Revised Program X

Name of Institution: Peru State College
Date Submitted: May 1, 2021

Endorsement: **BUSINESS, MARKETING, AND INFORMATION TECHNOLOGY**   Grade Levels: __ **6-12**
Total Hours Required by Rule 24: **51**   **Program Hours Required by Institution: 51**   Endorsement Type: **FIELD**

Place an X in the box corresponding to the course that meets the following requirements:	EXAMPLE: CHEM 101 or 102 3 CR	Bus 214 Intro to Bus Quant Meth (3)	Bus 231 Princ of Fin Acct (3)	Bus 232 Princ of Man Acct (3)	Bus 251 Legal Env & Contract Law (3)	Bus 328 Princ of Marketing (3)	Bus 329 Promotion (3)	Bus 335 Prod/Operations Mgmt (3)	Bus 339 Integrated Mkt Comm (3)	Bus 347 Consumer Behavior (3)	Bus 373 Organizational Behavior (3)	BUS 480 International Business (3)	Bus 495 Business Policy (3)	Cmis 101 Info Sys Conc/App (3)	Cmis 300 Info Systems Mgmt (3)	Cmis 410 Web Page Dev & Prog (3)	Cmis 420 Database Admin & Imp (3)	Educ 424 Coordinating Techniques (3)	Educ 310 Sec Teaching Methods (3)	Educ 411 Sec Student Teaching (12)	Educ 420 ST Seminar (1)	Educ 300 Mgmt Class (3)
D Certification Endorsement Requirements: This endorsement requires a minimum of **51 semester hours**, including:																						
D1 **24 semester hours** in business administration;		X	X	X	X			X	X		X		X									
D2 **9 semester hours** in marketing content knowledge;						X	X			X												
D3 **12 semester hours** in information technology systems content knowledge;														X	X	X	X					
D4 A minimum of **3 semester hours** of coursework in coordination and supervision of work-based learning;																		X				
D5 A minimum of **3 semester hours** of professional education coursework to include pedagogical content knowledge and principles of career and technical education;																		X				
Pedagogical Content Knowledge																						
S1. Create, revise, analyze and implement curricula to prepare students for a dynamic and rapidly changing world. The business teacher prepares students:																						
E1. For initial employment and careers in business, marketing, and information technology;		X	X	X		X	X		X	X	X	X										
E2. For roles as consumers and citizens;		X	X	X	X	X	X		X	X		X										
E3. For postsecondary education in business, marketing, and information technology;		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X		X			

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E4. For roles as employees, managers, and owners of businesses;	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
E5. To understand the role and function of business in a global society;			X	X	X	X	X			X	X	X	X		X							
E6. To understand the domestic economy and how it is similar to and different from other economies;								X				X	X									
E7. To locate, access, use, evaluate, and present information;	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X					
E8. To understand respectful, responsible, and ethical behavior in a digital world; and			X	X	X	X	X	X				X	X	X	X	X						
E9. To apply business concepts to issues related to ethics, globalization, society, environment, technology, and diversity;			X	X	X	X	X	X		X	X	X	X			X	X					
S2. Practice effective techniques for managing a diverse classroom environment and collaborative learning through groups that may include students, teachers, business, community members, and others;																			X			X
S3. Practice effective classroom management techniques that support curricula, learning environment, and activities;																			X			X
S4. Demonstrate competence in document formatting and in touch and numeric keyboarding using correct technique and employable speed;															X					X		
S5. Integrate core academic areas into business, marketing, and information technology education;	X			X		X	X	X			X			X	X	X	X					
S6. Implement a learning environment that reflects business, marketing, and information technology practices;	X				X	X	X					X	X	X	X	X	X					

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S7. Incorporate concepts and strategies needed for career exploration, development, and growth;							X	X	X			X			X							
S8. Integrate the Nebraska Career Readiness Standards in all Business, Marketing, and Information Technology (BMIT) courses to include:																						
E1. Apply appropriate academic and technical skills;					X	X	X	X	X	X	X	X	X	X	X	X	X					
E 2 . Communicate effectively and appropriately;			X	X	X	X	X	X	X	X	X	X	X	X	X	X						
E3. Contribute to employer and community success;							X	X	X			X			X	X						
E 4 . Make sense of problems and persevere in solving them;		X	X	X			X	X	X			X	X		X	X	X					
E5. Use critical thinking skills;			X	X	X	X	X	X	X	X	X	X	X		X	X	X					
E6. Demonstrate innovation and creativity;							X	X	X			X				X						
E7. Model ethical leadership and effective management;			X	X			X	X	X			X	X		X							
E8. Work productively in teams and demonstrate cultural competency;							X					X	X									
E9. Utilize technology;		X			X	X		X	X			X	X	X	X	X	X					
E 10 . Manage personal career development; and							X					X	X		X							
E11. Attend to personal and financial well-being.			X	X			X		X													
Business, Marketing, and Management Content Knowledge																						
S9. Demonstrate an understanding of and be able to apply business concepts, principles, processes, and skills, including being able to:																						

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E1. Demonstrate the basic principles of economics as applied to the domestic economic system and its role in the global economy;								X	X			X	X									
E2. Demonstrate financial decision making to include:			X	X				X	X				X									
A. managing finances and budgeting; B. saving and investing; C. earning and reporting income; D. buying goods and services; E. banking and using credit; and F. protecting against risk.																						
S10. Utilize accounting systems to record business transactions and prepare financial solutions for different business environments;	X	X	X					X					X									
S11. Demonstrate an understanding of marketing concepts and be able to apply the functions of marketing, the elements of the marketing mix, and social media and e-commerce in marketing;						X	X			X			X									
S12. Demonstrate an understanding of management concepts within business organizations and operations;			X	X	X	X	X	X	X	X	X	X	X					X	X			
S13. Analyze the legal requirements affecting business organizations and apply legal principles to business situations;					X	X						X	X									
S14. Analyze the role of the entrepreneur in the economy and the process of starting and maintaining a business;			X	X	X	X	X	X	X	X		X	X									
S15. Analyze the role of international business and how it impacts the global business environment; and			X	X	X		X	X	X	X	X	X	X									

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S16. Demonstrate written, oral, and interpersonal communication skills.		X	X	X	X	X	X	X	X	X	X	X	X	X		X						
Communication and Information Systems Content Knowledge																						
S17. Utilize communication and information technologies, which include:																						
E1. Use of business office applications, databases, and other data analytics tools to interpret and present data to inform decisions;								X	X				X	X	X		X					
E2. Effective use of digital media and design applications, including video and photo editing tools;														X	X	X						
E3. Design and implementation of basic linked web pages using HTML and CSS;																X						
E4. Understanding of computational thinking and its applications in problem solving;			X	X				X	X					X		X						
E5. Introduction to problem solving with computers with topics in problem solving methods, software development principles, and computer programming;														X	X	X						
E6. Creation and debugging of software applications using structured programming in a block-based or text-based language; and																X						
E7. Awareness of the social and ethical impacts of information technology principles, issues, and operations on business and society.															X							

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Principles of Career and Technical Education																						
S18. Demonstrate knowledge of principles of career and technical education to include:																						
E1. Deliver a standards-based curriculum in Business, Marketing and Information Technology through programs of study that incorporate classroom and laboratory instruction; experiential, project and work-based learning, and leadership and personal development through Future Business Leaders of America (FBLA) or DECA or both;																		X				
E2. Develop programs of study that reflect the needs of the community and have been developed in accordance with state requirements;																		X				
E3. Design courses in the program of study that are organized logically and sequentially from introductory to advanced levels; and																		X				
E4. Align technical content with core academic content standards.																		X	X	X	X	
S19. Design facilities and equipment plans that support the implementation of the program and curriculum by providing all students opportunities for the development and application of knowledge and skills.																		X			X	
E1. Develop facility plans that provide for the effective delivery of all programs of study offered;																		X				
E2. Demonstrate the ability to maintain a clean and organized classroom environment conducive to learning;																		X		X		

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E3. Demonstrate knowledge of facility design that is accessible and accommodating to all students;																		X																		
E4. Maintain an inventory of equipment, software, and consumable items and is able to develop a plan for new purchases and replacements; and								X										X																		
E5. Maintain equipment adequately to current industry standards.								X										X																		
S20. Enhance student learning through continuous experiential, project, and work-based learning experiences.																		X																		
E1. Integrate work-based learning with the Business, Marketing, and Information Technology program for all students;																		X																		
E2. Align work-based learning to Business, Marketing, and Information Technology curriculum standards;																		X																		
E3. Assess work-based learning by measuring students' growth against a relevant set of career-based skills, knowledge, and competencies;																		X																		
E4. Promote student-planned, personalized work-based learning experiences;																		X																		
E5. Engage students to maintain accurate work-based learning documentation to meet state and local requirements;																		X																		
E6. Provide direct supervision and guidance for each student's work-based learning experience; and																		X																		
E7. Document work-based learning experiences between the student and adult supervisors.																		X																		

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S21. Engage student participation in intra-curricular leadership and personal development experiences through FBLA, DECA, or both.																						
E1. Provide the opportunity for all students to be a member of FBLA, DECA, or both;																		X				
E2. Engage students to build a progressing leadership and personal development plan;																		X				
E3. Engage students in meaningful leadership and personal development activities related to Business, Marketing and Information Technology;																		X				
E4. Provide leadership to ensure the FBLA, DECA, or both constitutions and bylaws are up-to-date and approved by chapter members;																		X				
E5. Engage students in the planning and implementation of a program of work;																		X				
E6. Facilitate the conduct of regularly scheduled chapter meetings;																		X				
E7. Implement an awards recognition program planned and conducted by student members;																		X				
E8. Provide leadership to ensure the FBLA, DECA, or both chapters have a current budget which provides the financial resources to support the program of work; and																		X				
E9. Integrate FBLA, DECA, or both into the curriculum and serve as an adviser for the local chapter of FBLA, DECA, or both organizations.																		X				
S22. Engage school and community partners in developing and supporting a quality program.																						

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E1. Demonstrate knowledge of how to regularly inform key stakeholders regarding the goals, objectives, and accomplishments of the Business, Marketing and Information Technology program;																		X				
E2. Demonstrate knowledge of how to initiate engagement of key stakeholders with the Business, Marketing and Information Technology program;																		X				
E3. Demonstrate knowledge of how to recognize key stakeholders for their support of the Business, Marketing and Information Technology program; and																		X				
E4. Participate in key stakeholder activities.																		X				
S23. Engage key stakeholders through involvement, recognition, and the sharing of information about all components of the program.																						
E1. Design and implement a strategic marketing effort with pieces implemented by the appropriate key stakeholders;																		X				
E2. Design and implement a recruitment and retention plan that yields steady increase of student enrollment; and																		X				
E3. Utilize relevant Business, Marketing and Information Technology data for marketing and communication purposes.																		X				
S24. Design and implement a system of needs assessment and evaluation for continual program development and improvement.																						

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E1. Collect and report relevant Business, Marketing and Information Technology data to key stakeholders and other entities as determined by local and state requirements;												X						X				
E2. Survey key stakeholders to determine their expectations and current assessment of program quality and the success of students;																		X				
E3. Provide leadership for a representative Business, Marketing and Information Technology advisory committee, authorized by the local board of education, to meet regularly to advise program direction and development;																		X				
E4. Provide leadership for creation and implementation of a programmatic strategic plan that is based on performance data, key stakeholder surveys, and advisory committee input; and																		X				
E5. Develop and implement a Business, Marketing and Information Technology budget that provided the financial resources to support the current and planned needs of the program.																		X				