

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

2. **Date Syllabus Prepared:** Spring 2011

3. **Texts:** **Radar, M. (Ed.) (2008). *Effective methods of teaching business education* (Yearbook 46). Reston,VA: National Business Education Association.**

(May be ordered from www.nbea.org . Go to the on-line book store and look under “Methods and Curriculum Enhancements.” Do NOT order yearbook No. 41.)

Policies Commission for Business and Economic Education. Policy statements may be found at www.nbea.org under the Curriculum Forum.

Alabama State Department of Education. Web Resource: 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)
9. 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)

5. Course Objectives (continued):

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.
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)
17. develop strategies for successfully managing program-specific and/or general career and technical issues and components related to business programs
18. develop principles and procedures for planning and conducting a cooperative career and technical program. (290-3-3-.23.a.1.5)
19. have knowledge of principles and practices associated with establishing and maintaining a business. (290-3-3-.23.1.a.6)

6. Course Content:

Note: The following listing (NBEA Yearbook) may be used as a reference to determine where content is located. (We will not cover all of the material listed below; some entries have been covered in previous classes.)

NBEA Yearbook: (order from NBEA. See Texts, page 1.)

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|---------|---|
| Part 1: | Business Education Perspectives |
| | Chapter 1: The Foundations of Business Education |
| | Chapter 2: The Business Education Curriculum in the Educational System |
| Part 2: | Instructional Concepts for Business Education |
| | Chapter 3: Planning for Instruction |
| | Chapter 4: Providing Differentiated Instruction for Diverse Student Needs |
| | Chapter 5: Managing the Traditional and Technology Classroom |
| | Chapter 6: Evaluating and Assessing Student Performance |
| | Chapter 7: Integrating Business Education with Core Academics |

NBEA Yearbook (continued):

- Part 3: The Business Education Curriculum: Methods and Resources
Chapter 8: Input Technologies
Chapter 9: Information Technology
Chapter 10: Communication
Chapter 11: Accounting and Business Computation
Chapter 12: Basic Business and Management
Chapter 13: Economics and Personal Finance
Chapter 14: Business Law
Chapter 15: Entrepreneurship
Chapter 16: International Business
Chapter 17: Marketing
Chapter 18: Cooperative Education and Work-Experience Programs
- Part 4: Organizational and Professional Responsibilities
Chapter 19: Sponsoring Student Organizations
Chapter 20: Lifelong 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 5.
2. Complete NBEA Yearbook instructions as directed for chapters 1, 2, 3, 4, 5, 6, 7, 19, and 20. See page 5.
3. Complete Policy Statement summaries as directed on page 5.
4. 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 5. **Instructional notebooks (Requirement No. 4) are due the day of the final internship meeting on campus.**
5. Turn in all assignments on time. See full list of assignment due dates on page 6.

8. Grading and Evaluation Procedures:

ESOL Module & Examination	15 percent
NBEA Yearbook Assignments	25 percent
Policy Statement Summaries	15 percent
Notebooks (minimum of 3 instructional)	<u>45 percent</u>
	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

9. 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 Tiger Cub. 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 special accommodations in class, as provided for by the American Disabilities Act, should arrange a confidential meeting with the instructor during office hours the first week of classes - or as soon as possible if accommodations are needed immediately. You must bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have these forms but need accommodations, make an appointment with the Program for Students with Disabilities, 1244 Haley Center, 844-2096.

Honesty Code: The University Academic Honesty Code and the Tiger Cub Rules and Regulations pertaining to Cheating will apply to this class.

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 on OPEN Blackboard. 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.

If you have difficulty accessing the ESOL Module or in logging on to take the test, please contact Yvonne Williams at yrw0002@auburn.edu.

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. **Yearbook Chapters:** Read each chapter assigned (**Chapters, 1, 2, 3, 4, 5, 6, 7, 19, and 20**). After each chapter you read, prepare an assessment summary of the chapter. The assessment summary is a **one- to two-page** summary of the chapter in which you not only provide a summary of the chapter but you assess, interpret, and/or project your ideas and assessments related to the content of the chapter.
3. **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. The first Policy Statement assignment is an article on the background of the Policies Commission (See accompanying pdf file.)
4. **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. Your university internship supervisor will collect the notebooks during this meeting.

11. Assignment Due Dates:

The completed assignments are to be e-mailed or delivered according to the course schedule:

COURSE WEEK	COURSE CONTENT/ACTIVITY	SPRING 2011 DUE DATES
By Week 2	Completion of ESOL module, study guide, and successful completion of ESOL on-line test. (See page 5.) Verification may be submitted electronically.	January 19
By Week 3	Yearbook assignment for chapter 1. (See page 5 for instructions.) Policy Statement background on the Policies Commission for Business and Economic Education. (See page 5.) Assignments may be submitted electronically.	January 26
By Week 4	Yearbook assignment for chapter 2. Policy Statement 64: Role of Business Education at All Educational Levels. Assignments may be submitted electronically.	February 2
By Week 5	Yearbook assignment for chapter 3. Policy Statement 80: Rigor in Business Education. Assignments may be submitted electronically.	February 9
By Week 6	Yearbook assignment for chapter 4. Policy Statement 81: Interdisciplinary Teaching Assignments may be submitted electronically.	February 16
By Week 7	Yearbook assignment for chapter 5. Policy Statement 85: Virtual Learning Environments Assignments may be submitted electronically.	February 23
By Week 8	Yearbook assignment for chapter 6. Policy Statement 62: Standards for Business Education Assignments may be submitted electronically.	March 2
By Week 9	Yearbook assignment for chapter 7. Policy Statement 76: BE as Core Academic Courses Assignments may be submitted electronically.	March 9
By Weeks 10 - 11	Yearbook assignment for chapter 19. Policy Statement 83: Transformation and Future of BE Assignments may be submitted electronically.	March 23
By Week 12	Yearbook assignment for chapter 20. Policy Statement 87: Virtual Professional Development Assignment may be submitted electronically.	March 30
By Final Campus Intern Meeting	Three subject notebooks. (See page 5 for instructions.) Notebook containing hard copies of all assignments for ESOL module, yearbook chapters, and policy statements.	Final Campus Intern Meeting

Mid-course assignments for each chapter and policy statements may be delivered electronically through e-mail attachments if the instructor upon receipt can print them out: whitebj@auburn.edu . **Assignments may be submitted early.**

Note: Viruses or other maladies may prevent your e-mail attachment from being received by Auburn University's system. Check with the instructor to be certain your assignments are received.

If mid-course assignments are mailed or hand delivered, please send to:

Dr. Bonnie White, Curriculum and Teaching, 5040 Haley Center, Auburn University, AL 36849.