

Bachelor of Science in Business Education

For Students Admitted for the Fall 2019 Semester and After.

Required Courses

Major Core (33 Hours)		
Course	Course Name	Hrs.
BCOM 300	Spreadsheet Applications	3
BCOM 301	Business Communication	3
GBUS 204	Business Law I	3
LDRS 306	Leadership & Team Dynamics	3
MGT 301	Management Principles	3
INF 304	Management Info. Systems	3
MKT 301	Marketing Principles	3
Software Applications (Choose 1)		
Course	Course Name	Hrs.
INF 250	Intro to Web Development	3
INF 322	Intro to Web Technologies	3
Related Electives (Choose 2)		
Course	Course Name	Hrs.
MKT 403	Retail Management	3
MKT 601	Consumer Behavior	3
MKT 609	Strategic Electronic Marketing	3
THM 625	International Hospitality	3
THM 632	Sustain. Tourism/Event Mgmt.	3

General Education Requirements

Course	Course Name	Hrs.
FIN 205	Theory & Prac. of Pers. Finance	3
MATH 250	Elements of Statistics	3
IDS 350	Diversity in the U.S.	3
<i>Economics – Choose 1:</i>		
ECON 201	Principles of Econ.: Micro	3
ECON 202	Principles of Econ.: Macro	3

*Capstone Course



*Business Education, Marketing,
Tourism and Hospitality.*

Select a Concentration

Corporate Communications (36 Hrs.)		
Course	Course Name	Hrs.
BCOM 201	Intro to Corporate Communication	3
BCOM 210	Intro to Professional Development	3
BCOM 310	Database Applications	3
BCOM 350	Business Comm. Applications	3
BCOM 400	Global Business Communication	3
BCOM 601	Managerial Communication	3
BCOM 690	Professional Development	3
BCOM 692	Managerial Reports & Presentations	3
BCOM 695	Corporate Communication Strategy*	3
MKT 602	Integrated Mktg. Communications	3
Two Electives by Advisement		6

Talent Development (36 Hrs.)		
Course	Course Name	Hrs.
BCOM 210	Intro to Professional Development	3
BCOM 310	Database Applications	3
BCOM 250	Business Comm. Applications	3
BUED 421	Electronic Media in Instruction	3
BUED 612	Methods of Talent Development*	3
MGT 410	Organizational Behavior	3
MGT 611	Human Resource Management	3
MGT 614	Training and Development	3
TECS 301	Intro to Instructional Technology	3
Three Electives by Advisement		9

Business Teacher Licensure (16 Hrs.)		
Course	Course Name	Hrs.
ACCT 203	Principles of Accounting I	3
MGT 611	Human Resource Management	3
BUED 277	Early Field Exp.: Business Ed.	1
BUED 422	Teaching Acct. & Info. Systems	3
BUED 423	Curric. & Instruction in Business	3
BUED 613	Organization & Admin. of CTE	3

Secondary Education Major (31 Hrs.)		
Course	Course Name	Hrs.
TECS 301	Intro. to Instructional Technology	3
TEEL 202	Foundations of Education	3
TEEL 231	Human Growth & Development	3
TEEL 431	Educational Psychology	3
TESP 302	Educating Exceptional Students	3
TESS 494	Secondary School Experience	4
TESS 496	Student Teaching*	12