



College of Business & Economics Courses

BUSINESS EDUCATION COURSES (220)

220-500 Introduction To Business And Marketing Education -- 3 cr

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

Unreq: 220-489, 220-252

220-561 Merchandise Management -- 3 cr

A study of retail merchandising principles and practices involved in bringing goods to the retail point of sale. Included are the steps necessary to ensure profitability while satisfying customer demand. The course explores in-depth, the issues, basic concepts, problems and techniques involved in effective retail merchandising management based upon the 6-month merchandising plan.

220-562 Visual Merchandising -- 2 cr

A specialized course dealing with application of principles of visual display, store design, and store layout in retailing. Designed to familiarize students with aspects of visual merchandising including window and interior display and the psychology of interior and exterior store design. Also included are store layout techniques. Intended for students who plan to teach appropriate business courses or to work in retailing.

220-563 Retail Sales And Distribution -- 3 cr

The various methods of retail selling and distribution of products and services are covered with emphasis on the technical and psychological aspects of department store as well as small retail store distribution. Additional focus is on the concept of total customer service.

220-645 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: 220-347, 220-348 and a CEUT major or minor.

220-647 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.

220-660 Principles Of Vocational 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.

220-661 Organization And Administration Of Vocational Programs -- 3 cr

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: 220-460/660 or equivalent.

220-662 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: 220-460/660 or equivalent.

220-690 Business Education Workshop -- 1-3 cr**220-696 Special Studies -- 1-3 cr****220-701 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.

220-740 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.

220-750 Improvement Of Instruction In Business Education -- 3 cr

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.

220-756 Improvement Of Instruction In Marketing Education -- 2 cr

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.

220-762 Curriculum Issues And Design For Business And Marketing Education -- 3 cr

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.

220-765 Occupational Information And Vocational Guidance -- 3 cr

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.

220-772 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.

220-773 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: 220-772.

220-775 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.

220-778 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: 220-772.

220-779 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: 220-772, 220-773, 220-775 and 220-778.

220-790 Workshop -- 1-3 cr

220-793 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.

220-794 Seminar -- 1-3 cr

220-796 Special Studies -- 1-6 cr

220-798 Individual Studies -- 1-3 cr

220-799 Thesis Research -- 1-3 cr

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