

# Department of Business Communication and Entrepreneurship

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The mission of the Department of Business Communication and Entrepreneurship is to educate students through a blend of cultural knowledge, economic literacy, communication skills, basic business tools, and specialized knowledge to help them assume roles as consumers, workers, entrepreneurs, and citizens. Program offerings provide a quality business education with appropriate background for professional administrative office careers. Specialized instruction in business education and marketing education prepares graduates for secondary teaching and corporate training. Baccalaureate programs provide a foundation for graduate study.

The Business Communication and Entrepreneurship (BCEN) Department offers undergraduate majors in Business Education, Entrepreneurship, and Office Management. The Business Education major leads to the Bachelor of Science degree while the Entrepreneurship and Office Management majors lead to the Bachelor of Business Administration. The department is a state-approved Office Education Center and provides courses and workshops required of public school business and office education teachers.

Minor programs are offered in Business Communication, Entrepreneurship, Marketing Education, and Office Management.

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 64–67.**

## **Major in Business Education**

Business Education majors receive preparation for teaching business subjects in junior and senior high schools, vocational-technical schools, and junior colleges. The Business Education major who is licensed to teach will have a minor in Secondary

Education. The Business Education major will be licensed to teach all business courses as outlined under the section below titled "Teacher Licensure Requirements."

#### Recommended Program

##### Business Education—B.S. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
Social/Behavioral Sciences	3	HIST 2010, 2020, or 2030	6
BCEN 1400, 2320	6	BCEN 2330, 2340	6
	29	ECON 2410 (Soc/Beh Sci)	3
		ECON 2420	3
		ACTG 2110, 2120	6
		QM 2610	3
			36
JUNIOR		SENIOR	
FOED 1110, 2110	6	YOED 3500, 4000, 4110	15
SPED 3010	3	FIN 3010	3
BLAW 3400	3	BCEN 4240, 4710	6
MGMT 3610	3	Elective	1
BCEN 3510, 4250, 4340,			25
4510	12		
MKT 3820	3		
	30		

## Teacher Licensure Requirements

### Business Education

Business Education majors will be licensed to teach all courses in the business and business technology areas. Students must take business and specialty exams required for special endorsement areas.

#### Business/Business Technology

By completing the Business Education major as outlined, one is automatically licensed to teach the following courses: Accounting I and II; Administrative Management Systems; American Business/Legal Systems; Automated Accounting; Business Economics; Computer Productivity Applications; Database Design/Management; Desktop Publishing; Document Creation Design; Electronic Commerce/Web Page Design; Financial Planning; Information Management Systems; Interactive Multimedia Design; International Business/Marketing; Internet Navigation Communication Systems; Keyboarding; Keyboarding Applications; Management; Networking Essentials; Personal Computing; Principles of Business; Programming; Programming Applications; Spreadsheet Applications.

#### Marketing Certification

Business Education majors can be licensed to teach marketing education by taking BCEN 4520 and 4600.

**NOTE:** Licensure requirements are subject to change by action of the State Board of Education; those graduating should consult a business education or marketing education advisor.

**NOTE:** Students who have not had keyboarding in secondary school must take BCEN 1310.

**NOTE:** Students should submit documentation of work experience to their advisors or enroll in BCEN 4810.

## Major in Business Education, Nonteaching

Students who seek to graduate without meeting licensure requirements are not required to take the courses for the Secondary Education minor and should complete the requirements below.

Additionally, a business education, nonlicensure training and development option may be selected and includes the following courses: BCEN 4200, 4410, 4450, 4660, 4810 or approved BCEN 4000 elective, and BUAD 4980.

Both options include a Business Administration minor and 50 percent of the required major hours in residence at MTSU.

#### Recommended Program

##### Business Education: Nonteaching Option—B.S. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
Social/Behavioral Sciences	3	HIST 2010, 2020, or 2030	6
BCEN 1400, 2320	6	ACTG 2110, 2120	6
Nonbusiness elective	1	ECON 2410 (Soc/Beh Sci)	3
	30	QM 2610	3
		BCEN 2330	3
			30

#### JUNIOR

BCEN 2340	3	BCEN 3010	3
INFS 3100	3	BCEN 4810 or BCEN	
MGMT 3610, 3620	6	upper-division elective	3
MKT 3820	3	BCEN 4240 or BCEN	
BCEN 3510, 4510	6	upper-division elective	3
FIN 3010	3	BCEN electives	6
ECON 2420	3	Nonbusiness electives	6
BLAW 3400	3	Nonbusiness upper-division	
	30	electives	6
		BUAD 4980	3
			30

##### Business Education: Training and Development Option—B.S. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
ECON 2410 (Soc/Beh Sci)	3	HIST 2010, 2020, or 2030	6
BCEN 1400, 2330	6	Social/Behavioral Sciences	3
Nonbusiness elective	1	ACTG 2110, 2120	6
	30	ECON 2420	3
		QM 2610	3
			30

#### JUNIOR

INFS 3100	3	BCEN 4450	3
MGMT 3610, 3620	6	BCEN 4810 or BCEN	
MKT 3820	3	upper-division elective	3
BCEN 3510, 4510	6	BCEN 4200, 4410, 4660	9
FIN 3010	3	BCEN elective	3
BLAW 3400	3	Nonbusiness electives	9
BCEN 3010	3	BUAD 4980	3
Nonbusiness elective	3		30
	30		

### Minor in Marketing Education

A minor in Marketing Education consists of the following 15 hours: BCEN 1400, 2900, 3510, 4520, and 4600. Six hours must be taken at MTSU. A 2.00 GPA is required in the Marketing Education minor.

### Major in Entrepreneurship

The major in Entrepreneurship offers preparation to students for successful venture creation and implementation and provides them opportunities to acquire the necessary operational knowledge to start a new enterprise and to study business communication, marketing, finance, management, economics, accounting, and information systems from an entrepreneurial perspective. The curriculum is flexible—students may tailor the program to fit specific needs while acquiring the business background necessary for pursuing entrepreneurial goals. Successful business professionals contribute to the program and an advisory board of recognized entrepreneurial leaders mentors students. Specialized courses, an internship, and interaction with acknowledged business leaders are intended to provide the impetus to start and operate a successful business.

A major in Entrepreneurship consists of 30 hours, 50 percent of which must be taken in residence at MTSU, and includes a Business Administration minor. Course recommendations for the major follow.

#### Recommended Program Entrepreneurship—B.B.A. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
Social/Behavioral Sciences	3	HIST 2010, 2020, or 2030	6
ECON 2410 (Soc/Beh Sci)	3	ACTG 2110, 2120	6
BCEN 1400	3	ECON 2420	3
Nonbusiness elective	1	BCEN 2900	3
	<b>30</b>	QM 2610	3
			<b>30</b>

JUNIOR		SENIOR	
QM 3620	3	BCEN 2330 or 2340 or	
INFS 3100	3	INFS 2200	3
MGMT 3610, 3620	6	MKT 3930	3
MKT 3820	3	MGMT 3650, 4920	6
BCEN 3510	3	BCEN 4620	3
FIN 3010	3	BCEN 4810 or MGMT/MKT	
ECON 3210	3	4950	3
BLAW 3400	3	MKT upper-division elective	3
BCEN 4510 or MGMT		Nonbusiness elective	6
upper-division elective	3	BUAD 4980	3
	<b>30</b>		<b>30</b>

### Minor in Entrepreneurship

A minor in Entrepreneurship consists of the following 18 hours: BCEN 1400, 2900; ACTG 3000 or FIN 3000; MGMT 3610, 4920; and MKT 3820. Nine hours must be taken at MTSU. A 2.00 GPA is required in the Entrepreneurship minor.

### Major in Office Management

Office Management majors receive preparation to become administrative office managers, word processing managers, and administrative assistants. The program offers preparation for support positions in other business areas such as banking, real estate, and management. The major consists of 30 hours, 50 percent of which must be in residence at MTSU, and includes a Business Administration minor. Course requirements for the major are listed below.

#### Recommended Program Office Management—B.B.A. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
ECON 2410 (Soc/Beh Sci)	3	HIST 2010, 2020, or 2030	6
BCEN 2320, 2330	6	Social/Behavioral Sciences	3
Nonbusiness elective	1	ACTG 2110, 2120	6
	<b>30</b>	ECON 2420	3
		QM 2610	3
			<b>30</b>

JUNIOR		SENIOR	
QM 3620	3	BCEN 4350, 4510, 4640,	
INFS 3100	3	4660	12
MGMT 3610, 3620	6	BCEN 4810	3
BCEN 2340, 3510, 3010	9	BCEN electives	6
FIN 3010	3	Nonbusiness electives	6
MKT 3820	3	BUAD 4980	3
BLAW 3400	3		<b>30</b>
	<b>30</b>		

### Minor in Office Management

A minor in Office Management consists of 15 hours and must include BCEN 3010, 3510, and 4640. The remaining 6 hours are to be selected from BCEN 1310 or 2320, 2330, 4350, 4510, 4660, and 4670. Nine hours must be taken at MTSU. A 2.00 GPA is required in the Office Management minor.

### Minor in Business Communication

A minor in Business Communication consists of 15 hours and must include BCEN 3510, 4510, and 4660. The remaining 6 hours are to be selected from BCEN 1550, 2320, 2330, 4670, and 4900. Nine hours must be taken at MTSU. A 2.00 GPA is required in the Business Communication minor.

### Courses in Business Communication and Entrepreneurship [BCEN]

See back of catalog for course descriptions.

### Graduate Study

The Business Communication and Entrepreneurship Department offers a graduate major leading to a Master of Business Education degree. Requirements and a list of the courses offered for graduate credit are published in the Graduate Catalog.