

# COURSE SYLLABUS

Adolescent, Career, and Special Education

BED 601 – Seminar in Business/Marketing Education

Credit Hours: 3

Section 01 – 2213 Alexander Hall, 1:00 – 5:10 MTWTHF – June 17 – July 2

Summer 2004

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- I. **COURSE TITLE:** BED 601 – Seminar in Business/Marketing Education
- II. **CATALOG DESCRIPTION:** This seminar consists of a study of current topical concerns related to the field of business/marketing education
- III. **PURPOSE:** The purpose of this course is to provide the student with a clear concept of current topical concerns related to teaching practices and strategies of business/marketing education. (Major topic to be chosen by professor – summer 2004 topic will be “Instructional Technology.”)
- 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 (KERA). Following each objective, enclosed in brackets, are numbers that refer to Kentucky’s Experienced Teacher Standards for Preparation and Certification (ETS) addressed by that objective. Upon successful completion of this class, students will be able to:

  - A. Design effective instructional activities that incorporate appropriate technology to address diverse student needs and different learning styles. [ETS II, III, X]
  - B. Create a learning environment that maximizes the effectiveness of the use of technology in instruction. [ETS IV, X]
  - C. Identify appropriate software applications and technology for instructional use. [ETS II, X]
  - D. Describe how technology can be integrated into a variety of instructional contexts effectively and appropriately. [ETS II, X]
  - E. Use industry-standard hardware and software components of a multimedia publishing systems such as digital cameras, scanners, and video cameras. [ETS II, X]
  - F. Develop multimedia presentations (slide show, video, audio, etc.). [ETS III, X]
  - G. Design a web page using a software package. [ETS III, X]
  - H. Use a software package to create a multimedia web page with dynamic content such as the incorporation of sound files, digital photography, video files, and images into a web page. [ETS X]
  - I. Discriminate between ethical and unethical uses of computers and information. [ETS X]
  - J. Demonstrate a basic understanding of issues regarding software copyright, software licensing, and software copying. [ETS X]

- K. Demonstrate a basic understanding of the impact of technology on society. [ETS X]

**V. CONTENT OUTLINE:**

- A. Utilize multimedia (digital images, sounds, etc.)
- B. Utilize Inspiration/Timeliner
- C. Create computerized unit plans
- D. Utilize Jeopardy and Who Wants to Be a Millionaire PowerPoint templates
- E. Utilize Web editing software to create an internet site
- F. Create technology activities/lesson components for unit (Trackstar, Webquest, Cyber Hunt, on-line quizzes, etc.)

**VI. INSTRUCTIONAL ACTIVITIES:**

- A. Students will complete daily assignments and participate in large and small group discussions and activities. Participation includes active listening, contributing to group discussions, and working on in-class activities.
- B. Student-initiated activities include preparation for and participation in class lectures, discussions, and cooperative activities related to course goals and objectives, including:
  - 1. Reading assigned materials and identifying pertinent questions and concerns.
  - 2. Participating in large and small group discussions, and presentations.
  - 3. Performing successfully on project presentation.
  - 4. Conducting internet searches.
  - 5. Attending in-class and extra-class events and activities on a punctual and regular basis.
  - 6. Assessing various software packages
  - 7. Completing web-site project

**VII. FIELD, CLINICAL, AND/OR LABORATORY EXPERIENCES: None**

**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 AL 341
- F. Public library

**IX. GRADING PROCEDURES:**

A. Course Assignments	
<b>Assignment</b>	<b>Points</b>
Web-Site Project	200
Comprehensive Project Presentations	300
Computerized Unit Plan	500
Total	1000

B. Grading Scale

<b>Points Earned</b>	<b>Percentage</b>	<b>Grade</b>
1000-930	93-100%	A
931-860	86-92%	B
859-800	80-85%	C
799-750	75-79%	D
740 and below	74-below%	E

**Web-Site Project** – Each student shall create his/her own program's website that is directly linked to his/her school site. The Website should either be created on your district's web server or the COE web server. Webspace will be provided if you choose to use the COE web server. All project files, activities, etc. must be on the website.

**Computerized Unit Plan** – Each student will create a unit of study utilizing Unit Mapper software. Each unit MUST include all KTIP lesson plans (minimum of four) for that content specific unit. Lesson plans MUST be include sufficient and complete details so any teacher can use these plans. Technology activities to be incorporated into the unit will include all of the following components:

1. Trackstar site. [www.hprtec.org](http://www.hprtec.org)
2. Interactive PowerPoint such as Jeopardy or Who Wants to be a Millionaire
3. Webquest
4. Cyber Hunt
5. Timeliner or Inspiration (Graphic organizers)
6. Instructional PowerPoint
7. Assessment utilizing CPS software or create an on-line quiz
8. Two activities using Microsoft Office Software. One MUST be created utilizing a PDA. The other is your choice.

**Comprehensive Project Presentation** – Each student will present a 45-minute PowerPoint presentation utilizing the following components:

1. Self-produced digital images
2. Internet acquired digital images
3. Self-created Sound files
4. Internet Site Linkage
5. Graphic Organizer utilization
6. Scanned images

X. **ATTENDANCE POLICY:**

This course adheres to the policy published in the current MSU *Graduate Bulletin*. Students are expected to attend all class meetings. Students missing class for any reason should notify the professor in advance, preferably by e-mail. Students assume responsibility for informing the professor of a tardy arrival.

**XI. ACADEMIC HONESTY POLICY:**

This course adheres to the academic honesty policy published in the current MSU *Graduate 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:**

<http://www.teachbused.com/> . Teaching Business Education

<http://techlearning.com/> Tech Learning

<http://info.nwmissouri.edu/~oisbe/piomegapi> - Pi Omega Pi

<http://balancesheet.swlearning.com/home.html> - The Balance Sheet

Other sites as made available.

**XIII. PREREQUISITE:** Murray State University Graduate Student

**XIV. OTHER**

**\*\*\*\*\*ALL STUDENTS (MALE AND FEMALE) MUST NOT WEAR HATS, CAPS, OR HEAD “DRESSINGS” DURING CLASS MEETINGS.**

**\*\*\*\*\*PLEASE TURN OFF ALL CELL PHONES AND PAGERS DURING CLASS TIME.**

*Note: Dr. Richerson reserves the right to make any changes in course activities deemed necessary during the semester.*

## **SCHEDULE FOR BED 601**

### **SUMMER 2004**

- June 17**                    **10:00 – noon – Unit Mapper and Web Page**  
**1:30 – 4:00 – Trackstar, On-Line Quiz, Jeopardy, Millionaire, Webquest, Cyber Hunt, PDA, Timeline, and Inspiration (each student will research one of these topics and create a one-page handout with basic instructions)**
- June 18**                    **1:00 – 5:10 Short presentations on Thursday's topics and become resource teachers for the rest of your classmates.**
- June 21-25, 28-29**      **Work on projects on campus. COE student lab will be accessible for you daily 1:00 – 4:00. All communications concerning this course will be available to you in the COE student lab.**
- June 30**                    **1:00 p.m. – 4:00 p.m. Presentations**
- July 1**                        **1:00 p.m. – 4:00 p.m. Presentations**