

**Murray State University**  
**COURSE SYLLABUS**

Revised January 2007

**DEPARTMENT: ACS      COURSE NUMBER: BED 510      CREDIT HOURS: 3**

**I. COURSE TITLE:** Methods and Materials-Teaching Business/Marketing Education Subjects

**II. CATALOG DESCRIPTION:** A required course for business/marketing teachers emphasizing the latest methods and materials for teaching business and marketing subjects. Field experience required. Field trips may be required. Prerequisite: CTE 503 or permission of the instructor.

**III. PURPOSE:** To prepare students for the teaching profession in business and marketing education

**IV. COURSE OBJECTIVES:**

Class activities will be centered on the attainment of the course objectives listed below. These objectives are understood to be reflective of, but not limited to those behaviors advocated by the Kentucky Education Reform Act guidelines. Following each objective, and enclosed in parentheses, are numbers which reference the Kentucky New Teacher Standards for Preparation and Certification (NTS). Upon successful completion of this class, students will be able to:

- A. Prepare a KERA unit of study and KTIP lesson plans. (NTS 1)
- B. Microteach lessons demonstrating the ability to organize curriculum and/or instructional tasks which are developmentally appropriate for business/marketing education. (NTS 1-6, 8)
- C. Evaluate, reflect upon, and revise given teaching situations (NTS 4, 5, 8)
- D. Demonstrate teaching skills associated with multiple approaches to learning. (NTS 3)
- E. Develop and apply a wide repertoire of questioning, differentiated instructional strategies and assessment techniques associated with business/marketing education subjects. (NTS 3, 4)
- F. Examine classroom management strategies (CHAMPs). (NTS 2, 3, 6)
- G. Infuse instructional technology into microteaching and other activities. (NTS 1, 3, 9)
- H. Create a working portfolio with artifacts and reflections. (NTS 1, 3, 5, 9)
- I. Review the functions of business/marketing career and technical student organizations (NTS 8)
- J. Share research on the current trends and issues in business/marketing education (Diversity, Assessment, Literacy/Reading, Closing the Achievement Gap) through a collaborative inquiry project presentation. (NTS 1, 4-9)
- K. Discuss the roles of business/marketing education professional organizations. (NTS 7)
- L. Plan a business or marketing career and technical student organization conference trip-**graduate students only**. (NTS 6, 8)
- M. Develop a presentation to recruit business and/or marketing students to join your business or marketing career and technical student organization – **graduate students only**. (NTS 8, 9)

The COE Theme of Educator as Reflective Decision-Maker is addressed in this course by requiring students to reflect on three microteaching experiences, Collaborative Inquiry Project, Working Portfolio Entry, CHAMPs Reaction Paper, and Professional Growth Plan.

The EPSB Themes of Diversity, Assessment, Literacy/Reading, and Closing the Achievement Gap are explored in the course through various chapters within the text and more specifically in topics chosen for the Collaborative Inquiry Project.

**V. COURSE OUTLINE:**

- A. Foundations for Teaching Business and Marketing Education
- B. Teaching Communication-Related Business Skills

- C. Teaching Computation-Related Business Skills
- D. Teaching Information-Processing Business Skills
- E. Teaching Basic Business/Career Skills
- F. Teaching Marketing Education Subjects
- G. Classroom Management-CHAMPS
- H. Cooperative Learning
- I. Technology for Teaching and Learning with Understanding
- J. Trends and Issues in Business/Marketing Education
- K. Lesson Plans
- L. KTIP
- M. Working Portfolio Development
- N. Business/Marketing Career and Technical Student Organizations
- O. NBEA, SBEA, KBEA, MBEA, ACTE, KACTE (Professional Organizations)

**VI. INSTRUCTIONAL ACTIVITIES:**

- A. Lecture and discussion
- B. Small group discussion
- C. Microteaching and field experiences
- D. Technology activities
- E. Collaborative learning activities
- F. Curriculum and planning projects
- G. Peer collaboration / peer review
- H. Formative and summative evaluations
- I. Working portfolio activities
- J. Classroom management activities-CHAMPS

**VII. FIELD, CLINICAL, AND/OR LABORATORY EXPERIENCES:**

Twenty hours of field experience is provided. The field experience will be outside the regularly scheduled class meeting time. Students will be assigned to a practicing teacher in a local secondary school in business education. Students will prepare and teach lesson plans for a mini-unit of instruction (4 lessons). Students will be asked to reflect on their observations and teaching experiences. Reflections should highlight experiences that relate to the Kentucky New Teacher Standards and other indicators of best practice. A reference to the use of technology should be found somewhere within this reflective process.

**VIII. RESOURCES:**

- A. Murray State University libraries
- B. RACERtrak, RacerNet, Eric, and the Internet
- C. Self-selected books, articles, and activities
- D. MSU computer centers
- E. Educational Media/Resource Center AL341
- F. Public Library

**IX. GRADING:**

A.	Course Assignments		
	<b>Assignment</b>	<b>Points</b>	<b>Total Possible</b>
	Unit Intro & Opening-microteach 1	50 pts.	50
	Marketing/General Bus. Microteach 2	75 pts.	75
	Marketing/General Bus. Microteach 3	100 pts.	100
	Field Experience Microteachings	4 x 30 pts.	120
	Growth Plan	15 pts.	15 pts.
	Collaborative Inquiry Project	40 pts.	40
	Working Portfolio Artifacts/Reflections	2 x 50 pts.	100

Examinations	2 x 50 pts.	100
Quizzes	12 x 10 pts.	120
CHAMPS Reaction Paper	20 pts.	20
Conference Trip Planning Project	100 pts.	100 (Graduate students)
Oral Presentation for Potential Mem.	200 pts.	200 (Graduate students)
	<b>Total Points</b>	740-Undergraduate 1040-Graduate

- **LATE WORK WILL RESULT IN POINT DEDUCTIONS!!!!**
- **NO CREDIT FOR LATE WORK AFTER ONE WEEK!!!!**
- **ASSIGNMENTS ARE DUE AT THE BEGINNING OF CLASS-NO EXCEPTIONS!!!!**

B. Evaluation

Grades will be awarded for performance in accordance with the following scale. Students' attendance will also be considered when calculating the final grade.

<b>Undergraduate Accumulated Points</b>	<b>Percentage</b>	<b>Grade</b>
740-688	100-93%	A
687-636	92-86%	B
635-592	85-80%	C
591-555	79-75%	D
554-below	75%-below	E

  

<b>Graduate Accumulated Points</b>	<b>Percentage</b>	<b>Grade</b>
1040-967	100-93%	A
966-894	92-86%	B
893-832	85-80%	C
831-822	79-75%	D
821-below	75%-below	E

C. Audit Policy

If you choose to audit this course, you **MUST** complete all of the assignments and attend all class meetings. If either one of these conditions is not met, the instructor will change the audit grade to an E.

**X. ATTENDANCE POLICY:**

This course adheres to the policy published in the current MSU *Undergraduate Bulletin*.

Attendance is important and roll will be taken each class period. If you cannot be in class because of illness, hospitalization, attendance at a university-sponsored event, or family crisis, please call or inform me ahead of time. Discussion and sharing are important parts of this course, and you must be in class in order to participate.

Sharing your ideas and questions is important. No one of us in this class has all the right answers. Participate by contributing worthy comments, suggestions, insights, concerns, and by becoming actively involved in all class activities.

Because the majority of class material is presented in class, for the student to gain maximum benefit from the course, attendance is considered mandatory and unexcused absences will have an impact on your final grade. Roll will be taken at the start of each class period and to be counted present, you must be in class at this time. Tardiness is **NOT** acceptable. It will also affect your grade. For each tardy--you will have **4** points deducted from your final average. Your final grade

will be affected according to the following schedule:

<u>Absences</u>	<u>Impact</u>
0 - 2	None
3	1 letter grade lost
4	2 letter grades lost
5	Failure

#### **XI. ACADEMIC HONESTY POICY:**

This course adheres to the academic honesty policy stated in the current MSU *Undergraduate Bulletin*.

*NOTE:* Faculty reserve the right to invalidate any examination or other evaluative measures if substantial evidence exists that the integrity of the examination has been compromised.

#### **XII. TEXT AND REFERENCES:**

Borich, G. D. (2004). *Effective teaching methods* (5<sup>th</sup> ed.). Upper Saddle River, NJ: Pearson Education, Inc. AND  
College LiveText-EDU Solutions Student Membership/CHAMPs

**EACH STUDENT IS REQUIRED TO PURCHASE AN EDUCATIONAL SOLUTIONS STUDENT MEMBERSHIP FOR LIVETEXT/CHAMPS FROM THE UNIVERSITY BOOKSTORE (IF NOT ALREADY PURCHASED FOR ANOTHER COURSE).**

*Business Education Forum* (NBEA), *Business Education Index* (DPE), *DPE Journal* (DPE), *Journal of Education for Business*, *NABTE Review* (NBEA), *Techniques* (ACTE).

#### Websites:

<http://www.teachbused.com/> - Teaching Business Education  
<http://www.nbea.org> - National Business Education Association  
<http://www.acteonline.org/> - Association for Career and Technical Education  
<http://www.bpa.org/> - Business Professionals of America  
<http://fbla-pbl.org/> - Future Business Leaders of America-Phi Beta Lambda  
<http://www.deca.org/> - Distributive Education Clubs of America  
<http://www.dpe.org/> - Delta Phi Epsilon  
<http://info.nwmissouri.edu/~oisbe/piomegapi> - Pi Omega Pi  
<http://techlearning.com> - Tech Learning  
<http://balancesheet.swlearning.com/home.html> - The Balance Sheet

#### **XIII. PREREQUISITE:**

Students **MUST** have completed **CTE 503** or have the permission of the instructor.  
Second semester of junior year, graduate student, or by department permission.

#### **XIV. STATEMENT OF AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY:**

Murray State University does not discriminate on the basis of race, color, national origin, sex, religion, marital status, age, or disability in employment, admission, or the provision of services, educational programs and activities, and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with

disabilities an equal opportunity to participate in all programs and activities. For more information regarding nondiscrimination policies, contact the Office of Equal Opportunity – 270-809-3155.

**XV. FLAG SYSTEM/CONTINUOUS ASSESSMENT:**

Student progress is continuously assessed throughout the teacher preparation program. Appropriate professional characteristics and dispositions, in addition to academic achievement, are assessed. Positive and negative flags are submitted by faculty to Teacher Education Services and then presented to admissions committees. Negative flags are carefully reviewed to make a determination as to whether a student should be denied admission OR if a professional development plan will be designed for the student's progress towards program completion.

**NEGATIVE FLAGS MAY BE GROUNDS FOR DENIAL OF ADMISSION TO TEACHER EDUCATION AND/OR STUDENT TEACHING.**

You are required to join National Business Education Association (NBEA-\$40) and Kentucky Business Education Association (KBEA-free the first year).

Students who have a disability should inform the instructor as soon as possible.

**\*\*\*\*\*ALL STUDENTS (MALE AND FEMALE) MUST NOT WEAR HATS, CAPS, OR HEAD "DRESSINGS" DURING CLASS MEETINGS OR FIELD EXPERIENCES**  
**\*\*\*\*\*ALL STUDENTS MUST DRESS APPROPRIATELY WHEN MICROTEACHING.**  
**\*\*\*\*\*ALL CELL PHONES, BLACKBERRIES, LAPTOP COMPUTERS, PAGERS, AND OTHER ELECTRONIC DEVICES MUST BE TURNED OFF DURING CLASS MEETINGS AND FIELD EXPERIENCES.**

**Note: The instructor of this course recognizes that in today's world cell phones, blackberries, laptop computers, pagers, and other electronic devices are a familiar and many times needed form of communication for students. It is the policy of this instructor that any of the above mentioned devices shall not be allowed in class and/or labs without the prior consent of the course instructor. This shall include verbal calling, incoming calls, e-mail, text message, and use of cell phone calculator on tests and quizzes. All electronic devices must be powered off and out of the sight and use (i.e. kept in a bag or purse). Should any of these devices be visible, ring, or other form of unauthorized usage which is interruptive to the class or lab, the student may be asked to leave class and not return for that class/lab period. Upon prior consent of the instructor a student may obtain permission to use any of these devices in case of emergency or in family critical situations.**

*NOTE:* Dr. Ginny Richerson reserves the right to make changes to course activities and assignments as deemed necessary. The students will be notified of all such changes.