College of Business & Economics

INFORMATION TECHNOLOGY AND BUSINESS EDUCATION COURSES (ITBE)

ITBE 500

Introduction To Business And Marketing Education 3u
This course is designed to introduce potential business and marketing education teachers to the major and to the profession. Included are current topics on curriculum, certification issues affective business and marketing education, preparing credentials for employment, and the role of business and marketing education n a comprehensive school setting.
Unreq: ITBE 489, ITBE 252

ITBE 645

Computer End-User Information Management 3 u
This course provides a detailed treatment of information and media management. Media is defined as the information storage format and includes paper, micro-records, 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: ITBE 347, ITBE 348 and a CEUT major or minor.

ITBE 647

Information Systems For Business Teachers 3 u
This course is a study of the hardware and software used in business and business education classrooms with a focus on computer/technology literacy. Students will receive hands-on experience with a variety of hardware and software currently used in business education classrooms. Students will also investigate current trends and issues related to the use of technology in the K-12 curriculum.

ITBE 660

Principles of Career and Technical Education 2 u
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.

ITBE 661

Organization, Administration, and Coordination of Cooperative Education Programs 3 u
Study of career and technical education 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. Successful coordination of a program using the cooperative method will be stressed. Meets the Department of Public Instruction's course requirement for
vocational certification.
Prereq: ITBE 460/660 or equivalent.

ITBE 690
Workshop 1-3 u

ITBE 696
Special Studies 1-3 u

ITBE 701
Consumers In Contemporary Society 3 u
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 with the purpose of developing a personal finance curriculum for secondary offering.

ITBE 734
Introduction To Computer Based 3 u
Information Systems
A course applicable to all MBA students that examines the role and nature of Computer Based Information Systems (CBIS) in organizations and investigates the effects of these systems on managerial decision making. Emphasis is placed on the analysis of business environment, planning/organizing/controlling CBIS effort, and designing/implementing in a fourth generation language.

ITBE 740
Business And Professional Communication 2 u
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.

ITBE 743
Database Management 3 u
An introduction to data design and the management of data as a corporate resource. An in-depth study of the relational database model with emphasis on loading, modifying and querying the database using a

host language like SQL.
Prereq: ITBE 734.

ITBE 750
Improvement Of Instruction In 3 u
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.

ITBE 756
Improvement Of Instruction In 2 u
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.

ITBE 762
Curriculum Issues And Design For Business 3 u
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.
Prereq: ITBE 500 or consent of instructor..

ITBE 765
Occupational Information And Vocational 3 u
Guidance
Study of guidance and career selection procedures appropriate for career and technical educators working with students in grades K-14; includes occupational information, career exploration, the employment process, and career development.

ITBE 772
Business Technologies 3 u
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.

ITBE 773
Human Factors In Business Technology 3 u
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: ITBE 772.

ITBE 775
Business Telecommunications 3 u
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.

ITBE 778
Network Administration For The End-User 3 u
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: ITBE 772.

ITBE 779
Office Systems: Case Studies 3 u
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: ITBE 772, ITBE 773, ITBE 775 and ITBE 778.

ITBE 790
Workshop 1-3 u

ITBE 793
Occupational Experience 1-3 u
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.

ITBE 794
Seminar 1-3 u

ITBE 796
Special Studies 1-6 u
ITBE 798
Individual Studies 1-3 u

ITBE 799

Thesis Research 1-3 u

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