



# Bachelor of Science in BUSINESS EDUCATION



## Required Courses

Major Core (30 Hrs.)			
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	Topics in Informatics: Intro. to Web Technologies	3	

Related Electives (Choose 2)			
Course	Course Name	Hrs.	✓
MKT 403	Retail Management	5	
MKT 603	Customer Service and Relationships Management	3	
MKT 609	Strategic Electronic Marketing	3	
THM 625	International Hospitality	3	
THM 632	Sustainable Tourism/Event Mgt.	3	

General Education Requirements (12 Hrs.)			
Course	Course Name	Hrs.	✓
FIN 205	Personal Finance	3	
MATH 250	Elements of Statistics	3	
IDS 350	Diversity in the U.S.	3	
<i>Choose one economic course</i>			
ECON 201	Principles of Econ.: Micro	3	
ECON 202	Principles of Econ.: Macro	3	

Total Credit Hours Required:	Hrs.	✓
University General Education	34	
Major Core	30	
Software Applications	3	
Related Electives	6	
Concentration (Pick 1):		
- Corporate Communications	48	
- Talent Development	48	
- Business Teacher Licensure	49	
<b>TOTAL</b>	<b>121-122</b>	

## Select a Concentration

Corporate Communications (48 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	
<b>Electives by Advisement</b>		18	

Talent Development (48 hrs.)			
Course	Course Name	Hrs.	✓
BCOM 210	Intro. to Professional Development	3	
BCOM 310	Database Applications	3	
BCOM 350	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	
<b>Electives by Advisement</b>		21	

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 (33 Hrs.)			
Course	Course Name	Hrs.	✓
TECS 301	Intro. To Instructional Tech.	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	3	
TESS 496	Student Teaching*	12	
<b>Elective by Advisement</b>		3	