



*College of Business & Economics*

***BUSINESS EDUCATION/COMPUTER & NETWORK  
ADMINISTRATION  
COURSES (BSEDCNA)***

**BSEDCNA-500**

**Introduction To Business And Marketing 3 cr**

Education

This course is designed to introduce potential business and marketing education teachers to the major and to the profession.

Unreq: BSEDCNA-489, BSEDCNA-252

**BSEDCNA-645**

**Computer End-User Information Management 3 cr**

This course provides a detailed treatment of information and media management. Media is defined as the information storage format and includes paper,

microrecords, electronic, and other forms of information generation, recording, and storage. Students will develop an understanding of the information life cycle, information value, and how information serves as a critical organizational asset.

Prereq: BSEDOS-347, BSEDOS-348 and a CEUT major or minor.

**BSEDCNA-647**

**Information Systems For Business Teachers 3 cr**

A study of the concepts, procedures, and hardware used in business with an emphasis on email, internet, and multimedia. Distance learning technology will be examined as one means of integrating information systems throughout the business education curriculum.

**BSEDCNA-660**

**Principles of Career and Technical Education 2 cr**

History and development of vocational education both in the United States and Wisconsin are explored. The administrative structure of vocational education at the local, state, and national levels is outlined. Vocational program areas are discussed with emphasis given to issues, trends, and problems in vocational education. Requirement for vocational certification and fulfills one of the certification requirements of the Wisconsin Technical College System.

**BSEDCNA-661****Organization and Administration of 3 cr**

## Cooperative Education Programs

Study of vocational/occupational programs which utilize the internship/youth apprenticeship/cooperative method of instruction. Includes the knowledge and procedures necessary to implement the quality components of an occupational program. Current issues facing vocational education are to be discussed. The cooperative method, procedures, and techniques are stressed. Meets the Department of Public Instruction's course requirement for vocational certification.

Prereq: BSEDCNA-460/660 or equivalent.

**BSEDCNA-662****Coordination Techniques 1 cr**

This course covers techniques of how a vocational education teacher can successfully coordinate a vocational program using the cooperative method. Students will have the opportunity to demonstrate their skill in coordination techniques through simulation and role playing. Specific topical areas covered are how to: locate job training sites, sell the employer on program participation, articulate the classroom curriculum with the cooperative experience, evaluate the student's work performed, and supervise on-the-job problems.

Prereq: BSEDCNA-460/660 or equivalent.

**BSEDCNA-690****Business Education Workshop 1-3 cr****BSEDCNA-696****Special Studies 1-3 cr****BSEDCNA-701****Consumers In Contemporary Society 3 cr**

Study for managing personal resources; emphasis on goals, financial analysis, decision making related to acquiring goods, services, credit; protections through health, life, property and social insurances; enhancing financial position through savings alternatives, stocks, bonds, mutual funds, tax shelters; utilized microcomputer and compound interest tables in the decision process.

**BSEDCNA-740****Business And Professional Communication 2 cr**

This course is designed to introduce students to communication theories and leadership strategies that, if applied in business settings, can improve personal and organizational goal setting, planning and evaluation. In addition, emphasis will be placed on fostering positive day-to-day human interactions as well as the continuous growth of both individuals and organizations. Emphasis will be placed on the application of concepts explored in class to management roles in a variety of business enterprises. As a result, extensive analysis of actual business communication is a major part of this course.

**BSEDCNA-750****Improvement Of Instruction In 3 cr**

Business Education

In-service business teachers will receive a review of teaching methodology. Special emphasis will be given to the technology available to aid them in improving teaching strategies at the middle, secondary, and post-secondary levels. Projects will be developed based upon the student's specialty.

**BSEDCNA-756****Improvement Of Instruction In 2 cr**

Marketing Education

A study of the issues, trends, and problems that are unique to marketing education. Included as topics of study in the course are curriculum development updates on three major support methods that are used with the related in-class instruction. Additional topics will focus on current or changing business practices in marketing occupations that could have a direct impact on the marketing education curriculum.

**BSEDCNA-762****Curriculum Issues And Design For Business 3 cr**

And Marketing Education

A study of the issues currently confronting the supervisor, teacher, and students of business and marketing education on the middle, secondary and post-secondary levels. Includes a study of curriculum development and objectives of business and marketing education. Meets No. 50 curriculum requirements for WTCS certification.

**BSEDCNA-765****Occupational Information And Vocational 3 cr**

Guidance

Study of guidance and career selection procedures appropriate for use with students in grades K-14; includes occupational information, career exploration techniques, and employment opportunities for the new employee and those retraining.

**BSEDCNA-772****Business Technologies 3 cr**

An overview of office systems—technology, people, and procedures. The course is designed to assist the student in understanding the technologies involved in an office system with emphasis on the role of the End-User System Analyst.

**BSEDCNA-773****Human Factors In Business Technology 3 cr**

The study of how automated technology affects the worker. Specific emphasis will be on incorporating human factors into business technology by considering changing social, workplace, and communication patterns.

Prereq: BSEDCNA-772.

**BSEDCNA-775****Business Telecommunications 3 cr**

The business analyses of the multifaceted regulatory issues, economic factors, management practices, and technological forces underpinning the telecommunications and information systems industry. The course is equally concerned with providing the student with the analytical tools and industry trends that will facilitate continued study and analyses of telecommunications after completion of the course.

**BSEDCNA-778****Network Administration For The End-User 3 cr**

The organization of the course assumes a level of computer literacy usually attained in the college level Introduction to Information Systems courses or an equivalent continuing education course. This course provides a foundation in the concepts and terminology of communications and networking. The course will be taught using a combination of lectures, case studies, and hands-on learning activities.

Prereq: BSEDCNA-772.

**BSEDCNA-779****Office Systems: Case Studies 3 cr**

A final course for office systems integrating knowledge in areas such as human factors, telecommunications, office automation, reprographics, and information processing to plan, design, and implement office systems.

Prereq: BSEDCNA-772, BSEDCNA-773, BSEDCNA-775 and BSEDCNA-778.

**BSEDCNA-781****School community relations in a diverse society 3 CR**

This course is designed for aspiring business managers and other school administrators who desire to more effectively apply the concepts of leadership, interpersonal relations, conflict management, ethical decision-making, politics, diversity and public relations in public education. The identification of varying student and community needs based on demographic difference is an integral part of this course. Specifically, racial, ethnic and gender difference are examined. Political factions at the school, local community, and state levels are discussed with conclusions drawn about effective communication patterns. Ethical decision-making and conflict resolution in practical management situation is emphasized. This course is designed to assist future leaders of diverse learning organizations to enhance their abilities to foster positive relationships between schools and communities of all types.

**BSEDCNA-790****Workshop 1-3 cr****BSEDCNA-793****Occupational Experience 1-3 cr**

Designed to be undertaken by qualified business teachers and prospective teachers through participation in a coordinated work-study program in certain business offices or retail establishments. This course correlates classroom training and experience with

business or marketing experience and standards.  
Prereq: Advanced approval of instructor.

**BSEDCNA-794**  
**Seminar 1-3 cr**

**BSEDCNA-796**  
**Special Studies 1-6 cr**

**BSEDCNA-798**  
**Individual Studies 1-3 cr**

**BSEDCNA-799**  
**Thesis Research 1-3 cr**

Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course.