



# College of Business

## 2021-2022

## General Business

### B.B.A. Degree

#### Business and Marketing Education/Teaching Concentration

Are you interested in making a difference in the lives of those around you? Do you enjoy motivating others to succeed? Are you challenged to dedicate your life in service to those who may need a guiding hand? Do you believe that opportunities exist for worthwhile careers in business if young people have the skills to compete for the jobs? If you respond positively to these questions, you might have discovered that your niche can be found in teaching business and marketing courses!

#### Considering Career Opportunities

A Bachelor of Science Degree in Business and Marketing Education provides you with certification to teach comprehensive business courses in grades 5 through 12. The job outlook for teaching careers in middle and secondary schools is very good. Currently, many teachers are reaching retirement age, and school systems are actively seeking qualified business education teachers. Many students also pursue graduate study or field experience that may qualify them to teach in federally supported vocational business education programs and community college programs.

#### Getting Started for Success

In addition to general education requirements and business core requirements, business and marketing education majors take a variety of skills, marketing, and related business courses. This background helps ensure your success as a teacher and helps prepare you to enhance your career through the Master's degree. All courses are taught by experienced, knowledgeable faculty in a small classroom environment. Learning is viewed as a hands on process as skills are developed through practical business applications.

#### Staying the Course

Students are encouraged to interact with faculty both in and out of the classroom. Faculty serve as advisors to students in the Business and Marketing Education program, and graduates of these programs have rated these services as very helpful. You may also choose to participate in Phi Beta Lambda, an active business student organization, and Pi Omega Pi, an honorary business education group. Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the College to Careers Conference that are structured to provide additional professional experiences outside of the traditional classroom.

#### For More Information

College of Business  
108 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<http://management.eku.edu>  
<http://management.eku.edu/people>  
<http://management.eku.edu/patterson-business-scholarship>  
<http://www.idaawang.net/>

Students interested in a business & marketing education/teaching major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



**AACSB**  
ACCREDITED



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### Suggested Curriculum Guide for Business & Marketing Education/Teaching Concentration

#### Freshman (1<sup>st</sup> Semester) 16 hrs

- BUS 100\* (1)** Professional Development Series
- BUS 101** Nature of Business
- CED 100 (0)** Clinical I: Intro to the Education Profession
- EDF 203** Educational Foundations
- E-1A\*** ENG 101
- E-2 MAT 112A/B, 114** Algebra & Applications or **MAT 211** Calculus
- E-6 SED 104** Special Education Introduction

#### Sophomore (1<sup>st</sup> Semester) 16 hrs

- BUS 200 (1)** Professional Development Series
- CED 200 (0)** Clinical II: Understanding the Learner
- EDF 219** Human Development and Learning
- BUS 207** Fundamentals of Interpersonal Business Communication
- BUS 209** Fundamentals of Financial & Managerial Accounting
- CCT 270** Entrepreneurship
- E-5B ECO 230** Principles of Economics I

#### Junior (1<sup>st</sup> Semester) 16.5 hrs

- CED 300 (0.5)** Clinical III: Curriculum and Instructional Design
- EDC 300** Differentiation in Inclusive Classrooms
- EMS 300W** Curriculum and Instructional Design
- BUS 300 (1)** Professional Development Series
- BUS 204** Fundamentals of Business Law and Ethics
- BUS 305** Essentials of Marketing
- BUS 303** Essentials of Organizational Behavior and HR

#### Senior (1<sup>st</sup> Semester) 17 hrs

- BUS 400 (1)** Professional Development Series
- CED 450 (1)** Clinical V: Practicing Teaching
- ESE 573** Teaching Business and Marketing in Middle and Secondary Schools
- E-4A** Biological or **E4B** Physical Lab Science
- BUS 402** Integrated Business Management
- MKT** Upper Division Course
- E-4A** Biological or **E4B** Physical Lab Science

\*Course must be taken in semester indicated.

### UNIVERSITY GRADUATION REQUIREMENTS

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|--|--------|
| General Education .....                              | 36 hrs |
| Student Success Seminar (BUS 100) .....              | 1 hr   |
| Total Hours University Graduation Requirements ..... | 37 hrs |

#### **College Requirements:**

|  |        |
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| BUS 300 (1 hour) and BUS 400 (1 hour) .....  | 2 hrs  |
| Professional Development Series.....   | 1 hr   |
| BUS 100, 200, 300, 400   |        |
| Nature of Business: BUS 101.....   | 3 hrs  |
| Fundamentals Series: Environment and Tools of Business.....                          | 12 hrs |
| BUS 204, 206, 207, 209   |        |
| Essentials Series: Functions of Business: BUS 301W, 302, 303, 304, 305, and 306..... | 18 hrs |
| Mastery of Business: BUS 402.....  | 3 hrs  |

#### **Supporting Course Requirements**

|   |  |
|---|--|
| Environment of Business: ECO 230 (Element 5B) and 231   |  |
| Tools of Business: MAT 112A and 112B (Element 2), 114(Element 2), or 211(Element 2), STA 270  |  |
| <sup>G</sup> = Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above. |  |

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| <b>General Business</b> .....                        | 24 hrs |
| CCT 270, 304S, and 3 hrs from: MKT 310, 400, or 435. |        |

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|--|--------|
| Professional Education Requirements.....   | 37 hrs |
| EDF 203, 204(2), 219, 413, EMS 300W, 474, 490, ESE 573, SED 104 (Element 6), EDC 300(3), and 11 hrs of Clinical Experiences: CED 100(0), 200(0), 300(0.5), 400(0.5), 450(1), 499(9). |        |

Candidates earning a degree that leads to teacher certification must take the PRAXIS Series (Professional Assessments for Beginning Teachers) and PLT (Principles of Learning and Teaching) exams as a requirement for graduation.

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| <b>Total Curriculum Requirements</b> ..... | <b>129 hrs</b> |
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#### Freshman (2<sup>nd</sup> Semester) 18 hrs

- BUS 206** Fundamentals of Problem Solving with Excel
- E-1B\*** ENG 102
- E-1C** CMS 100 or 210
- E-3B** Humanities
- E-6** Diversity
- E-3A** Arts

#### Sophomore (2<sup>nd</sup> Semester) 18 hrs

- E-5A** History
- BUS 301W** Essentials of Formal Business Communications
- ECO 231** Principles of Economics II
- EDF 204 (2)** Emerging Instructional Technologies
- STA 270 (4)** Applied Statistics
- BUS 304** Essentials of Management Information Systems

#### Junior (2<sup>nd</sup> Semester) 15.5 hrs

- CED 400 (0.5)** Clinical IV: Diagnosis and Prescription
- EDF 413** Assessment in Education
- EMS 490** Classroom & Behav MGT
- BUS 302** Essentials of Finance
- CCT 304S** Applied Entrepreneurship and Service Learning
- BUS 306** Essentials of Operations and Supply Chain

#### Senior (2<sup>nd</sup> Semester) 12 hrs

- CED 499 (9)** Clinical VI: The professional Seminar
- EMS 474** Disciplinary Literacy