



***BUSINESS EDUCATION  
DEGREE PROGRAM (M.S.)***

The Master of Science (M.S.) Degree in Business Education is offered with or without Wisconsin teaching licensure. There are three emphases available:

**General**—for those individuals who have already earned licensure. The program builds on undergraduate course work and teaching experience.

**Secondary**—for those individuals who possess an undergraduate degree and are seeking licensure to teach at grade levels 6-12.

**Post-secondary**—for those individuals who plan to teach or are teaching at the post-secondary level and pursuing their Wisconsin Technical College System (WTCS) certificate.

All programs include course work that reflects what is needed by teachers who want to possess the latest in teaching methodology and technical knowledge.

The curriculum is designed to familiarize students with both the content of business course work and methods for effectively teaching such content in K-12 settings. Students will develop skills relevant to evaluating differences in students' learning styles and levels, and adapting teaching methodologies to instruct more effectively given these differences.

**Program Coordinator:**

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## **Additional Admission Requirements:**

**General Emphasis:** An undergraduate major in business education and a license to teach business education at the middle and secondary levels.

**Secondary Emphasis:** Approval of the Program Coordinator and the Professional Education Coordinator-Business and Marketing based upon an interview. [Winther 4043, phone (262) 472-5437.] Applicants who are unable to come to campus for the interview prior to admission may be granted provisional admission pending a successful interview.

## **Degree Requirements:**

Thirty credits of graduate course work and one of the following: (1) a thesis and oral defense, (2) a comprehensive examination, or (3) an additional 6 credits of courses numbered 220-XXX. Specific course requirements are given below. At least half of the graduate work in the degree program and at least half of the work in the emphasis must be completed in courses numbered 700 or higher. For the thesis option, 1-3 credits of thesis research may be included within the 30 credits; however, the number of credits must be determined in advance of registration through consultation with a thesis committee. In addition to meeting these requirements, candidates electing the secondary emphasis must complete and meet all the requirements for licensure to teach business and/or marketing education at the middle and secondary levels.

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### **REQUIRED CORE - 8 CREDITS**

1. 220-660 PRINCIPLES OF VOCATIONAL EDUCATION
2. 220-762 CURRICULUM ISSUES AND DESIGN FOR BUSINESS AND MARKETING EDUCATION
3. 400-740 TECHNIQUES OF ASSESSMENT AND RESEARCH

### **EMPHASIS - 22-28 CREDITS**

#### **CHOOSE ONE OF THE FOLLOWING EMPHASES:**

##### **A. GENERAL EMPHASIS**

1. 220-661 ORGANIZATION & ADMINISTRATION OF VOCATIONAL PROGRAMS
2. 220-662 COORDINATION TECHNIQUES
3. 220-765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
4. 220-750 IMPROVEMENT OF INSTRUCTION IN BUSINESS EDUCATION OR  
220-756 IMPROVEMENT OF INSTRUCTION IN MARKETING EDUCATION
5. SELECT 6-12 CREDITS FROM DEPT OF BUSINESS EDUCATION
6. SELECT 0-6 CREDITS FROM COLLEGE OF ARTS AND

COMMUNICATION,

COLLEGE OF LETTERS AND SCIENCES, AND/OR DEPT OF ECONOMICS

7. SELECT 3-9 CREDITS FROM COLLEGE OF EDUCATION

B. POST-SECONDARY EMPHASIS

1. 220-765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
2. 220-750 IMPROVEMENT OF INSTRUCTION IN BUSINESS EDUCATION OR  
220-756 IMPROVEMENT OF INSTRUCTION IN MARKETING EDUCATION
3. 420-710 EDUCATION IN A PLURALISTIC SOCIETY
4. 423-681 HUMAN ABILITIES & LEARNING
5. 424-621 EDUCATIONAL MEASUREMENT, RESEARCH & EVALUATION
6. SELECT 7-13 CREDITS FROM DEPT OF BUSINESS EDUCATION

C. SECONDARY EMPHASIS

1. 220-661 ORGANIZATION & ADMINISTRATION OF VOCATIONAL PROGRAMS
2. 220-662 COORDINATION TECHNIQUES
3. 420-710 EDUCATION IN A PLURALISTIC SOCIETY
4. 423-678 ADOLESCENT DEVELOPMENT OR
5. 423-681 HUMAN ABILITIES AND LEARNING
6. 424-625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOL
7. 432-768 DEVELOPMENTAL READING IN THE SECONDARY SCHOOL
8. SELECT 6-12 CREDITS IN CONSULTATION WITH ADVISER
9. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES ELECTING THE

THE  
SECONDARY EMPHASIS MUST MEET ALL REQUIREMENTS FOR  
LICENSURE

TO TEACH BUSINESS EDUCATION AT THE MIDDLE AND SECONDARY  
LEVELS. STUDENTS SHOULD CONSULT DIRECTOR OF LICENSURE AND  
ADVISER FOR CURRENT LICENSURE REQUIREMENTS.

[Business Education Courses \(220-XXX\)](#)

[Education: General Courses \(400-XXX\)](#)

[Educational Foundations Courses \(420-XXX, 423-XXX,  
424-XXX\)](#)

[Curriculum & Instruction Courses \(432-XXX\)](#)