

Department of Business Communication and Entrepreneurship

Stephen D. Lewis, Chair
Business and Aerospace Building N429C

A Master of Business Education is offered by the Department of Business Communication and Entrepreneurship. Advisement for the degree is provided by graduate faculty members in this department.

Requirements for the Master of Business Education (M.B.E.)

The required test score for admission to the program is a satisfactory score on the Miller Analogies Test or a satisfactory Graduate Record Examination score.

Candidate must

1. have at least 24 semester hours of undergraduate business subjects.
2. complete 33 semester hours with no more than 30 percent of the total dually listed as undergraduate/graduate hours.
3. file a degree plan with the Graduate Studies Office prior to the completion of 21 credit hours.
4. successfully complete a written comprehensive examination (may be taken no more than twice).
5. meet licensure requirements to teach business subjects upon completion of the degree or select the nonteaching option.

Required Courses (6 semester hours)

BCEN 5710	History and Foundations of Business Education and Marketing Education*
BCEN 6620	Research in Business and Marketing Education
	27 hours of guided electives

Research Option Required Courses

BCEN 5710	History and Foundations of Business Education and Marketing Education*
BCEN 6620	Research in Business and Marketing Education
BCEN 6780	Problems in BE/ME/VOE
	24 hours of guided electives

*Students who complete this course at the undergraduate level may substitute another three-hour graduate level course in business or marketing education.

BCEN, FOED, and SPSE electives will be chosen in consultation with BCEN advisor or department chair.

A nonlicensure training and development specialization includes BCEN 5410 and 5450. Electives for this specialization will be chosen in consultation with BCEN advisor or department chair.

Courses in Business Communication and Entrepreneurship [BCEN]

- 5200 Problems in BE/ME/OM.** One, two, or three credits. Prerequisites: Graduate standing and consent of department chair. Individual research, reading analysis, or projects in contemporary problems and issues in concentrated area of study under direction of a faculty member. May be taken twice.
- 5240 Materials and Methods in Basic Business.** Three credits. Analysis of objectives, materials, research, and appropriate instructional strategies for developing teaching strategies and delivery systems in basic business courses such as introduction to business, economics, international business, business communication systems, American business/legal systems, business management, marketing, and introduction to finance.
- 5250 Innovations and Problems in Administrative Business Services and Technology.** Three credits. Prerequisite: BCEN 2330 or equivalent. Instructional strategies in office technology including objectives, testing, audio-visuals, course content, basic programming, and standards.
- 5340 Integrated Administrative Technology.** Three credits. Prerequisites: BCEN 2330 and 2340 or equivalent. Development of necessary skills for administrators of word processing centers. Word processing feasibility, development, and implementation for business using a total information processing concept. Students develop a thorough knowledge and refine skills using various application software.
- 5350 Records Management.** Three credits. Equipment and systems used for information storage, transmission, and retrieval. Filing, microfilming, tape processing, storage system design, form usage, and other information management functions in the office.
- 5410 Managerial Media Presentations.** Three credits. Prerequisite: BCEN 2330 or equivalent knowledge of computers. Presentations in business and classroom environments. Emphasis on the communication process; audience analysis; presentation design and planning; media integration; innovative delivery techniques; equipment, software, and material selection; and evaluation criteria.
- 5450 Training Strategies for Business Systems and Technology.** Three credits. Prerequisite: BCEN 4410 or equivalent. Corporate learning specialist activities such as design, development, delivery, and evaluation of learning programs for a business environment. Focuses on adult learning theories with emphasis on professional learning activities related to innovative corporate educational programs.
- 5510 Business Report Writing.** Three credits. Prerequisite: BCEN 3510 or equivalent. Nature, general functions, and present need of reports in industry. Recognizing, organizing, and investigating problems preparatory to writing reports and construction and writing of distinctive business and technical reports.
- 5520 Instructional Strategies in Marketing Education.** Three credits. Develops competence in techniques of teaching with emphasis on problem-solving and demonstration procedures. Emphasizes teaching-learning evaluation.

5600 Organization and Administration of Marketing Education Programs. Three credits. Organizing marketing education programs at the secondary and postsecondary levels; emphasizes youth organizations, techniques of coordination, and administrative procedures.

5640 Issues and Trends in Office Management. Three credits. Evaluation of significant research in office management. Observations in local business offices and visits to managers and identifying and solving office problems.

5660 Organizational Communication. Three credits. Prerequisite: BCEN 3510 or equivalent. Research and analysis of case studies of significant research; case studies in business communication; communication policies, principles, and procedures from the executive's viewpoint.

5670 International Business Communication. Three credits. Provides a theoretical and practical framework for understanding and conducting effective international business communication. Emphasis on the analysis and development of international business communication processes.



5680 Issues and Trends in Workplace Diversity. Three credits. Emphasis on developing skills essential for working effectively with a diverse work force in global and domestic settings, incorporating the value of diversity into organizations, and building multicultural work teams.

5710 History and Foundations of BE and ME. Three credits. Developments, aims, principles, and present status of business education; organization and evaluation of the business education curriculum; administration and supervision of business education.

5810 Internship Program. Three credits. A supervised program of related work experience. Provides experiential opportunities for the application of the theoretical concepts learned.

5840 Study Abroad. Three credits. Prerequisites: Graduate standing and completion of core courses in respective field as determined by graduate business studies. A short-term international business education experience designed to expose the student to the economic, political, cultural, and social environments of a foreign country(ies), with specific emphasis directed toward the international state/status of the subject matter pertinent to the discipline.

6010 Training and Development. Three credits. (Same as PRST 6460.) Prerequisite: Graduate status. A broad introduction to training and development as a field of study and practice. Designed for training and development specialists as well as organizational leaders focused on continually improving human and organizational performance.

6310 History and Philosophy of Business Education and Marketing Education. Three credits. Historical development, philosophy, and objectives of business and marketing education. Contributions to general education, vocational education, and adult education. Curriculum in relation to future needs, objectives, and social change.

6460 Issues and Trends in Business Education and Marketing Education. Three credits. Exploration and analysis of research-based studies on current issues and trends in vocational-technical education and business education, marketing education, and office management.

6600 Organization and Coordination of Marketing Education Curriculum. Three credits. Offers preparation for developing, implementing, and coordinating the marketing education curriculum. Emphasis on organizing and administering marketing education programs at the secondary level, on coordinating the work-based learning activities of vocational students, and on integrating and managing youth organizations.

6620 Research in Business and Marketing Education. Three credits. Introduction to research methods, tools, and interpretation of research data.

6640 Thesis Research. One to six credits. Selection of a research problem, review of pertinent literature, collection and analysis of data, and composition of thesis. Once enrolled, student should register for at least one credit hour of master's research each semester until completion. S/U grading.

6650 Workshop in BE and/or ME. Three credits. Innovations in marketing education and/or business education. Special programs and organizations featured.

- 6670 Organization, Administration, and Supervision of Business Education.** Three credits. Administrative problems of a school system. Emphasis on those of the supervisor of business education, the department head, and the teacher as to reorganization, budgets, curriculum, equipment, personnel, adult education, and public relations.
- 6700 Coordination of Marketing Education Curriculum and Cooperative Programs.** Three credits. Organization of such programs and their characteristics in combining classroom instruction with regularly scheduled supervised experience and on-the-job training.
- 6720 Measurement and Evaluation in BE and ME.** Three credits. Teacher-made, standardized, and industry-developed tests and other standards used in teaching, used to evaluate student achievement, and used by industry for employment and promotion.
- 6780 Problems in Business Education, Marketing Education, and Training.** Three credits. Individualized research projects in special areas of concern to teachers of business education, marketing education, and vocational education and to trainers in business and industry.
- 6810 Recent Developments in Basic Business Education and Training.** Three credits. Present status and trends affecting content of basic business courses, aims, objectives, learning aids, motivation devices, resource materials, and current research.
- 6820 Managerial Communication.** Three credits. Analysis of communication theory and communication processes with emphasis on development of executive communication skills essential for understanding organizational processes from a holistic perspective. Covers organizational theory, behavior, and interpersonal communication from both a domestic and global perspective.
- 6830 Recent Developments in Integrated Business Technology.** Three credits. Trends in teaching office technology; selecting classroom equipment and applications software, setting standards of achievement for job competencies, developing proficiency in applications of current software, analyzing supportive instructional technologies and materials, and assessing instructional issues in current research and writings.
- 6910 Internship Program.** Three credits. A supervised program of related work experience. Provides experiential opportunities for the application of the theoretical concepts learned.
- 6950 Computer-Based Technologies for E-Training.** Three credits. (Same as PRST 6450.) Prerequisite: Graduate status. Concepts for developing computer-based e-training using numerous technologies.
- 6999 Comprehensive Examination and Preparation.** One credit. Open only to students who are not enrolled in any other graduate course and who will take the master's comprehensive examination during the term. The student must contact the graduate advisor during the first two weeks of the term for specifics regarding the details of this comprehensive examination preparatory course. Credit may not be applied to degree requirements.