I. Catalog Description:

A study of components for successful implementation of business and marketing programs. (3)

II. Prerequisite(s)/Requisite(s):

SE 314 and SE 370 or Permission of the Instructor

III. Purposes of the Course:

Upon completion of this course a student should be able to:

A. Identify components of a vocational business and marketing program.

B. Identify certification requirements needed by a business or marketing teacher.

C. Identify key components for a successful business and marketing student organization.

D. Discuss the importance of belonging to professional organizations.

E. Select appropriate policies and membership of a vocational advisory committee.

F. Discuss the relationship of state and national standards to business and marketing education.

G. Identify sources of funding for vocational business and marketing education programs.

H. Identify resources within the community for development of partnerships in education.

I. Discuss planning curriculum and assessment that are responsive to needs analysis, curriculum content, instructional design, & student learning styles (including, but not limited to VIMS).

J. Plan effective business and marketing classrooms considering equipment/furniture guidelines for vocational business funding.
K. Discuss the opportunities & advantages of professional development (summer conference, mentoring, new teacher seminar, summer workshops, etc.).

IV. **Student Learning Outcomes:**

The students will:

A. Identify components of a vocational business and marketing program.

B. Identify sources of funding for vocational business and marketing education programs.

C. Plan effective business and marketing classrooms considering equipment/furniture guidelines for vocational business funding.

V. **Expectations of Students:**

A. Read extensively on the topics relevant to this course.

B. Conduct research & prepare papers on the topics relevant to this course & business education as a discipline. Students may have to spend time in the Southeast Missouri State University library or another library that houses appropriate research materials.

C. Participate in the various projects assigned by the instructor.

D. Exhibit ethical & professional behavior in completing class assignments & interacting with other students & the instructor.

E. Be an active member in all components of the class.

F. Student’s responsibility of completing work & submitting assignments to the instructor does not end when work is sent, but when received by the instructor. Students have the responsibility to overcome all technical obstacles of the successful completion & submission of work.

VI. **Course Content or Outline:**

<table>
<thead>
<tr>
<th>Component of the Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Components of a Vocational Business or Marketing Program</td>
<td>4.5 hrs</td>
</tr>
<tr>
<td>B. Certification Requirements Needed of a Business or Marketing Teacher</td>
<td>4.5 hrs</td>
</tr>
<tr>
<td>C. Student Organizations</td>
<td>4.5 hrs</td>
</tr>
<tr>
<td>D. Professional Organizations</td>
<td>4.5 hrs</td>
</tr>
<tr>
<td>E. Selection of Appropriate Policies &amp; Membership of a Vocational Advisory Committee</td>
<td>4.5 hrs</td>
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</tbody>
</table>
F. The Relationship of State Standards to Business & Marketing Programs 4.5 hrs

G. Funding for Business and Marketing Education Programs 4.5 hrs

H. Resources within the Community for Development of Partnerships in Education (including, but not limited to Tech Prep/Articulation Agreements) 4.5 hrs

I. Planning Curriculum & Assessment that is Responsive to Needs Analysis, Curriculum Content, Instructional Design, & Student Learning Styles (including, but not limited to VIMS) 4.5 hrs

J. Effective Business and Marketing Classrooms 4.5 hrs

VII. Textbook(s) and/or Other Required Materials or Equipment:

Missouri Business Education Resource Book
http://www.dese.state.mo.us/divvoced/business_ed_index.htm
Marketing Education Standards
http://www.dese.mo.gov/divcareered/mark_mce_program_standards.htm

VIII. Basis for Student Evaluation:

The evaluation of students will be based on:
(Note: graduate students are expected to complete an additional assignment not required of the undergraduate in the course.)

A. Assignments 60%
B. Examinations 30%
C. Forum 10%

IX. Grading Scale

<table>
<thead>
<tr>
<th></th>
<th>Undergraduates</th>
<th>Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>&gt;90%</td>
<td>A &gt;90%</td>
</tr>
<tr>
<td>B</td>
<td>80-89.9%</td>
<td>B 80-89.9%</td>
</tr>
<tr>
<td>C</td>
<td>70-79.9%</td>
<td>C 70-79.9%</td>
</tr>
<tr>
<td>D</td>
<td>60-69.9%</td>
<td>F &lt;70%</td>
</tr>
<tr>
<td>F</td>
<td>&lt;60%</td>
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X. Academic Policy Statement:
Academic honesty is one of the most important qualities influencing the character and vitality of Southeast Missouri State University. Academic misconduct or dishonesty is inconsistent with membership in an academic community and cannot be accepted.
Violations of academic honesty represent a serious breach of discipline and may be considered grounds for disciplinary action, including dismissal from the University. Academic dishonesty is defined to include those acts which would deceive, cheat, or defraud so as to promote or enhance one's scholastic record. Knowingly or actively assisting any person in the commission of an above-mentioned act is also academic dishonesty. Students are responsible for upholding the principles of academic honesty in accordance with the "University Statement of Student Rights" found in the STUDENT HANDBOOK. The University requires that all assignments submitted to faculty members by students be the work of the individual student submitting the work. An exception would be group projects assigned by the instructor. In this situation, the work must be that of the group. Academic dishonesty includes: Plagiarism and Cheating.

XI. Student with Exceptionalities:
Southeast Missouri State University and Disability Services remain committed to making every possible educational accommodation for students with exceptionalities. Many services and accommodations which aid a student’s educational experience are available for students with various types of exceptionalities. It is the student’s responsibility to contact Disability Services to become registered as a student with a exceptionality. Accommodations are implemented on a case by case basis. For more information visit the following site: http://www6.semo.edu/ds/.

XII. Civility and Harassment
The University strives to offer learning experiences and opportunities designed to help students think effectively, develop the capacity to communicate, discriminate among values, and make relevant judgments. A major determinant of a successful educational experience is a shared sense of respect among and between the students and their instructor. Mutual respect for all as well as a no tolerance policy on harassment of any kind is expected. Every student at Southeast is obligated at all times to assume responsibility for his/her actions, to respect constituted authority, to be truthful, and to respect the rights of others, as well as to respect private and public property.

XII. Course Issues
Questions, comments or requests regarding this course should be taken to your instructor. Unanswered questions or unresolved issues involving this course may be taken to the appropriate Department Chair.