educational settings. Includes developing skills in evaluating hardware and software, developing technology plans and policies, implementing and evaluating technology systems, using the Internet to solve educational/learning issues, and keeping current with technological innovation. Prerequisites: BE 225 and MQM 220 with a grade of C or better.

361 ACCOUNTING METHODS 1 sem. hr.

Methods of teaching accounting. Prerequisites: BE 260 or concurrent registration. Admission to Professional Studies.

362 BASIC BUSINESS AND MARKETING INSTRUCTION 3 sem. hrs.

Methods of teaching basic business, consumer economics, and marketing. Formerly *BASIC BUSINESS, ACCOUNTING, AND MARKETING INSTRUCTION*. Prerequisites: BE 260 or concurrent registration. Admission to Professional Studies.

363 METHODS OF TEACHING KEYBOARDING, INFORMATION PROCESSING, AND COMPUTER APPLICATIONS 3 sem. hrs.

Instructional strategies in the teaching of keyboarding and computer applications at the junior high and high school levels. Prerequisites: BE 225, 260 or concurrent registration. Admission to Professional Studies or admission to a graduate program.

364 TEACHING KEYBOARDING AND INFORMATION PROCESSING IN ELEMENTARY SCHOOLS 1 sem. hr.

Methods of teaching keyboarding and information processing for elementary students. Includes Clinical Experiences: 5 hours. Prerequisites: BE 363, or concurrent registration. Admission to Professional Studies.

365 PROGRAMMING FOR MOBILE APPS 3 sem. hrs.

Develop the skills necessary to teach mobile programming. Prerequisites: BE 225, concurrent registration, or consent of the instructor.

380 ORGANIZATION AND ADMINISTRATION OF CAREER AND TECHNICAL COOPERATIVE EDUCATION PROGRAMS 3 sem. hrs.

Planning and organizing a cooperative program; emphasis on recruitment, selection of training stations, student placement, and operation of cooperative plan. Includes Clinical Experiences: 5 hours. Also offered as FCS 380.

**382 COORDINATION TECHNIQUES OF
CAREER AND TECHNICAL COOPERATIVE
EDUCATION PROGRAMS**

3 sem. hrs.

Coordination techniques needed for high school and post-secondary teacher coordinators in integrating classroom activities with daily employment. Includes Clinical Experiences: 5 hours. Also offered as FCS 382 and TEC 306.