

# Bachelor of Science in Business Education

*For Students Admitted for the Spring 2020 Semester and After.*

## Required Courses

| <b>Major Core</b><br>(30 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    |
| <b>Software Applications</b><br>(Choose 1) |   |      |
| Course                                     | Course Name   | Hrs. |
| INF 250                                    | Intro to Web Development                            | 3    |
| INF 322                                    | Topics in Informatics:<br>Intro to Web Technologies | 3    |
| <b>Related Electives</b><br>(Choose 2)     |   |      |
| Course                                     | Course Name   | Hrs. |
| MKT 403                                    | Retail Management                                   | 3    |
| MKT 603                                    | Consumer Service and<br>Relationships Management    | 3    |
| MKT 609                                    | Strategic Electronic Marketing                      | 3    |
| THM 625                                    | International Hospitality                           | 3    |
| THM 632                                    | Sustain. Tourism/Event Mgmt.                        | 3    |

| <b>General Education Requirements</b> |                                 |      |
|---------------------------------------|---------------------------------|------|
| 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>Choose 1: Economics Course</i>     |                                 |      |
| ECON 201                              | Principles of Econ.: Micro      | 3    |
| ECON 202                              | Principles of Econ.: Macro      | 3    |

\*Capstone Course



Business Education, Marketing,  
Tourism and Hospitality.

- University General Education – 55 Hours
- Major Core – 30 Hours
- Concentration – Varies
- **Total Credit Hours Required:**  
~ Corporate Comm. & Talent Development – 120  
~ Business Teacher Licensure - 132

## Select a Concentration

| <b>Corporate Communications</b><br>(35 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>               |                                    | 5    |

| <b>Talent Development</b><br>(35 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>         |                                   | 8    |

| <b>Business Teacher Licensure</b><br>(35 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    |
| 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   |