

## **COURSE SYLLABUS**

Adolescent, Career, and Special Education

BED 627: Youth Organizations in Business and Marketing Education

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I. **Course Title:** BED 627 - Youth Organizations in Business and Marketing Education

II. **Catalog Description:**

This course is designed for teachers to develop competencies in planning and implementing business and marketing vocational student organization activities.

III. **Purpose of the Course:**

The purpose of this course is to acquaint the student with the knowledge needed to plan and implement business and marketing vocational student organization activities.

IV. **Course Objectives:**

Upon completion of this course, the student will be able to:

- A. Understand the qualities of a good student leader.
- B. Develop a presentation supporting the addition of a business or marketing vocational student organization.
- C. Understand the adviser's role with a business or marketing vocational student organization.
- D. Plan a business or marketing vocational student organization conference trip.
- E. Develop a community service project.
- F. Develop an American Enterprise business project.
- G. Understand the purpose, goals, and mission of a business or marketing vocational student organization.

V. **Course Content:**

- A. Business and marketing vocational student organizations-their purpose, goals, and mission.
- B. Student leadership and what it takes to become an effective student leader.
- C. Business and marketing vocational student organization program of work and committee structures
- D. How to be an effective business and/or marketing vocational student organization adviser
- E. Business and marketing vocational student organization project development.
- F. Business and marketing vocational student organization competitive event structure
- G. Business and marketing vocational student organization conferences.

VI. **Instructional Activities:**

Lecture, class discussions, development of class exercise, review of periodical references and textbooks, slides, overhead projector, and handouts.

VII. **Field and Clinical Experience:**

None

VIII. **Resources:**

Materials from Business Professionals of America, Future Business Leaders of America-Phi Beta Lambda, Inc., and Distributive Education Clubs of America

IX. **Grading Procedures:**

A. Weight of Various Assignments

American Enterprise Project	100 points
Conference Trip Planning Project	100 points
Community Service Project	100 points
Oral Presentation for Potential Members	<u>200 points</u>
	500 points

American Enterprise Project: This project must promote an awareness of a facet of the American Enterprise System with the school and/or community and be designed for chapter participation, not individual participation. This project **MUST** increase the understanding of and support for the American enterprise system by developing an information/education program. This project must include the following:

1. Purpose of the project – (project designed specifically to promote local understanding of and support for the American enterprise system)
2. Research into school and/or community needs
3. Description of the project, which includes planning, developing, and implementing
4. Uniqueness of project

This project must be at least 3-4 pages in length. Be very specific as to what committees should be established and exactly what the students' responsibilities will include. You must also indicate what type of publicity will be utilized to promote this project.

Conference Trip Planning Project: You have just returned from your state vocational student organization conference. You have six students who are eligible to compete at the national level. Choose a favorite major city in the United States that you feel would be suitable for hosting a conference. You need to prepare an information packet for each student, which includes prices for the following:

- Airfare
- Lodging
- Ground Transportation
- Restaurants
- Sightseeing interests (tours)
- Insurance needs
- Spending Money
- Other

You must also instruct the student on proper attire for the conference, etiquette, code of conduct, medical release forms, and any other information you feel the students will need to know prior to departure. This project must be at least 2-4 pages in length.

Community Service Project: This project must be in the interest of the community and be designed for chapter participation rather than individual participation. This project must serve the citizens of your community. This project must include the following:

1. Purpose of the project – statement of the project goals and service to the community and its citizens.
2. Scope and intensity of project – planning, developing, and implementing
3. Uniqueness of project
4. Benefits to and impact on the community

This project must be at least 3-4 pages in length. Be very specific as to what committees should be established and exactly what the students' responsibilities will include. You must also indicate what type of publicity will be utilized to promote this project.

Oral Presentation for Potential Members: You are to prepare one, 30-minute PowerPoint presentation to recruit business and/or marketing students to join your business or marketing vocational student organization. This presentation must include the following topics:

- Purpose of the business or marketing vocational student organization
- Facts concerning the business or marketing vocational student organization
- Program of work
- Competitive events
- Chapter activities
- Fund-raising activities
- Conferences
- Officers and their roles
- Benefits for the school, community, and students

This project must also include a hard copy of your slides. Please check for grammar and spelling very closely.

B. Grading Scale

500-465	= A
464-430	= B
429-400	= C
399-375	= D
374 and below	= E

C. Exam and Assignment Make-Up

All students will be expected to submit assignments as scheduled and will be accepted only on the day due. **NO EXCEPTIONS TO THIS. NO LATE WORK ACCEPTED PERIOD!!!!**

X **Attendance Policy:**

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

Students will be expected to attend class regularly. Attendance and class participation are important in your development of an understanding of business and marketing vocational student organizations.

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.

XI. **Academic Honesty Policy:** *(adopted by Board of Regents, February 14, 1975)*  
Cheating, plagiarism (submitting another person's material as one's own), or doing work for another person which will receive academic credit are all impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, term papers or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place. By completing their own work, students can prepare themselves to accomplish their professional teaching goals and to contribute significantly to the success of KERA. *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:**  
Future Business Leaders of America-Phi Beta Lambda, Business Professional of America, DECA, and Handbook for Advisors of Vocational Student Organizations.

XIII. **Prerequisites:**  
Graduate status

XV. **Other:**

This syllabus may be changed during the semester at the discretion of the instructor. The students will be notified of all such changes.

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