

GENERAL BUSINESS, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN BUSINESS AND MARKETING EDUCATION/TEACHING (B.B.A.)

Program Requirements

CIP Code: 52.0101

Summary Checklist for General Education

Code	Title	Hours
Element 1		
A:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
B:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
C:	Oral Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
Element 2		
	Quantitative Reasoning (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/)	3
Element 3		
A:	Arts (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
B:	Humanities (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
Element 4		
	Natural Sciences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/)	6
Element 5		
A:	Historical Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
B:	Social Behavioral Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
Element 6		
	Diversity of Perspectives Experiences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/)	6
Total Hours		36

Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

Major

Code	Title	Hours
University Graduation Requirements		
General Education		36
<i>Student Success Seminar</i>		
BUS 100	Professional Development One	1
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
Major Requirements		
GPA Requirement for Business and Marketing Education/Teaching concentration: Minimum 2.75 for business teaching core and supporting courses, 2.75 for professional education requirements courses with a grade of C or better, and meet all requirements for student teaching.		
<i>Business Core Courses</i>		
Professional Development Series:		
BUS 200	Professional Development Two	1
BUS 300	Professional Development Three	1
BUS 400	Professional Development Four	1
Nature of Business:		
BUS 101	Nature of Business	3
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
BUS 204	Fundamentals of Business Law and Ethics	3
Tools of Business		
BUS 206	Fund of Prob Solving w Excel	3
BUS 207	Fund of Interpersonal Bus Comm	3
BUS 209	Fundamentals of Financial and Managerial Accounting	3
Essential Series: Functions of Business		
BUS 301W	Essentials of Formal Communication	3
or BUS 301	Essentials of Formal Communication	
BUS 302	Essentials of Finance	3
BUS 303	Essentials of Org Behav/HR Mgt	3
BUS 304	Essentials of MIS	3
BUS 305	Essentials of Marketing	3
BUS 306	Essentials of Supply Chain Mgt	3
Mastery of Business:		
BUS 402	Integrated Strategic Mgmnt	3
<i>Supporting Course Requirements</i>		
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
ECO 230	Fundamentals of Microeconomics (Element 5B) ^G	3
ECO 231	Fundamentals of Macroeconomics	
Choose one of the following three options:		
MAT 112A	Algebra: Polynomials (Element 2) ^G	
And		
MAT 112B	Algebra: Functions & Matrices (Element 2) ^G	
Or		
MAT 114	College Algebra (Element 2) ^G	
Or		
MAT 211	Applied Calculus (Element 2) ^G	
Choose one of the following:		3-4

STA 260	Business Statistics	
STA 270	Applied Statistics	
Concentrations		
Students must select one of the following Concentrations:		
Business and Marketing Education/Teaching		39-46
Corporate Communication and Technology		
General Business		
International Business		
Total Hours		121-129

G

Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

G

Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

Candidates earning a degree that leads to teacher certification must take the PRAXIS Series (Professional Assessments for Beginning Teachers) and PLT (Principles of Learning and Teaching) exams as a requirement for graduation. Candidates are encouraged to review the schedule for PRAXIS and PLT registration deadlines prior to beginning the senior year (www.ets.org/praxis (<http://www.ets.org/praxis/>)).

Specialty exams are required for each certification area sought and it may take more than one test date to complete all requirements. Candidates should confer with their education advisor/counselor to determine the most optimal time to take required exams.

Concentration

Code	Title	Hours
Concentration Courses		
CCT 270	Entrepreneurship	3
CCT 304S	Applied Entrepreneurship and Service Learning	3
Choose from one of the following:		3
MKT 310	Professional Selling	
MKT 400	International Marketing	
MKT 435	Marketing for Entrepreneurs	
Professional Education Requirements		
EDF 203	Educational Foundations	3
EDF 204	Emerging Instructional Technologies	2
EDF 219	Human Development and Learning	3
EDF 413	Assessment in Education	2-3
EMS 300W	Curriculum and Instructional Design	1-3
EMS 474	Disciplinary Literacy	1-3
EMS 490	Classroom & Behavior Management	1-3
ESE 573	Teaching Business and Marketing in Middle and Secondary Schools	3
SED 104	Special Education Introduction (Element 6) ^G	
EDC 300	Differentiation in Inclusive Classrooms	3
<i>Clinical Experiences</i>		
CED 100	Clinical I: Introduction to the Education Profession	0
CED 200	Clinical II: Understanding the Learner	0
CED 300	Clinical III: Curriculum and Instructional Design	0.5
CED 400	Clinical IV: Diagnosis and Prescription	0.5
CED 450	Clinical V: Practicing Teaching	1
CED 499	Clinical VI: The Professional Semester	9
Total Hours		39-46