

CURRICULUM PROPOSAL FORM
University-Wide Undergraduate Curriculum Committee

UWUCC USE ONLY

| | |
|--------|-------------------------|
| Number | <u>30</u> / <u> </u> |
| Action | <u> </u> |
| Date | <u> </u> |

I. TITLE/AUTHOR OF CHANGE

COURSE/PROGRAM TITLE Change in Core Requirements for Business and Marketing Ed.

DEPARTMENT ASBED

CONTACT PERSON Dr. Virginia Demand, ASBED

II. APPROVALS

V. E. Demand
Department Curriculum Committee

J. Steeb
College Curriculum Committee

Ruth S. Morris
Department Chairperson

Robert C. Combs
College Dean

Director of Liberal Studies
(where applicable)

Provost
(where applicable)

* COLLEGE DEAN MUST CONSULT WITH PROVOST BEFORE APPROVING CURRICULUM CHANGES. APPROVAL BY COLLEGE DEAN INDICATES THAT THE PROPOSED CHANGE IS CONSISTENT WITH LONG RANGE PLANNING DOCUMENTS, THAT ALL REQUESTS FOR RESOURCES, MADE AS PART OF THE PROPOSAL, CAN BE MET, AND THAT THE PROPOSAL HAS THE SUPPORT OF THE UNIVERSITY ADMINISTRATION.

III. TIMETABLE

Date Submitted
to UWUCC

Semester/Year to be
Implemented 1989

Date to be published
in Catalog

IV. DESCRIPTION OF CURRICULUM CHANGE

(Attach remaining parts of proposal to this form).

The following changes were made in the Business Education and Marketing/
Distributive Education Core and in Liberal Studies Electives. NOTE:
These changes bring Business Education closer to the Business Administration
core.

Business Core for Business Education

MK320 Principles of Marketing replaces Principles of Selling
Principles of Selling will be required in
the Marketing concentration.

Liberal Studies Electives: EC 122 Principles of Economics II
MA 214 Probability and Statistics
CO/IM 101 Computer Literacy

STUDENTS ENTERING SEPTEMBER, 1989

**Administrative Services and Business Education Department
CURRICULUM IN BUSINESS EDUCATION**

LIBERAL STUDIES (requirements are attached)

BUSINESS REQUIREMENTS 24 crs.

| | |
|-------------------------------------------------------|---|
| AD 101 Introduction to Business | 3 |
| AG 201 Accounting Principles I | 3 |
| AG 202 Accounting Principles II | 3 |
| AD 235 Introduction to Business Law | 3 |
| AD 321 Business and Interpersonal Communications | 3 |
| MK 320 Principles of Marketing | 3 |
| IM 241 Introduction to Management Information Systems | 3 |
| AD 337 Consumer Law | 3 |

PROFESSIONAL EDUCATION REQUIREMENTS 30 crs

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|-------------------------------------------------------------------|----|
| EP 302 Educational Psychology | 3 |
| FE 202 Am. Education in Theory and Practice | 3 |
| CM 301 Instructional Media | 3 |
| ED 441 Student Teaching | 12 |
| ED 442 School Law | 1 |
| ED 242 Pre-Student Teaching Experience I | 1 |
| ED 342 Pre-Student Teaching Experience II | 1 |
| BE 311 Methods and Evaluation in Business and Marketing Education | 3 |
| EX 300 Education of the Exceptional in the Regular Classroom | 3 |

EMPLOYMENT VERIFICATION
500 hours approved work experience for Business Ed. majors is required for graduation

Successful completion of Pennsylvania State Teacher Examination is required for certification

* Enroll in special education course EX 300 or pass competency exam

AREAS OF CERTIFICATION (Must choose two areas) Distributive Education must choose Marketing as the second area. The other certification areas must choose Office Technologies as the second area.

SECRETARIAL 10 Credits

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|--------------------------------------|---|
| BE 260 Alphabetic Shorthand Theory | 3 |
| BE 261 Shorthand Theory | 3 |
| BE 262 Shorthand Dictation and Trans | 3 |
| BE 312 Methods in BE II, Sec 001 | 1 |

DATA PROCESSING 10 Credits

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|---------------------------------------|---|
| AD 413 Info. Processing Technology | 3 |
| IM 251*Bus. Systems Analysis & Design | 3 |
| IM 255 Bus. Applications in COBOL | 3 |
| BE 312 Methods in BE II, Sec 004 | 1 |

*Note: IM 255 is to be taken before IM 251

ACCOUNTING 10 Credits

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|----------------------------------|---|
| AG 301 Intermediate Accounting I | 3 |
| AG 421 Federal Taxes | 3 |
| AG 300 Managerial | 3 |
| BE 312 Methods in BE II, Sec 002 | 1 |

MARKETING 10 Credits

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|-------------------------------------|---|
| DE 333 Principles of Selling | 3 |
| DE 331 Modern Merchandising | 3 |
| DE 332 Retail Management | 3 |
| DE 413 Methods in Mktg. Ed. Sec 001 | 1 |

OFFICE TECHNOLOGIES 13 Credits

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|--------------------------------------|---|
| BE 132 Adv. Keyboarding & Doc. Form. | 3 |
| BE 264 Office Procedures | 3 |
| BE 274 Info. Processing Applications | 3 |
| AD 413 Info. Processing Technology | 3 |
| BE 312 Methods in BE II, Sec 003 | 1 |

DISTRIBUTIVE EDUCATION 10 Credits

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|----------------------------------|---|
| MK 433 Advertising | 3 |
| MK 421 Marketing Research | 3 |
| MK Marketing Elective | 3 |
| DE 413 Methods in DE II, Sec 002 | 1 |