

Department of Business Communication and Entrepreneurship

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The mission of the Department of Business Communication and Entrepreneurship 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 Business Communication and Entrepreneurship (BCEN) Department offers undergraduate majors in Business Education, Entrepreneurship, and Office Management. The Business Education major leads to the Bachelor of Science degree while the Entrepreneurship and Office Management majors lead to the Bachelor of Business Administration. 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.

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 64–67.

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 a minor in Secondary

Education. The Business Education major will be licensed to teach all business courses as outlined under the section below titled “Teacher Licensure Requirements.”

Recommended Program

Business Education—B.S. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
Social/Behavioral Sciences	3	HIST 2010, 2020, or 2030	6
BCEN 1400, 2320	6	BCEN 2330, 2340	6
	29	ECON 2410 (Soc/Beh Sci)	3
		ECON 2420	3
		ACTG 2110, 2120	6
		QM 2610	3
			36
JUNIOR		SENIOR	
FOED 1110, 2110	6	YOED 3500, 4000, 4110	15
SPED 3010	3	FIN 3010	3
BLAW 3400	3	BCEN 4240, 4710	6
MGMT 3610	3	Elective	1
BCEN 3510, 4250, 4340,			25
4510	12		
MKT 3820	3		
	30		

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 BCEN 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 BCEN 1310.

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

Major in Business Education, Nonteaching

Students who seek to graduate 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, nonlicensure training and development option may be selected and includes the following courses: BCEN 4200, 4410, 4450, 4660, 4810 or approved BCEN 4000 elective, and BUAD 4980.

Both options include a Business Administration minor and 50 percent of the required major hours in residence at MTSU.

Recommended Program

Business Education: Nonteaching Option—B.S. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
Social/Behavioral Sciences	3	HIST 2010, 2020, or 2030	6
BCEN 1400, 2320	6	ACTG 2110, 2120	6
Nonbusiness elective	1	ECON 2410 (Soc/Beh Sci)	3
	30	QM 2610	3
		BCEN 2330	3
			30

JUNIOR		SENIOR	
BCEN 2340	3	BCEN 3010	3
INFS 3100	3	BCEN 4810 or BCEN	
MGMT 3610, 3620	6	upper-division elective	3
MKT 3820	3	BCEN 4240 or BCEN	
BCEN 3510, 4510	6	upper-division elective	3
FIN 3010	3	BCEN electives	6
ECON 2420	3	Nonbusiness electives	6
BLAW 3400	3	Nonbusiness upper-division	
	30	electives	6
		BUAD 4980	3
			30

Business Education: Training and Development Option—B.S. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
ECON 2410 (Soc/Beh Sci)	3	HIST 2010, 2020, or 2030	6
BCEN 1400, 2330	6	Social/Behavioral Sciences	3
Nonbusiness elective	1	ACTG 2110, 2120	6
	30	ECON 2420	3
		QM 2610	3
			30

JUNIOR		SENIOR	
INFS 3100	3	BCEN 4450	3
MGMT 3610, 3620	6	BCEN 4810 or BCEN	
MKT 3820	3	upper-division elective	3
BCEN 3510, 4510	6	BCEN 4200, 4410, 4660	9
FIN 3010	3	BCEN elective	3
BLAW 3400	3	Nonbusiness electives	9
BCEN 3010	3	BUAD 4980	3
Nonbusiness elective	3		30
	30		

Minor in Marketing Education

A minor in Marketing Education consists of the following 15 hours: BCEN 1400, 2900, 3510, 4520, and 4600. Six hours must be taken at MTSU. A 2.00 GPA is required in the Marketing Education minor.

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 mentors students. Specialized courses, an internship, and interaction with acknowledged business leaders are intended to provide the impetus to start and operate a successful business.

A major in Entrepreneurship consists of 30 hours, 50 percent of which must be taken in residence at MTSU, and includes a Business Administration minor. Course recommendations for the major follow.

Recommended Program Entrepreneurship—B.B.A. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
Social/Behavioral Sciences	3	HIST 2010, 2020, or 2030	6
ECON 2410 (Soc/Beh Sci)	3	ACTG 2110, 2120	6
BCEN 1400	3	ECON 2420	3
Nonbusiness elective	1	BCEN 2900	3
	30	QM 2610	3
			30

JUNIOR		SENIOR	
QM 3620	3	BCEN 2330 or 2340 or	
INFS 3100	3	INFS 2200	3
MGMT 3610, 3620	6	MKT 3930	3
MKT 3820	3	MGMT 3650, 4920	6
BCEN 3510	3	BCEN 4620	3
FIN 3010	3	BCEN 4810 or MGMT/MKT	
ECON 3210	3	4950	3
BLAW 3400	3	MKT upper-division elective	3
BCEN 4510 or MGMT		Nonbusiness elective	6
upper-division elective	3	BUAD 4980	3
	30		30

Minor in Entrepreneurship

A minor in Entrepreneurship consists of the following 18 hours: BCEN 1400, 2900; ACTG 3000 or FIN 3000; MGMT 3610, 4920; and MKT 3820. Nine hours must be taken at MTSU. A 2.00 GPA is required in the Entrepreneurship minor.

Major in Office Management

Office Management majors receive preparation to become administrative 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 30 hours, 50 percent of which must be in residence at MTSU, and includes a Business Administration minor. Course requirements for the major are listed below.

Recommended Program

Office Management—B.B.A. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
ECON 2410 (Soc/Beh Sci)	3	HIST 2010, 2020, or 2030	6
BCEN 2320, 2330	6	Social/Behavioral Sciences	3
Nonbusiness elective	1	ACTG 2110, 2120	6
	30	ECON 2420	3
		QM 2610	3
			30

JUNIOR

QM 3620	3	BCEN 4350, 4510, 4640,	
INFS 3100	3	4660	12
MGMT 3610, 3620	6	BCEN 4800 or 4810	3
BCEN 2340, 3510, 3010	9	BCEN elective	3
FIN 3010	3	Nonbusiness electives	9
MKT 3820	3	BUAD 4980	3
BLAW 3400	3		30
	30		

Minor in Office Management

A minor in Office Management consists of 15 hours and must include BCEN 3010, 3510, and 4640. The remaining 6 hours are to be selected from BCEN 1310 or 2320, 2330, 4350, 4510, 4660, and 4670. Nine hours must be taken at MTSU. A 2.00 GPA is required in the Office Management minor.

Minor in Business Communication

A minor in Business Communication consists of 15 hours and must include BCEN 3510, 4510, and 4660. The remaining 6 hours are to be selected from BCEN 1550, 2320, 2330, 4670, and 4900. Nine hours must be taken at MTSU. A 2.00 GPA is required in the Business Communication minor.



Courses in Business Communication and Entrepreneurship [BCEN]

- 1000 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 alphanumeric keyboard. Students needing to operate a computer terminal keyboard receive instruction in basic skills required to input information swiftly and efficiently.
- 1310 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 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 Applied Distributive Computation.** Three credits. Relates mathematical computations using electronic calculating methods to a broad area of business, marketing, and administrative office occupations.
- 1550 Introduction to Word Processing Skills.** Three credits. (BCEN 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 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.)
- 2320 Document Production.** Three credits. (BCEN 1310 recommended.) Extension and refinement of fundamental manipulative abilities and keyboarding knowledges; development of production capacity through the completion of increasingly involved problems.
- 2330 Word Processing Concepts.** Three credits. (BCEN 2320 recommended.) Familiarization with word processing equipment, implications, and applications in business operations.
- 2340 Microcomputer Word Processing Applications.** Three credits. Prerequisite: BCEN 2330. Advanced word processing and computer applications, including formatting and preparation of lengthy documents such as company newsletters and databases.
- 2350 Advanced Document Formatting.** Three credits. Prerequisite: A grade of C or higher in BCEN 2320. Development of keyboarding/typewriting skills and decision making as demonstrated in the production of quantities of material in usable form.
- 2600 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.
- 2900 Entrepreneurship.** Three credits. (BCEN 1400 recommended.) The mechanics and operational skills needed for organizing and operating an enterprise.

- 3010 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 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 extensive functions of written and electronic communications.
- 4200 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 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 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 Innovations and Problems in Administrative Business Services and Technology.** Three credits. Prerequisite: Junior standing. (BCEN 2330 recommended.) Instructional strategies in office technology including objectives, testing, audio-visuals, course content, basic programming, and standards.
- 4340 Integrated Administrative Technology.** Three credits. Prerequisites: BCEN 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 have the opportunity to develop a thorough knowledge and refine skills using a variety of software applications.
- 4350 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 Managerial Media Presentations.** Three credits. Prerequisite: Junior standing. (BCEN 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 Training Strategies for Business Systems and Technology.** Three credits. Prerequisite: Junior standing. (BCEN 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 Business Report Writing.** Three credits. Prerequisite: Junior standing. (BCEN 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 Instructional Strategies in Marketing Education.** Three credits. Prerequisite: Junior standing. Techniques of teaching with emphasis on problem-solving and demonstration procedures. Emphasizing teaching-learning evaluation.
- 4600 Organization and Administration of ME Programs.** Three credits. Prerequisite: Junior standing. Organizing marketing education programs at secondary and postsecondary levels; emphasizes youth organizations, techniques of coordination, and administrative procedures.
- 4620 Business Plan Development.** Three credits. Prerequisites: BCEN 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 Problems in Office Management.** Three credits. Prerequisite: Junior standing. (BCEN 3010 recommended.) Significant research of emerging problems in office management: group dynamics, workplace issues, ethics and diversity information processing, and problem solving.
- 4660 Organizational Communication.** Three credits. Prerequisite: Junior standing. (BCEN 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 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 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 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 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 Administrative Office Simulation.** Three credits. Prerequisites: BCEN 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 Internship Program.** Three credits. Prerequisite: Junior standing. A supervised program of related work experience. Provides experiential opportunities for the application of the theoretical concepts learned.

4900 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 Business Communication and Entrepreneurship Department offers a graduate major leading to a Master of Business Education degree. Requirements and a list of the courses offered for graduate credit are published in the Graduate Catalog.

