

University of Wisconsin-Whitewater  
Curriculum Proposal Form #2  
**Change in Degree, Major, or Submajor**

**Effective Term:** 2077 (Fall 2007)

**Type of Action:** Change in Major

**Degree:** MS

**Program Title:** Business and Marketing Education

**GPA Requirement for the Major/Submajor: 3.0**

**Sponsor(s):** Lila Waldman

**Department(s):** ITBE

**College(s):** Business and Economics

**Consultation took place:**  NA  Yes (list departments and attach consultation sheet)

Departments: College of Education

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**Proposal Information:**

(Procedures can be found at <http://acadaff.uww.edu/Handbook/Procedures-Form2.htm>)

**Total number of credit units in program:**

Before change 36

After change 36

**1. Exact description of request:**

Remove EDFOUND 780 from core and replace with ITBE 500. Add EDFOUND 780 or EDFOUND 740 to additional requirements for General and Secondary Emphases. Reduce number of required credits in General Emphasis. Add EDFOUND 625 to Post-Secondary Emphasis. Remove ITBE 662 from General and Secondary Emphases (course to be deleted).

**From** (as listed in catalog and on AR)

## **BUSINESS EDUCATION (M.S.)**

### **REQUIRED CORE 8 UNITS**

1. ITBE 660 PRINCIPLES OF CAREER & TECHNICAL EDUCATION
2. ITBE 762 CURRICULUM ISSUES AND DESIGN FOR BUSINESS & MARKETING EDUCATION
3. EDFOUND 780 TECHNIQUES OF ASSESSMENT & RESEARCH

### **EMPHASIS 22-28 UNITS**

**CHOOSE ONE OF THE FOLLOWING EMPHASES:**

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

1. ITBE 661 ORGANIZATION & ADMINISTRATION OF COOPERATIVE EDUCATION PROGRAMS
2. ITBE 662 COORDINATION TECHNIQUES
3. ITBE 765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
4. ITBE 750 IMPROVEMENT OF INSTRUCTION IN BUSINESS EDUCATION or ITBE 756 IMPROVEMENT OF INSTRUCTION IN MARKETING EDUCATION
5. SELECT 6-12 UNITS FROM DEPARTMENT OF INFORMATION TECHNOLOGY AND BUSINESS EDUCATION
6. SELECT 0-6 UNITS FROM COLLEGE OF ARTS AND COMMUNICATION, COLLEGE OF LETTERS AND SCIENCES, AND/OR DEPARTMENT OF ECONOMICS
7. SELECT 3-9 UNITS FROM COLLEGE OF EDUCATION

#### **B. POST-SECONDARY EMPHASIS**

1. ITBE 765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
2. BITBE 750 IMPROVEMENT OF INSTRUCTION IN BUSINESS EDUCATION or ITBE 756 IMPROVEMENT IN INSTRUCTION MARKET EDUCATION
3. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
4. EDFOUND 681 HUMAN ABILITIES & LEARNING
5. SELECT 10-16 UNITS FROM THE COLLEGE OF BUSINESS AND ECONOMICS OFFERINGS

#### **C. SECONDARY EMPHASIS**

1. ITBE 661 ORGANIZATION & ADMINISTRATION COOPERATIVE EDUCATION PROGRAMS
2. ITBE 662 COORDINATION TECHNIQUES
3. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
4. EDFOUND 678 ADOLESCENT DEVELOPMENT or
5. EDFOUND 681 HUMAN ABILITIES AND LEARNING
6. EDFOUND 625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOLS
7. READING 768 DEVELOPING READ IN SECONDARY SCHOOL
8. SELECT 6-12 UNITS IN CONSULTATION WITH ADVISER
9. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES ELECTING THE SECONDARY EMPHASIS MUST MEET ALL REQUIREMENTS FOR LICENSURE TO TEACH BUSINESS EDUCATION AND MARKETING EDUCATION AT THE MIDDLE

AND SECONDARY LEVELS. STUDENTS SHOULD CONSULT DIRECTOR OF LICENSURE AND ADVISER FOR CURRENT LICENSURE REQUIREMENTS.

**To** (to be listed in catalog and on AR)

### **BUSINESS AND MARKETING EDUCATION (M.S.)**

#### **REQUIRED CORE 8 UNITS**

1. ITBE 500 INTRODUCTION TO BUSINESS & MARKETING EDUCATION
2. ITBE 660 PRINCIPLES OF CAREER & TECHNICAL EDUCATION
3. ITBE 762 CURRICULUM ISSUES AND DESIGN FOR BUSINESS & MARKETING EDUCATION

#### **EMPHASIS 28 UNITS**

CHOOSE ONE OF THE FOLLOWING EMPHASES:

##### **A. GENERAL EMPHASIS—BUSINESS OR MARKETING EDUCATION EMPHASIS**

1. ITBE 661 ORGANIZATION, ADMINISTRATION AND COORDINATION OF COOPERATIVE EDUCATION PROGRAMS
2. EDFOUND 780 READING, ANALYZING, AND EVALUATING EDUCATION RESEARCH or EDFOUND 740 TECHNIQUES OF RESEARCH
3. SELECT 22 UNITS (12 MUST BE 700+) FROM COLLEGE OF BUSINESS AND ECONOMICS OR COLLEGE OF EDUCATION OFFERINGS IN CONSULTATION WITH ADVISOR
4. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES MAY NEED ADDITIONAL REQUIREMENTS FOR WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION LICENSURE TO TEACH BUSINESS OR MARKETING EDUCATION. STUDENTS SHOULD CONSULT DIRECTOR OF LICENSURE AND ADVISOR FOR CURRENT LICENSURE REQUIREMENTS.

##### **B. POST-SECONDARY EMPHASIS**

- EDFOUND 625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOLS
2. ITBE 765 OCCUPATIONAL INFORMATION & VOCATIONAL GUIDANCE
3. ITBE 750 IMPROVEMENT OF INSTRUCTION IN BUSINESS EDUCATION or ITBE 756 IMPROVEMENT IN INSTRUCTION MARKET EDUCATION
4. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
5. EDFOUND 681 HUMAN ABILITIES & LEARNING
6. SELECT 13 UNITS (AT LEAST 6 MUST BE 700+) FROM THE COLLEGE OF BUSINESS AND ECONOMICS OR COLLEGE OF EDUCATION OFFERINGS IN CONSULTATION WITH ADVISOR

##### **C. SECONDARY EMPHASIS**

1. EDFOUND 780 READING, ANALYZING, AND EVALUATING EDUCATION RESEARCH or EDFOUND 740 TECHNIQUES OF RESEARCH
2. ITBE 661 ORGANIZATION, ADMINISTRATION AND COORDINATION OF COOPERATIVE EDUCATION PROGRAMS
3. EDFOUND 710 EDUCATION IN A PLURALISTIC SOCIETY
4. EDFOUND 678 ADOLESCENT DEVELOPMENT or EDFOUND 681 HUMAN ABILITIES AND LEARNING
5. EDFOUND 625 MEASUREMENT & EVALUATION IN THE SECONDARY SCHOOLS
6. READING 772 READING IN THE CONTENT AREAS
7. SELECT 10 UNITS (AT LEAST 6 UNITS MUST BE 700+) IN CONSULTATION WITH ADVISOR
8. IN ADDITION TO THE ABOVE REQUIREMENTS, CANDIDATES ELECTING THE SECONDARY EMPHASIS MUST MEET ALL REQUIREMENTS FOR WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION LICENSURE TO TEACH BUSINESS EDUCATION AND/OR MARKETING EDUCATION. STUDENTS SHOULD CONSULT DIRECTOR OF LICENSURE AND ADVISOR FOR CURRENT LICENSURE REQUIREMENTS.

**2. Relationship to mission and strategic plan of institution, and/or college and department goals and objectives:**

From the College of Education Conceptual Framework:

The essential mission of the teacher education program at the University of Wisconsin-Whitewater is the preparation of effective teachers and other school personnel in order to meet the needs of diverse student populations in the public schools and in other educational settings throughout the state of Wisconsin. In addition to providing an array of programs leading to initial licensure, the unit provides programs for advanced licensure, for advanced degrees, for licensure renewal, and for personal and professional enrichment.

From College of Business Mission Statement:

Development of mutually beneficial partnerships and lifelong learning opportunities with internal and external stakeholders through the sharing of expertise and service to others

From ITBE Department Goals:

Continuously develop and improve the department programs to sustain excellence; insure the curricula are viable, up to date and meeting the expressed needs of regional business and industry; and enhance student attainment of learning outcomes.

From Business and Marketing Education mission statement:

To provide quality pre-service programs that incorporate subject matter content, pedagogy, hands-on skills, and field experiences for grades k-12 in business and marketing education.

To maintain a continuous review of the courses, required and elective, within each licensure as well as the content of those courses to meet state and national standards.

**3. Rationale:**

A change in the EDFOUND 780 course necessitated a change in the MS Postsecondary emphasis for the degree. Demand from Business Educators in the field for add-on licensure in Marketing Education and the ability to complete this license while earning an MS degree prompted changes in the General emphasis. These changes should encourage more enrollment in this graduate program.

**4. Cost Implications:**

No additional costs or faculty will be needed.