

Standard NABTE	Description National Association for Business Teacher Education	Courses/Experiences and Assessments
	<p>P-4.1 prospective business teachers have solid foundational backgrounds in accounting, finance, economics, marketing, management, business law, communication, and information technologies.</p>	<p><b>ACC 201</b> A user’s approach to understanding financial accounting and reporting, emphasizing how creditors, investors, and others use accounting information in decision making and why financial accounting information is important to these users. <b>ACC 202</b> A study of the objectives, preparation and uses of managerial accounting information primarily from a user perspective. Emphasis on measurement, allocation, and reporting of costs to identify and solve business problems. Assessments include exams to determine students' knowledge and skills in solving accounting problems. <b>GBU 204</b> Legal and Ethical Environments of Business. Law and the legal system. Topics include discussion on ethical and socially responsible business decision; business forms, contracts and torts; governmental regulations and regulatory agencies tha impact businesses. <b>GBU 101</b> Introduction to Business. A survey of modern business practices. The course explores business areas including management, marketing, accounting, and finance. The course is designed to help prepare students for future business courses and assist students in deciding whether to choose business as a career. <b>CCT 300W</b> Managerial Reports. A writing intensive study of applications of communication theory, research methods, and information technology to communication within organizations. Includes common communication tasks faced by managers; communication task and audience analysis; collecting, organizing, analyzing, and interpreting data. Emphasize written and oral reporting. <b>ECO 231</b> Principles of Macroeconomics. Macroeconomic principles, including the study of measures of national economic performance, determinants of aggregate production, employment and prices, monetary and fiscal policy, balance of payments, economic growth and development. <b>FIN 300</b> Financial Principles with applications to business organizations. Includes firm financial motives, time value of money, risk analysis, elementary capital budgeting, residual dividend policy, elementary capital structure decisions, analysis of financial statements, and international financial considerations. <b>CIS 212</b> Introduction to Computer Information Systems. Introduction to computer hardware and software systems, the Internet, HTML, and microcomputer applications including spreadsheets, word processing, database, presentation graphics, electronic mail, and Web browsing. <b>CIS 300</b> Management Information Systems. Role of information system in supporting managers, decision making and organizational goals; planning and managing e-business systems; global competition; social and ethical issues. <b>CCT570</b> Advanced development of business document design techniques with an emphasis on web design and multimedia resources. Geared for education, small offices or businesses, personal use, and not-for-profit organizations. Assessments include presenting website proposal and developing actual websites for non-profit organizations and small businesses. <b>MGT 300</b> Principles of Management. Management principles with emphasis on organization theory and behavior, human resources and diversity, communications, production/operations management and quality issues, business ethics, development of management thought, management in the global arena, and management careers. <b>MKT 300</b> Overview of strategic processes involved in marketing goods and services to global markets; study of behavioral, organizational, and consumer variables in decision processes; use of the marketing mix and marketing information to affect buyer decisions. Assessments include exams and applications of knowledge and skills in marketing activities.</p>
	<p>P-4.2 the instructional program in business teacher education includes the areas of business and economic information that are essential for all citizens.</p>	<p><b>ECO 231</b> Principles of Macroeconomics. Macroeconomic principles, including the study of measures of national economic performance, determinants of aggregate production, employment and prices, monetary and fiscal policy, balance of payments, economic growth and development.</p>

	<p>P-4.3 prospective business teachers have acquired an understanding of the basic principles of economics as applied to the American economic system and its role in the global economy.</p>	<p><b>ECO 230</b> Principles of Microeconomics. Microeconomic principles, including the study of opportunity cost, consumer and producer choices, market demand and supply, pricing and resource allocation, comparative advantage and international trade.</p>
	<p>P-4.4 prospective business teachers understand the role of the consumer in the economy and can apply problem-solving skills and pertinent knowledge to consumer decisions.</p>	<p><b>MKT 310</b> Personal Selling. Personal selling in marketing; the selling process, stressing the modern, international sales/marketing approach to customer society oriented problem solving.</p>
	<p>P-4.5 prospective business teachers understand the role of the entrepreneur in the economy and the process of starting and maintaining a business.</p>	<p><b>CCT 270</b> A survey of entrepreneurship in the global economy. The processes of innovation, idea generation, and evaluation. Analysis for creating and launching a new business, based on the economic environment and types of business ownership.</p>
	<p>P-4.6 prospective business teachers understand career development theory and have used it in career decision-making.</p>	<p><b>GBU 101</b> Introduction to Business. A survey of modern business practices. The course explores business areas including management, marketing, accounting, and finance. The course is designed to help prepare students for future business courses and assist students in deciding whether to choose business as a career.</p>
	<p>P-4.7 prospective business teachers understand the impact of technology on society at the present time and in the future.</p>	<p><b>CIS 300</b> Management Information Systems. Role of information system in supporting managers, decision making and organizational goals; planning and managing e-business systems; global competition; social and ethical issues.</p>
	<p>P-4.8 prospective business teachers can perform the duties of the positions in business for which they will prepare students and have related work experience.</p>	<p><b>CCT 304S</b> Provides opportunities for students to apply skills and knowledge for integration of new business development, aid to existing business, and service learning strategies for the ECU region. Assessments include business plan and service learning projects with small businesses in the region.</p>
	<p>P-4.9 prospective business teachers understand the developmental approach to content mastery in the delivery of business content areas.</p>	<p><b>ESE 573</b> Teaching Business in Middle and Secondary Schools. Developmentally appropriate materials and methods for teaching business education.</p>

	P-4.10 prospective business teachers understand the interrelationships among the business content areas.	<b>ESE 573</b> Teaching Business in Middle and Secondary Schools. Developmentally appropriate materials and methods for teaching business education.
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