AUBURN UNIVERSITY

Syllabus

1. Course Number: CTCT 6060/6066

Course Title: Program Planning in Business

Credit Hours: 3 semester hours (Lecture 3). Credit will not be allowed for both CTCT 5060 and CTCT 6060/6066.

Prerequisites: Admission to Teacher Education

Corequisites: Internship

Instructor: Dr. Christal C. Pritchett (ckp0007@auburn.edu)

Phone: 334-844-3832

Office: 216 Wallace Hall

2. Date Syllabus Prepared: August 2012

**3. Texts:** **Policies Commission for Business and Economic Education.** Policy statements may be found at [www.nbea.org](http://www.nbea.org) under the Curriculum Forum.

 **Alabama State Department of Education.** Web Resource: [www.alsde.edu](http://www.alsde.edu), select Sections, select Career Technical, select Publications. Here you will find resources such as equipment lists, program-related calendars, forms, manuals, and programs of work.

**4. Course Description:**

Introduction to principles and practices involved in designing education programs for business-related programs.

**5. Course Objectives:**

Upon completion of this course, students will be able to project themselves as **competent, committed, and reflective professionals** through their ability to:

1. use the Alabama courses of study related to career/technical education and business-related programs.

(290-3-3-.23.1.a.3) (290-3-3-.04.2.c.1.i)

2. prepare course calendars for courses offered in a local career and technical education program. (290-3-3-.23.1.a.3)

3. conduct a job analysis on businesses for planning and evaluating the local career and technical education program. (290-3-3-.23.1.a.5)

4. utilize school and community resources when planning the local career and technical education program. (290-3-3-.23.1.a.5) (290-3-3-.04-2.c.1.v)

5. develop a personal philosophy of career and technical education. (290-3-3-.23.1.a.1)

6. organize and utilize a local advisory committee in planning and evaluating activities of the local career and technical education program. (290-3-3-.23.1.a.5)

7. collect and use data from various sources to plan and evaluate the local career and technical education program. (290-3-3-.23.1.a.5)

8. develop a recruitment program for students in a career and technical education program considering students’ needs and interests. (290-3-3-.23.1.b.6)

1. develop a plan for personal professional development, job placement, and career advancement of students. (290-3-3-.24.1.a.9) (290-3-3-.23-1.b.1)

10. assist students to organize work ethics and employability skills. (290-3-3-.23.1.b.7)

11. sponsor career and technical student organization activities and prepare students to participate in contests and demonstrations (290-3-3-.23.1.b.1)

12. develop a summer program of work for extended employment if applicable to your area of specialization.**5. Course Objectives (continued):**

13. develop goals and objectives for the local career and technical education program. (290-3-3-.04-2.c.1.ii)

(290-3-3-.04-2.c.2.i)

14. develop a public relations programs for the local career and technical education program.

15. develop and adjust short-range and long-range plans based on the assessment of student needs and performance. (290-3-3-.04-2.c.2.ix)

16. apply mathematics, science, and communications concepts in career and technical education workplaces.

(290-3-3-.23-1.b.3)

1. develop strategies for successfully managing program-specific and/or general career and technical issues and components related to business programs
2. develop principles and procedures for planning and conducting a cooperative career and technical program.

(290-3-3-.23.a.1.5)

1. have knowledge of principles and practices associated with establishing and maintaining a business. (290-3-3-.23.1.a.6)
2. **Course Content:**

1. ESOL Module

2 Policy Statement background on the Policies Commission for Business and Economic Education

3. Policy Statement 64: Role of Business Education at All Educational Levels

4. Policy Statement 80: Rigor in Business Education

5. Policy Statement 81: Interdisciplinary Teaching

6. Policy Statement 85: Virtual Learning Environments

7. Policy Statement 62: Standards for Business Education

8. Policy Statement 76: Business Education as Core Academic Courses

9. Policy Statement 83: Transformation and Future of Business Education

10. Policy Statement 87: Virtual Professional Development

**7. Course Requirements:**

1. Complete the College of Education ESOL module on Open Blackboard and pass the ESOL examination. See ESOL module instructions, page 4.
2. Complete Policy Statement summaries as directed on page 4.
3. Complete an instructional notebook for each subject you teach in your internship or teaching assignment. (There should be a minimum of three separate subjects.) Complete the notebooks as directed on the notebook instruction sheet. See notebook instructions, page 4. **Instructional notebooks (Requirement No. 3) are due the day of the final internship meeting on campus.**
4. Turn in all assignments on time. See full list of assignment due dates on page 5.

**8. Grading and Evaluation Procedures:**

 ESOL Module & Examination 15 percent

 Policy Statement Summaries 40 percent

 Notebooks (minimum of 3 instructional) 45 percent

 100 percent

 The following grading scale will be used:

 90% - 100 % = A

 80% - 89.9% = B

 70% - 79.9% = C

 60% - 69.9% = D

 Below 60% = F

1. **Class Policy Statements:**

Participation: Students are expected to participate in all class discussions and participate in all exercises. It is the student’s responsibility to contact the instructor if assignment deadlines are not met. Students are responsible for initiating arrangements for missed work.

Attendance/Absences: Attendance is required at each class meeting. If an exam is missed, a make-up exam will be given only for University-approved excuses as outlined in the [Student Policy eHandbook](http://www.auburn.edu/student_info/student_policies/) ([www.auburn.edu/studentpolicies](http://www.auburn.edu/studentpolicies)). Arrangement to take the make-up exam must be made in advance. Students who miss an exam because of illness need a doctor’s statement for verification of sickness and should clear the absence with the instructor the day they return to class. Other unavoidable absences from campus must be documented and cleared with the instructor **in advance**.

Unannounced quizzes: There will be no unannounced quizzes.

Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).

Honesty Code: The [Student Policy eHandbook](http://www.auburn.edu/student_info/student_policies/) rules and regulations pertaining to Cheating will apply to this class ([www.auburn.edu/studentpolicies](http://www.auburn.edu/studentpolicies)).

Professionalism: As faculty, staff, and students interact in professional settings, they are expected to demonstrate professional behaviors as defined in the College’s conceptual framework. These professional commitments or dispositions are listed below:

* Engage in responsible and ethical professional practices
* Contribute to collaborative learning communities
* Demonstrate a commitment to diversity
* Model and nurture intellectual vitality

Distance Learning Students: Unless specific instructions have been given for a designated course, students in distance education courses shall take all closed resource examinations under the supervision of an approved proctor. Examples of approved proctors include a school superintendent, a principal of a high school, or a dean or department head of a college. Proctors shall be verified and exams shall be sent directly to the proctor who will manage the examination in a secure manner, requiring students to present a picture ID.

**10. Instructions for Course Responsibilities:**

1. **ESOL Module:** The ESOL Module is located in Canvas. It contains the ESOL manuscript over which you will be tested and a study guide. Once you have read and studied the module (you may find the study guide useful for this purpose), proceed with the test. The test consists of 25 multiple choice questions. You have 15 minutes to answer. To pass, you must answer correctly 23/25 (92%) of the questions. You may take the test a maximum of five times. Questions are presented in random order in each attempt. You do not receive feedback on the questions answered correctly or incorrectly. To retake the exam, you must wait at least 15 minutes for another attempt (up to five attempts). If you fail an attempt, it would be best to restudy the content and perhaps highlight the content of the questions you remember.

Once you have successfully passed the test, provide a printout of your test results to your instructor. This test meets a certification requirement that is monitored by the College of Education. (See assignment due schedule.)

2. **Policy Statements:** Read each of the Policy Statements as assigned. Prepare a **three-to four-paragraph** summary of the policy statement. Policy statements can be located at [www.nbea.org](http://www.nbea.org). The first Policy Statement assignment is an article on the background of the Policies Commission (See accompanying pdf file.)

3**. Subject Notebooks (To be completed during internship or teaching):**

Develop complete instructional units for each subject area you teach (three separate subjects). Units to include the following minimum components:

Lesson Plans and/or Unit Plans

Lesson Materials Developed/Resources Used for Instruction

Calendar for Instruction of Lessons/Units

Include the following components where appropriate:

Examination and Answer Key (Evaluation)

Instructional Plan for Individual Differences

Work Ethics and Employability Skills Emphasis

Application of Mathematics, Science, and Communication Concepts

Prepare a notebook for each subject. Include a cover page, index, and dividers appropriate to the content. Turn in your completed notebooks at the end-of-term intern meeting for the Business/Marketing Education program area.

**11. Assignment Due Dates:**

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| --- | --- | --- |
| **COURSE WEEK** | **COURSE CONTENT/ACTIVITY** | **FALL 2012****DUE DATES** |
| By Week 2 | Completion of ESOL module, study guide, and successful completion of ESOL online test. (See page 4.) | Sunday, 11:30 PM**September 2, 2012** |
| ByWeek 3 | Policy Statement background on the Policies Commission for Business and Economic Education (See page 4.) | Sunday, 11:30 PM**September 9, 2012** |
| ByWeek 4 | Policy Statement 64: Role of Business Education at All Educational Levels | Sunday, 11:30 PM**September 16, 2012** |
| ByWeek 5 | Policy Statement 80: Rigor in Business Education | Sunday, 11:30 PM**September 23, 2012** |
| ByWeek 6 | Policy Statement 81: Interdisciplinary Teaching  | Sunday, 11:30 PM**September 30, 2012** |
| ByWeek 7 | Policy Statement 85: Virtual Learning Environments  | Sunday, 11:30 PM**October 7, 2012** |
| ByWeek 8 | Policy Statement 62: Standards for Business Education | Sunday, 11:30 PM**October 14, 2012** |
| ByWeek 9 | Policy Statement 76: Business Education as Core Academic Courses | Sunday, 11:30 PM**October 21, 2012** |
| ByWeeks 10 - 11 | Policy Statement 83: Transformation and Future of Business Education | Sunday, 11:30 PM**November 4, 2012** |
| ByWeek 12 | Policy Statement 87: Virtual Professional Development | Sunday, 11:30 PM**November 11, 2012** |
| ByFinal Campus Intern Meeting | Three subject notebooks. (See page 4 for instructions.)Notebook containing hard copies of all assignments for ESOL module and policy statements. | **December 3, 2012**Monday11 AM-Wallace 118(COE Intern Meeting also on this date.) |

Course assignments and policy statements should be submitted in Canvas**.** Notebooks will be submitted at the final intern meeting in Wallace Hall. **Assignments may be submitted early.**

**\*\*Please note the following:**

AU eValuate Fall Semester evaluation dates:

Open:   November 29, 2012 (8:00 am)

Close:   December 2, 2012 (11:59pm)