UNDERGRADUATE PROGRAMS

The Business and Marketing Education (BME) student will become fully Career and Technical Education (CTE) certified to teach any business or marketing course in Washington State’s grades 4–12. Business and marketing courses offered in high school, junior high, middle school, and skills centers prepare students to think, communicate, and problem solve through real-world applications. Business and marketing teachers educate students to become thoughtful consumers, achieve success in the workplace, and value life-long learning.

A Bachelor of Arts in Education with a Business and Marketing Education (BME) major provides teachers with practical business and/or marketing experience to share their knowledge and expertise in a secondary education classroom. BME Program completers receive a Washington State teaching license in secondary education with a CTE certification in business and marketing allowing them to teach any business or marketing subject offered in grades 4–12. Please see Education Department for more information on secondary education requirements.

The BME degree or BME Add-on with a CTE certificate allows program completers to teach any of the 50 plus business or marketing courses a school might offer. The degree also certifies completers to coordinate work-site learning educational opportunities at a qualified worksite outside the classroom, linking high school students’ work experiences with classroom learning; and the degree certifies you to instruct the career choices course, facilitating career development, job retention, and resource management. This BAE degree also exceeds the requirements to teach at a community college or technical college. The BME major is offered in conjunction with the College of Education and Human Development. The College of Business and Public Administration provides the required business-related courses in business administration, computer applications, accounting, and Career and Technical Education. The Department of Education provides courses in professional education and advising toward teacher certification within the State of Washington.

All CTE, BME, and business administration courses are offered online. Tuition for online courses differs from on-campus courses; please contact Student Financial Services for current tuition rates.

Grade Requirements for Graduation

1. a minimum grade ≥2.0 in each course required for the major
2. formal admission to the BAE program.
3. a minimum accumulative GPA ≥2.5.

Required courses in the following program of study may have prerequisites. Reference the course description section for clarification.

Course Repeat Policy

The Undergraduate Business and Marketing Education Program’s course repeat policy limits students to three graded attempts for each requirement for their Business and Marketing Education (BME) major, including all requirements listed and courses required for the major. If a requirement for the major is not successfully completed with a minimum grade ≥2.0 on the third graded attempt, the student will be dropped from the program.

For fulfillment of each course requirement, the BME program will consider the first three times a student completes the course; further attempts of the course will not be accepted. In accordance with EWU’s repeat policy, only the most recent of the (first) three completions will be accepted. Completion is defined as receiving a final grade in the course.

A student who has been denied admission to the BME program or who has been dropped from the program based on application of this repeat policy may seek admission into the program or continuation through petition to the Dean of the College of Business and Public Administration. The policy applies to all BME program core, major requirements, and includes graded attempts of these requirements at colleges and universities other than EWU. For the specific requirements, refer to the General Undergraduate Catalog or the Business Advising website.

It is anticipated that enforcement of the policy will not be handled automatically by the student information system but will require review of transcripts at the time of admission to the business program and/or review of transcript/graduation forms just prior to graduation. Information as to the policy and the student’s obligation to understand and follow it will be included on program advising information and admission forms and in EWU catalog information.

When a student declares BME as a degree program, the student will be informed of the BME repeat policy by the advisor. If a student applying for formal admission to the business program has completed a business program requirement a third time with a grade <2.0, the student will be informed by the business advisor that the student is not admissible and that further attempts of the course will not be considered. If a student has been formally admitted to the business program and then completes a business program requirement a third time with a grade <2.0, the student will be dropped from the program and informed by the advisor that further attempts of the course will not be considered.

BACHELOR OF ARTS IN EDUCATION (BAE)

BAE students must complete the Secondary Education Core (43 credits)

Student Learning Outcomes—students will:

* apply integrate the state’s Common Core Competencies and 21st century skills in the program implementation and assessment and, in addition, be able to identify the diverse needs of students and implement programs and strategies that promote student competency and success;
* create and sustain safe learning environment that prepare diverse students for the workplace, advanced training, and continuing education;
* model personal and professional attributes and leadership skills that reflect productive life and work roles as well as implement and maintain collaborative partnerships with students, colleagues, community, business, industry, and families that maximize resources and promote student self-sufficiency;
* demonstrate workplace competencies in keyboarding and digital input; information technology clusters; information systems management; information processing applications; technical communications; principles of entrepreneurship, marketing essentials, business management, accounting and computation; economics and finance; international business; and business law;
* demonstrate teaching competence in all areas listed in the fourth learning goal above, including career development, work-based coordination, integration of leadership development into the curriculum and management.
BUSINESS AND MARKETING EDUCATION/SECONDARY
MAJOR OR ADD-ON ENDORSEMENT

Note: see the Education Department for prerequisites, core requirements and additional SLOs.

Add-On Endorsement satisfies the endorsement for grades 4–12 for teachers currently possessing a Washington State Secondary Teaching Certificate.

Required Courses (72 credits)
- ACCT 251 Principles of Financial Accounting (5)
- ACCT 252 Business Law (4)
- ACCT 351 Intermediate Accounting 1 (4)
- BUED 302 Business Communications (4)
- BUED 376 Multimedia Document Design (5)
- BUED 475 Methods of Teaching Basic Business, Accounting, Business . . . (4)
- BUED 476 Methods of Teaching Keyboarding and Microcomputer . . . (4)
- CTED 301 Philosophy of Career and Technical Education (4)
- CTED 474 Administration of Career and Technical Education (4)
- DSCI 245 Data Analysis for Business (4)
- ECON 200 Introduction to Microeconomics (5)
- ECON 201 Introduction to Macroeconomics (5)
- HUMR 328 Human Resource Management (4)
- MGMT 422 Entrepreneurship (4)
- MISC 211 Information Technology in Business (4)
- MISC 372 Data Communications and Networking Fundamentals (4)
- MKTG 310 Principles of Marketing (4)

Total credits for above major 115 credits

Note: completion of university competencies in computer literacy and writing and university proficiency in math required prior to taking lower division required courses.

Note: the above major takes more than 12 quarters at an average of 15 credits per quarter.

Note: a required Career and Technical Education (CTE) certification within Business and Marketing Education (BME) requires a minimum of 2,000 hours of paid related work experience in business.

Note: student teaching in business and marketing is required as well as the passage of the Washington Educator Skills Test Endorsement (WEST-E) State exam in business and marketing.

Terms offered: check with the department or EagleNET.

BUED 302 Business Communication (4)
Prerequisite: junior standing.
Emphasis is placed on functional writing. This course develops skills and techniques in writing business letters, office communications and business reports.

BUED 376 Multimedia Document Design (5)
Prerequisite: junior standing.
Learn concepts in Microsoft Word, Excel, PowerPoint and Access to create and design formal and technical documents such as reports, letters, charts, spreadsheets and databases. Students prepare for and take the Microsoft Office Specialist (MOS) certification exams in MS Word and MS Excel and, if desired, MS PowerPoint and MS Access. The course uses problem-solving and critical thinking methods of learning without the use of texts in three of the applications.

BUED 399 Directed Study (1–5)
Prerequisite: permission of the instructor, department chair and college dean.

BUED 475 Methods of Teaching Basic Business, Accounting, Business English and Marketing (4)
Prerequisites: ACCT 351, BUED 302, EDUC 341, MKTG 310.
Materials, methods, and techniques of teaching basic business subjects: marketing, accounting and business English.

BUED 476 Methods of Teaching Keyboarding and Microcomputer Applications (4)
Prerequisites: EDUC 341, MISC 370, MISC 373, MISC 374.
Materials, methods and techniques of teaching keyboarding and microcomputer applications.

BUED 499 Directed Study (1–5)
Prerequisite: permission of the instructor, department chair and college dean.