

Department of Business Education, Marketing Education, and Office Management

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The mission of the Department of Business Education, Marketing Education, and Office Management is to educate students through a blend of cultural knowledge, economic literacy, communication skills, basic-business tools, and specialized knowledge to help them assume roles as consumers, workers, entrepreneurs, and citizens. Program offerings provide a quality business education with appropriate background for professional administrative office careers. Specialized instruction in business education and marketing education prepares graduates for secondary teaching and corporate training. Baccalaureate programs provide a foundation for graduate study.

The BMOM Department offers undergraduate majors in Business Education, Marketing Education, Entrepreneurship, and Office Management. Programs for the first two majors lead to the Bachelor of Science degree while the latter two majors lead to the Bachelor of Business Administration. A two-year program is offered in administrative business. The department is a state-approved Office Education Center and provides courses and workshops required of public school business and office education teachers.

Minor programs are offered in Business Communication, Entrepreneurship, Marketing Education, and Office Management.

In all curricular listings, (Area __) refers to the General Studies requirements as outlined on pages 59-61.

Major in Business Education

Business Education majors receive preparation for teaching business subjects in junior and senior high schools, vocational-technical schools, and junior colleges. The Business Education major who is licensed to teach will have minors in Busi-

ness Administration and Secondary Education. The Business Education major will be licensed to teach all business courses as outlined under the section entitled "Teacher Licensure Requirements."

Required Program

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Area I-A)	6	ENGL 2030, 2--- (Area II-A)	6
BMOM 2320	3	History (Area III-A)	6
BMOM 2330	3	MATH 1610	3
Science (Area IV-A)	8	ACTG 2110, 2120	6
PHED (Area V)	2	ECON 2410 (Area III-B), 2420	6
FOED 1110, 2110	6	Q M 2610	3
BMOM 1400	3	PHED (Area V)	2
MATH 1710 (Area IV-B)	3	BMOM 2340	3
	34		35

JUNIOR

ART 1030 or MUS 1030 (Area II-B)	3	YOED 3050, 4000, 4110	18
COMM 2200 (Area I-B)	3	BMOM 4240, 4510	6
INFS 3100	3	SPSE 3220	3
BMOM 4710, 4250	6		27
BLAW 3400	3		
BMOM 3510	3		
MGMT 3610	3		
MKT 3820	3		
BMOM 4340	3		
FIN 3010	3		
SPED 3010	3		
	36		

SENIOR

Teacher Licensure Requirements

Business Education

Business Education majors will be licensed to teach all courses in the business and business technology areas. Students must take business and specialty exams required for special endorsement areas.

Business/Business Technology

By completing the Business Education major as outlined, one is automatically licensed to teach the following courses: Accounting I and II; Administrative Management Systems; American Business/Legal Systems; Automated Accounting; Business Economics; Computer Productivity Applications; Database Design/Management; Desktop Publishing; Document Creation Design; Electronic Commerce/Web Page Design; Financial Planning; Information Management Systems; Interactive Multimedia Design; International Business/Marketing; Internet Navigation Communication Systems; Keyboarding; Keyboarding Applications; Management; Networking Essentials; Personal Computing; Principles of Business; Programming; Programming Applications; Spreadsheet Applications.

Marketing Certification

Business Education majors can be licensed to teach marketing education by taking BMOM 4520 and 4600.

NOTE: Licensure requirements are subject to change by action of the State Board of Education; those graduating should consult a business education or marketing education advisor.

NOTE: Students who have not had keyboarding in secondary school must take BMOM 1310.

NOTE: Students should submit documentation of work experience to their advisor or enroll in BMOM 4810.

Major in Business Education, Non-Teaching

Students who seek to be graduated without meeting licensure requirements are not required to take the courses for the Secondary Education minor and should complete the requirements below.

Additionally, a business education, non-licensure training and development emphasis may be selected and includes the following courses: BMOM 4200, 4410, 4450, 4660, 4810 or approved BMOM 4000 elective, MGMT 3810, and B AD 4980.

Both options include a Business Administration minor and require a minimum of 12 hours of the major in residence at MTSU.

Required Program

Lower-Division Program for Non-Teaching and Training and Development Non-Teaching Options for Business Education Majors

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Area I-A)	6	ENGL 2030, 2--- (Area II-A)	6
UNIV 1010	3	History (Area III-A)	6
Science (Area IV-A)	8	PHED (Area V)	2
MATH 1710 (Area IV-B)	3	MATH 1610	3
PHED (Area V)	2	ECON 2410 (Area III-B), 2420	6
BMOM 1400, 2330	6	ACTG 2110, 2120	6
Gen. Studies (Area II-B)	3	Q M 2610	3
Non-business elective	3	Gen. Studies (Area I-B)	3
	34		35

Upper-Division Program, Non-Teaching Option

JUNIOR		SENIOR	
BMOM 2320	3	BMOM 4240 or 4000-level elective	3
MGMT 3610, 3620	6	BMOM 4710	3
BMOM 3510, 4510, 3010	9	BMOM elective*	3
BLAW 3400	3	Electives*	9
MKT 3820	3	Non-business electives*	9
INFS 3100	3	B AD 4980	3
FIN 3010	3		
BMOM 4900 or 4450	3		
	33		30

*Students must complete 48 hours of upper-division courses.

Upper-Division Program, Training and Development Non-Teaching Option

JUNIOR		SENIOR	
MGMT 3610, 3620	6	BMOM 4240, 4670, 4800, or 4900	3
BMOM 3510, 4510, 3010	9	BMOM 4660, 4710	6
BLAW 3400	3	BMOM 4450, 4200	6
MKT 3820	3	Non-business electives	9
INFS 3100	3	B AD 4980	3
FIN 3010	3		
MGMT 3810	3		
BMOM 4410	3		
Elective	3		
	36		27

Major in Marketing Education

Marketing Education majors receive preparation to be marketing education coordinators in high schools, vocational-technical schools, and junior colleges and to teach subjects such as marketing and other basic business courses. The Mar-

keting Education major who is licensed to teach will have minors in Business Administration and Secondary Education.

Students who seek to be graduated without meeting licensure requirements are not required to take the courses for the Secondary Education minor but should meet with the BMOM Department chair before filing an upper-division form.

Required Program

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Area I-A)	6	ENGL 2030, 2--- (Area II-A)	6
MATH 1710 (Area IV-B)	3	History (Area III-A)	6
Science (Area IV-A)	8	ECON 2410 (Area III-B), 2420	6
FOED 1110, 2110	6	ACTG 2110, 2120	6
BMOM 1400, 1410, 2330	9	Q M 2610	3
PHED (Area V)	2	MATH 1610	3
	34	BMOM 2340	3
		PHED (Area V)	2
			35

JUNIOR

COMM 2200 (Area I-B)	3	YOED 3050, 4000, 4110	18
MUS 1030 or ART 1030 (Area II-B)	3	BMOM 4240	3
INFS 3100	3	SPSE 3220	3
MGMT 3610	3	BLAW 3400	3
BMOM 3510, 2900	6		27
SPED 3010	3		
BMOM 4510	3		
MKT 3820	3		
FIN 3010	3		
BMOM 4520, 4600	6		
	36		

Minor in Marketing Education

A minor in Marketing Education consists of the following 18 hours: BMOM 1400, 2900, 3510, 4520, 4600, and 4660.

Major in Entrepreneurship

The major in Entrepreneurship offers preparation to students for successful venture creation and implementation and provides them opportunities to acquire the necessary operational knowledge to start a new enterprise and to study business communication, marketing, finance, management, economics, accounting, and information systems from an entrepreneurial perspective. The curriculum is flexible—students may tailor the program to fit specific needs while acquiring the business background necessary for pursuing entrepreneurial goals. Successful business professionals contribute to the program and an advisory board of recognized entrepreneurial leaders will mentor students. Specialized courses, an internship, and interaction with acknowledged business leaders will provide the impetus to start and operate a successful business.

A major in Entrepreneurship consists of 30 hours, 12 of which must be taken in residence at MTSU, and includes a Business Administration minor. Course requirements for the major follow.

Required Program**FRESHMAN**

ENGL 1010, 1020 (Area I-A)	6
UNIV 1010	3
Science (Area IV-A)	8
MATH 1610	3
MATH 2020 or 1810	3
PHED (Area V)	2
BMOM 1400	3
Gen. Studies (Areas I-B, II-B)	6

SOPHOMORE

ENGL 2030, 2--- (Area II-A)	6
History (Area III-A)	6
PHED (Area V)	2
ECON 2410 (Area III-B), 2420	6
ACTG 2110, 2120	6
Q M 2610	3
BMOM 2330, 2340, or	
INFS 2200	3
BMOM 2900	3

35**JUNIOR**

MGMT 3610, 3620	6
Q M 3620	3
INFS 3100	3
MKT 3820	3
FIN 3010	3
BMOM 3510	3
BLAW 3400	3
ECON 3210	3
Non-business elective	3
ACTG 3020	3

SENIOR

MGMT elective	3
MKT 3930	3
MKT elective	3
MGMT 4920, 3650	6
BLAW elective	3
BMOM 4620	3
BMOM 4810, MGMT 4950,	
or MKT 4950 (internship)	3
Non-business elective	3
B AD 4980	3

30**Minor in Entrepreneurship**

A minor in Entrepreneurship consists of the following 21 hours: BMOM 1400, 2900; ACTG 3000 (or 2110 and 2120); FIN 3000 or 3010; MGMT 3610, 4920; and MKT 3820.

Major in Office Management

Office Management majors receive preparation to become office managers, word processing managers, and administrative assistants. The program offers preparation for support positions in other business areas such as banking, real estate, and management. The major consists of 36 hours, 12 of which must be in residence at MTSU, and includes a Business Administration minor. Course requirements for the major are listed below.

Required Program**FRESHMAN**

ENGL 1010, 1020 (Area I-A)	6
UNIV 1010	3
Science (Area IV-A)	8
BMOM 1410, 2320	6
MATH 1710 (Area IV-B)	3
PHED (Area V)	2
PSY 1410	3
Gen. Studies (Area I-B)	3

SOPHOMORE

ENGL 2030, 2--- (Area II-A)	6
History (Area III-A)	6
ACTG 2110, 2120	6
ECON 2410 (Area III-B), 2420	6
MATH 1610	3
Q M 2610	3
BMOM 2330	3
PHED (Area V)	2

35**JUNIOR**

Gen. Studies (Area II-B)	3
MGMT 3610, 3620	6
Q M 3620	3
MKT 3820	3
BLAW 3400	3
FIN 3010	3
BMOM 3510, 4510	6
INFS 3100	3
BMOM 3010	3
BMOM 2340	3

SENIOR

BMOM 4350, 4640, 4660	9
Non-business electives	6
BMOM elective*	3
BMOM electives**	6
B AD 4980	3

27**36**

*Selected from BMOM 4450, 4650, 4670, 4680, or 4900

**Selected from BMOM 4340, 4410 or 4800/4810

Minor in Office Management

For a minor in Office Management, one may choose 18 semester hours from BMOM 1310 or 2320, 2330, 3010, 3510, 4350, 4510, 4640, 4660, and 4900.

Minor in Business Communication

A minor in Business Communication consists of 18 hours and must include BMOM 1550, 3510, and 4660. The remaining 9 hours are to be selected from BMOM 2320, 2330, 2340, 2600, 4510, and 4670 and must be approved in advance by the minor advisor.

Special Business Program**Administrative Business**

A two-year special business curriculum in administrative business is offered for students who desire a shorter, more concentrated period of business training in which primarily only business subjects are taken. Students completing the outlined two-year business sequence with at least a 2.00 overall average in 64 semester hours earn a special business certificate. A student may transfer from this special business program to any of the four-year degree programs within the department. Course substitutions may be made in the following program only with the consent of the department chair.

Administrative Business**FIRST YEAR**

BMOM 1400, 2000	6
BMOM 1550	3
BMOM 1410	3
BMOM 1310, 2320	6
BMOM 2330	3
PHED	2
BMOM 2900	3
ACTG 2110	3
BMOM track course*	3

SECOND YEAR

BMOM 2340, 3510, 4350	9
BMOM 3010, 4640	6
BMOM 4800 or 4810	3
BMOM track courses*	6
Electives	6
PHED or PHED 2100	2

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*See department for track courses.

Certified Professional Secretary

Those persons having successfully passed the Certified Professional Secretary's examination and who have successfully completed 12 semester hours of study in the Jennings A. Jones College of Business at MTSU may make formal application to the chair of the BMOM Department for credit for each of the following courses and a grade of P will be recorded if no previous credit has been earned. Each course carries three hours credit.

ACTG 2110	Principles of Accounting
BMOM 1550	Introduction to Word Processing Skills
BMOM 3010	Office Management
BMOM 3510	Business Communication
BLAW 3400	Legal Environment of Business
ECON 2410	Principles of Economics

Credit is subject to change when the actual content of the CPS examination no longer corresponds to the course content.

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

- 1000 (100) Keyboarding for Computers.** One credit. (Class meets two 50-minute periods per week for 7 1/2 weeks—a new class begins at midpoint of the semester.) Basic instruction on the electronic alpha-numeric keyboard. Students needing to operate a computer terminal keyboard receive basic skills required to input information swiftly and efficiently.
- 1310 (131) Keyboarding.** Three credits. Development of manipulative ability; information essential to effective use of a computer keyboard, rapid and controlled application of ability and information to communication problems involving personal correspondence and simple business materials.
- 1400 (140) Introduction to Business.** Three credits. Survey of business economic units of our society; the problems of business such as ownership, social responsibility, physical factors, personnel, marketing, and managerial controls. Includes exploration and analysis of business careers.
- 1410 (141) Applied Distributive Computation.** Three credits. Relates mathematical computations using electronic calculating methods to a broad area of business, marketing, and administrative office occupations.
- 1550 (155) Introduction to Word Processing Skills.** Three credits. (BMOM 1310 recommended.) Technical skills necessary for working in word processing centers. Special emphasis given to business vocabulary, proofreading, and improvement of business documents such as letters, memoranda, and reports.
- 2000 (200) Business and Society.** Three credits. Introduction to the increasingly complex set of interrelationships between the business organization and its environment. Selected topics raise major issues involved in business/society relationships; includes current assessment of the role that business plays within a changing society. (Credit not allowed in a business major or minor.)
- 2280 (228) Medical Dictation and Transcription.** Three credits. High speed dictation and transcription of medical material. Two- and three-voice dictation.
- 2320 (232) Document Production.** Three credits. (BMOM 1310 recommended.) Extension and refinement of fundamental manipulative abilities and keyboarding knowledges; development of production capacity through the completion of increasingly involved problems.
- 2330 (233) Word Processing Concepts.** Three credits. (BMOM 2320 recommended.) Familiarization with word processing equipment, implications, and applications in business operations.
- 2340 (234) Microcomputer Word Processing Applications.** Three credits. Prerequisite: BMOM 2330. Advanced word processing and computer applications, including formatting and preparation of lengthy documents, such as company newsletters and databases.
- 2350 (235) Advanced Document Formatting.** Three credits. Prerequisite: A grade of C or higher in BMOM 2320. Development of keyboarding/typewriting skills and decision making as demonstrated in the production of quantities of material in usable form.
- 2600 (260) Business Applications of Desktop Publishing.** Three credits. Prerequisites: Keyboarding skills and knowledge of computer. Topics include terminology, technology, design, use of graphics, and applications for desktop publishing.
- 2760 (276) Legal and Technical Terminology.** Three credits. Covers the most common legal terms, their pronunciations and spellings, needed by legal assistants.
- 2900 (290) Entrepreneurship.** Three credits. (BMOM 1400 recommended.) The mechanics and operational skills needed for organizing and operating an enterprise.
- 3010 (301) Office Management.** Three credits. Prerequisite: Junior standing. Office organization and functions; layout and equipment; selection, training, and supervision of personnel; office automation; planning, organizing, and controlling office services; cost reduction; work simplification.
- 3510 (351) Business Communication.** Three credits. Prerequisite: Junior standing. (Keyboarding skills helpful.) A review of the theory and processes in oral and written business communication. Emphasis on the general functions of business communication and composing effective business letters.
- 4200 (420 A-Z) Problems in BE/ME/OM.** One, two, or three credits. Prerequisites: Junior standing and consent of department chair. Individual research, reading analysis, or projects in contemporary problems and issues in a concentrated area of study under the direction of a faculty member. This course may be taken only twice.
- 4210 (421) Innovations and Problems in Accounting.** Three credits. Prerequisites: ACTG 2110 and 2120; junior standing. A short history of accounting and data processing including aims, evaluation of textbooks, teaching strategies, testing, and course content.
- 4240 (424) Materials and Methods in Basic Business.** Three credits. Prerequisite: Junior standing. 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, business communication systems, American business/legal systems, business management, and marketing.
- 4250 (425) Innovations and Problems in Administrative Business Services and Technology.** Three credits. Prerequisite: Junior



standing. (BMOM 2330 recommended.) Instructional strategies in office technology including objectives, testing, audio-visuals, course content, basic programming, and standards.

- 4340 (434) Integrated Administrative Technology.** Three credits. Prerequisites: BMOM 2330 and 2340; junior standing. 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.
- 4350 (435) Records Management.** Three credits. Prerequisite: Junior standing. Equipment and systems used for information storage, transmission, and retrieval. Filing, microfilming, tape processing and storage system design, form usage, and other information management functions in the office included.
- 4410 (441) Managerial Media Presentations.** Three credits. Prerequisite: Junior standing. (BMOM 2330 recommended.) Skills needed to make business presentations. Emphasis on the communication process, audience analysis, planning, presentation design, delivery, and appropriate hardware and software.
- 4450 (445) Training Strategies for Business Systems and Technology.** Three credits. Prerequisite: Junior standing. (BMOM 4410 recommended.) 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.
- 4510 (451) Business Report Writing.** Three credits. Prerequisite: Junior standing. (BMOM 3510 recommended.) Nature, general function, 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.
- 4520 (452) Instructional Strategies in Marketing Education.** Three credits. Prerequisite: Junior standing. Develops competence in techniques of teaching with emphasis on problem-solving and demonstration procedures. Emphasizing teaching-learning evaluation.
- 4600 (460) Organization and Administration of ME Programs.** Three credits. Prerequisite: Junior standing. Organizing marketing education programs at secondary and post-secondary levels; emphasizes youth organizations, techniques of coordination, and administrative procedures.
- 4620 (462) Business Plan Development.** Three credits. Prerequisites: BMOM 2900; MGMT 3650; junior standing. Development of a comprehensive business plan detailing all facets of a proposed venture with an emphasis on using the plan for loan acquisition and venture implementation.
- 4640 (464) Problems in Office Management.** Three credits. Prerequisite: Junior standing. (BMOM 3010 recommended.) Significant research in office management; observations in local business offices, visiting office managers; and identifying and solving office problems.
- 4650 (465) Women in Business.** Three credits. Prerequisite: Junior standing. Examination of opportunities available for women in professional business careers with emphasis on developing professionalism, understanding problems, and studying the social and economic impact of women in professional careers.
- 4660 (466) Organizational Communication.** Three credits. Prerequisite: Junior standing. (BMOM 3510 recommended.) Research and analysis of case studies of significant research; case studies in business communication; communication policies, principles, and procedures from the executive's viewpoint.
- 4670 (467) International Business Communication.** Three credits. Prerequisite: Junior standing. Provides students with a theoretical and practical framework for understanding and conducting effective international business communication. Emphasis on the analysis and development of international business communication processes.
- 4680 (468) Diversity in the Workplace.** Three credits. Prerequisite: Junior standing. 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.
- 4710 (471) History and Foundations of BE and ME.** Three credits. Prerequisite: Junior standing. Developments, aims, principles, and present status of business education; organization and evaluation of the business education curriculum; administration and supervision of business education.
- 4730 (473) Consumer Education.** Three credits. Prerequisite: Junior standing. Concepts of consumer education related to instructional programs in business; sources of information and formulation of a conceptual framework essential to the decision-making process.
- 4800 (480) Administrative Office Simulation.** Three credits. Prerequisites: BMOM 2330, 2340; junior standing. Culmination course serving as a transition from the traditional classroom atmosphere to the administrative office atmosphere; emphasis on information and administrative management and controlled decision making through simulation experiences.
- 4810 (481) Internship Program.** Three credits. Prerequisite: Junior standing. A supervised program requiring 300 hours of work experience in a position related to student's major. Provides experience of the application of theory to practice. Can be applied toward the student's degree requirements only upon approval of department chair.
- 4900 (490) Dimensions in Professional Development.** Three credits. Prerequisite: Junior standing. Emphasis on job acquisition process, time management, effective listening skills, oral and nonverbal communication competencies, dictation management, and assumption of professional responsibility for participative management activities.

Graduate Study

The BMOM Department offers a graduate major leading to a Master of Business Education degree.