

BE- BUSINESS EDUCATION (BE)

BE 475. Teaching Career-Technical Business Marketing Education. (3 Credits)

Techniques involved in carrying out the functions of secondary business and marketing education programs. A study of the functions of the classroom teacher/coordinator to include the appraisal of selected experiences, methods, materials, and use of multimedia resources; business/marketing lesson plans based on state courses of study and national standards; and sponsoring youth organizations. Coordination procedures are studied for conducting job opportunity surveys; problems and procedures in organizing and operating a cooperative education program; and methods of relating class instruction to on-the-job training. The philosophical foundations of career-technical education are covered, including local, state, and federal relationships in the administration of career-technical education. Research and analysis of business and marketing occupations and skill standards will be included. Prerequisites: CIS 125, ABI/FBI background clearance.