A Master of Business Education is offered by the Department of Business Education, Marketing Education, and Office Management. Advisement for the degree is provided by graduate faculty members in this department. A minor in Business Education is offered at the graduate level.

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

Normally, the required test score for admission to the program is 30 on the Miller Analogies Test or a satisfactory Graduate Record Examination score.

Candidate must
1. complete 33 semester hours with no more than 30 percent of the total degree hours dually listed as undergraduate/graduate hours.
2. have at least 24 semester hours of undergraduate business subjects.
3. file a Candidacy Form with the Graduate Office prior to the completion of 24 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)
BMOM 5710 History and Foundations of Business Education and Marketing Education*
BMOM 6620 Research in Business and Marketing Education
27 hours of guided electives

Research Option

Required Courses
BMOM 5710 History and Foundations of Business Education and Marketing Education*
BMOM 6620 Research in Business and Marketing Education
BMOM 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.
BMOM, FOED, and SPSE electives will be chosen in consultation with BMOM advisor or department chair.
A non-licensure training and development specialization includes BMOM 5410 and 5450. Electives for this specialization will be chosen in consultation with BMOM advisor or department chair.

Courses in Business Education, Marketing Education, and Office Management [BMOM]

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.

5210 Innovations and Problems in Accounting. Three credits. Prerequisites: ACTG 2110 and 2120 or approval of instructor. A short history of accounting and data processing including aims, evaluation of textbooks, teaching strategies, testing, and course content.

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: BMOM 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: BMOM 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: BMOM 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: BMOM 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: BMOM 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 Problems 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 Communications. Three credits. Prerequisite: BMOM 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.

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