

BUSINESS EDUCATION - BUSINESS & MARKETING EDUCATION COMPREHENSIVE EMPHASIS REQUIREMENTS (BSE)

- Required content GPA of at least 3.0 includes all major requirements, CIBME 300, CIGENRL 460, SECNDED 441, SECNDED 442, SECNDED 444, SECNDED 446 and SECNDED 466

Code	Title	Units
Major Requirements - 32 units ^{1,2}		
ACCOUNT 244	INTRODUCTION TO FINANCIAL ACCOUNTING	3
BEINDP 290	BUSINESS WRITING	2
ECON 201	PRINCIPLES OF MICROECONOMICS	3
ECON 202	PRINCIPLES OF MACROECONOMICS	3
FNBSLW 341	BUSINESS AND COMMERCIAL LAW	3
ITSCM 221	INFORMATION TECHNOLOGY INFRASTRUCTURE	3
or ITSCM 230	INTRODUCTION TO BUSINESS ANALYTICS	
MANGEMNT 301	ORGANIZATIONAL BEHAVIOR	3
MARKETNG 211	PRINCIPLES OF MARKETING	3
Select 9 units from:		9
CIGENRL 350	INTRODUCTION TO BILINGUAL/ BICULTURAL EDUCATION AND ESL	
COMPSCI 170	INTRODUCTION TO PYTHON PROGRAMMING	
EDFOUND 241	YOUTH CULTURE FORMATION: RACE, GENDER, AND SEXUALITY	
EDFOUND 475	BUILDING EQUITABLE CLASSROOM RELATIONSHIPS	
MANGEMNT 201	INTRODUCTION TO ENTREPRENEURSHIP	
MANGEMNT 310	MANAGING CURIOSITY AND PROBLEM SOLVING IN ORGANIZATIONS	
MARKETNG 350	MARKETING COMMUNICATIONS AND ARTIFICIAL INTELLIGENCE	
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	
MARKETNG 352	SOCIAL MEDIA AND CONTENT MARKETING	
MARKETNG 360	ENTREPRENEURIAL MARKETING	
MARKETNG 361	INTERNATIONAL MARKETING	
Total Units		32

Code	Title	Units
Licensure Requirements		
SPECED 205	INTRODUCTION TO SPECIAL EDUCATION	3
EDFNDRPC 210	INTRODUCTION TO EDUCATION AND TEACHING	3
EDFOUND 212	EDUCATIONAL PSYCHOLOGY	3
EDFOUND 243	FOUNDATIONS OF EDUCATION IN A PLURALISTIC SOCIETY	3
EDFOUND 425	MEASUREMENT AND EVALUATION IN THE SECONDARY SCHOOL	3
CIBME 300	INTRODUCTION TO BUSINESS AND MARKETING EDUCATION	3
CIGENRL 460	PRINCIPLES OF CAREER AND TECHNICAL EDUCATION	3
SECNDED 441	METHODS OF TEACHING ACCOUNTING & PERSONAL FINANCE	3
SECNDED 442	METHODS OF TEACHING COMPUTER APPLICATIONS AND PROGRAMMING	4
SECNDED 444	METHODS OF TEACHING BASIC BUSINESS SUBJECTS	4
SECNDED 466	LITERACY IN THE DISCIPLINES	3
CIFLD 362	BUSINESS ED PRE-STUDENT TEACHING, MIDDLE LEVEL	2
Student Teaching:		
CIFLD 464	BUSINESS ED STUDENT TEACHING, SECONDARY LEVEL	12
Total Units		49

¹ The Business & Marketing Education Comprehensive major allows the students to obtain three Department of Public Instruction licensures-1250 Business; 1285 Marketing; and 1281 Vocational. School districts favor this combination as it gives them flexibility in staffing.

² GPA requirements:

- To graduate from the College of Education and Professional Studies, students in a BSE licensure major must have at least a 2.75 combined GPA
- Students must achieve a grade of "C" (2.00) or better in all required courses with the prefixes EDFOUND, EDFNDRPC, CIBME, CIGENRL, SECNDED, or SPECED before they can enroll in CIFLD 464