

**BACHELOR OF SCIENCE (BS) IN BUSINESS EDUCATION WITH CONCENTRATION IN  
BUSINESS EDUCATION AND MARKETING EDUCATION**

Major Code: 407C (Teaching)  
2012-2013

Department of Curriculum and Instruction  
Reich College of Education

Dr. Herb Brown, Coordinator  
brownhf@appstate.edu

**I. General Education Requirements 44 SH**

ECO 2030 Principles of Economics – Price Theory (3) (Gen Ed Historical and Social Perspective: This American Life Theme) is required for major and should be taken in Gen Ed.

**II. Professional Education Requirements All courses must be completed with “C” (2.0) or better. 24 SH**

- C I 2300 \_\_\_ Teaching and Learning in the Digital Age (2) *Entry course to teacher education. Required prior to admission to teacher education.*
- FDN 2400 \_\_\_ Critical Perspectives on Teaching and Learning (2) *Required prior to admission to teacher education. Prerequisite or Co-requisite: CI 2300.*
- PSY 3010 \_\_\_ Psychology Applied to Teaching (3) *May be taken prior to or after admission to teacher education. Prerequisite or Co-requisite: CI 2300.*
- SPE 3300 \_\_\_ Creating Inclusive Learning Communities (3) *Admission to teacher education required. Prerequisites: CI 2300, FDN 2400, PSY 3010.*
- CI 3400 \_\_\_ Policies and Practices in Educational Assessment (2) *Admission to teacher education required. Prerequisites: CI 2300, FDN 2400, PSY 3010.*
- CI 4900 \_\_\_ Student Teaching (12) (Graded on S/U basis) *All courses in professional education core must be completed with grades of C (2.0) or better prior to student teaching, along with other courses (including methods and reading) identified within the major to be completed prior to student teaching and/or requiring C (2.0) or better.*

PRAXIS I Academic Skills Assessments :	PPST Reading ___	PPST Writing ___	PPST Mathematics ___
PRAXIS II Subject/Assessment Exams (s):	_____		
Proficiencies:	English ___	Reading ___	Speech ___

**III. Business Foundation Requirements 15 SH  
(- 3 SH Gen Ed)**

- ACC 2100 \_\_\_ Principles of Accounting I (3) \*\*++ (Prerequisite: 24 SH of college credit)
- ACC 2110 \_\_\_ Principles of Accounting II (3) \*\*++ (Prerequisite: ACC 2100 with minimum grade of “C-”)
- ECO 2030 \_\_\_ Principles of Economics – Price Theory (3) (Gen Ed: Historical and Social Perspective: This American Life Theme)
- LAW 2150 \_\_\_ Legal Environment of Business (3) \*\*++
- MKT 3050 \_\_\_ Principles of Marketing (3) \*\*++ (Prerequisite: ECO 2030 or its equivalent)

**IV. Major Course Requirement 33 SH**

- B E 1030 \_\_\_ Computer Digital Input Systems (3) +
- B E 3340 \_\_\_ Business Communications (3) \*\*+ (Prerequisite: ENG 2001 or its equivalent)
- B E 3380 \_\_\_ Information Systems for Business and Education Professionals (3) \*\*+
- B E 4510 \_\_\_ Office Management (3) +
- B E 4550 \_\_\_ Network Administration for Business and Education Professionals (3) +
- B E 4650 \_\_\_ Computer Applications for Business and Education Professionals (3) \*\*+
- B E 4660 \_\_\_ Classroom Management and Assessment Practicum in Secondary Education (3) +
- B E 4755 \_\_\_ Methods and Materials in Business and Marketing Education (4) + #
- R E 4630 \_\_\_ Reading in the Content Areas (2) \*\* # +
- MKT 3210 \_\_\_ Retail Management (3) \*\*+ (Prerequisite: MKT 3050 with a minimum grade of “C” {2.0})
- MKT 3240 \_\_\_ Integrated Marketing Communications (3) \*\*+ (Prerequisite: MKT 3050 with a minimum grade of “C” {2.0})

- # Cannot be taken before being admitted to Teacher Education.
- + Must be completed with a grade of “C” (2.0) or better
- ++ Must have an average of “C” (2.0) or better
- \*\* Must be completed before student teaching

**V. Second Academic Concentration 12 SH**

Total of 18 SH required. (6 SH General Education and/or major). Select from the following:  
CIS  
Other SACs possible when recommended by program coordinator

**VI. Electives (Dependent on selected second academic concentration) 3 SH**

**VII. Total Hours in Program 128 SH**