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ACADEMIC STANDARDS AND CURRICULA REVIEW COMMITTEE
GRADUATE COMMITTEE
RECOMMENDATION

SR-94-95-(103)210(ASCR)(GR)

To approve changes in Areas of Emphasis, adding descriptive information, and changing requirements for the seven Areas of Emphasis in the M.S. degree in Adult and Technical Education:

Current

Adult Education
Business Education
Marketing Education
Office Administration
Technical Curriculum and Evaluation
Technical Leadership and Administration
Training and Development

Proposed (detailed information available in
Senate Office)

Adult Education
Business and Marketing Education
Marketing Certification
Applied Computer Technology
Interdisciplinary Studies
Occupational Leadership
Training and Development

RATIONALE: In 1991, four Master's degree programs (Adult Education, Business Education, Marketing Education, and Vocational Technical Education) were collapsed into one M.S. degree program with a major in Adult and Technical Education. Three master's degree programs were terminated. Areas of study in the new program were identified and defined. Faculty recognized that a trial period to field test the combined M.S. degree program was necessary. Faculty have noted during the field test that adjustments to the M.S. degree program are necessary.

The Adult and Technical Education faculty (Howard Gordon, Lee Olson, Phil Prey, Clara Reese, and Laura Wyant) discussed potential changes during 1993 - 1994. During this time period, the Board of Trustees adopted a standard nomenclature consisting of Degree, Major, and Area of Emphasis. The result of these actions is to propose 20 course changes, 29 course deletions, and 12 course additions and the following changes in the Areas of Emphasis for the M.S. degree in Adult and Technical Education.

FACULTY SENATE PRESIDENT:

APPROVED

BY SENATE:

Bethann W. Gross

DATE:

5/31/95

DISAPPROVED

BY SENATE:

DATE:

SR-94-95-(103)210(ASCR)(GR)

UNIVERSITY PRESIDENT:

APPROVED:  DATE: _____

DISAPPROVED: _____ DATE: _____

COMMENTS:

**PROPOSED CHANGES
ADULT AND TECHNICAL EDUCATION
Fall 1994**

In 1991, four Master's degree programs (Adult Education, Business Education, Marketing Education, and Vocational Technical Education) were collapsed into one M.S. degree program with a major in Adult and Technical Education. Three master's degree programs were terminated. Areas of study in the new program were identified and defined. Faculty recognized that a trial period to field test the combined M.S. degree program was necessary. Faculty have noted during the field test that adjustments to the M.S. degree program are necessary.

The Adult and Technical Education faculty (Howard Gordon, Lee Olson, Phil Prey, Clara Reese, and Laura Wyant) discussed potential changes during 1993-1994. During this time period, the Board of Trustees adopted a standard nomenclature consisting of Degree, Major, and Area of Emphasis. The result of these actions is to propose 20 course changes, 29 course deletions, and 12 course additions and the following changes in the Areas of Emphasis for the M.S. degree in Adult and Technical Education.

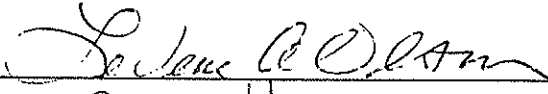

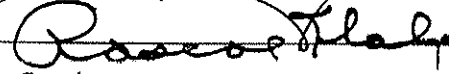
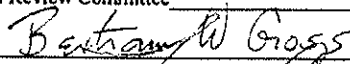
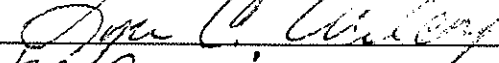
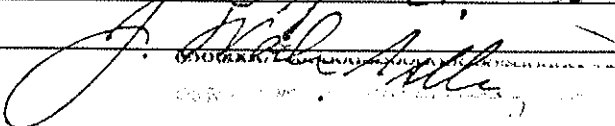
This proposal recommends changes in Areas of Emphasis, adding descriptive information, and changing requirements for the seven Areas of Emphasis in the M.S. degree in Adult and Technical Education:

Current

Proposed (detailed information attached)

Adult Education
Business Education
Marketing Education
Office Administration
Technical Curriculum and Evaluation
Technical Leadership and Administration
Training and Development

Adult Education
Business and Marketing Education
Marketing Certification
Applied Computer Technology
Interdisciplinary Studies
Occupational Leadership
Training and Development

Department Chair		Date	11-1-94
College Curriculum Chair/Dean		Date	11/19/95
Graduate Committee Chair		Date	4/28/95
Academic Standards Curricula Review Committee		Date	
Faculty Senate President		Date	APR. 28 1995
Provost		Date	MAY 23 1995
President		Date	MAY 04 1995

ADULT AND TECHNICAL EDUCATION (ATE)

The Master of Science degree in Adult and Technical Education is a field-based program designed to serve persons who are employed on a full-time basis. The program is intended for persons who serve in an instructional, training, leadership, or professional role in human services areas of business, industry, government, community agencies, or education. The areas of emphasis in Adult and Technical Education allow a program to be tailored to meet the personal and professional needs of a broad spectrum of graduate students. The courses provide students with the opportunity to continue their graduate education in a flexible program through a state-wide delivery system. Most courses are taught in the evening or at other convenient times. Every effort is made to tailor the program to meet the needs of the student.

The following plan provide the framework for the candidate's program of study:

Minimum Requirements (Thesis option not available in all areas)	33-36
Major Field (includes Thesis credit)	24-27
Minor Field (6 hours) and Elective (3 hours)	9

In consultation with the advisor, the student will select an Area of Emphasis and plan the program. Areas of Emphasis available in the Master of Science degree program are:

- a. Adult Education
- b. Applied Computer Technology
- c. Business and Marketing Education
- d. Interdisciplinary Studies
- e. Marketing Certification
- f. Occupational Leadership
- g. Training and Development

In most areas of emphasis students may complete 33 hours in the thesis option or 36 hours in the non-thesis option to satisfy the Master of Science degree requirements.

ADULT EDUCATION

The Adult Education program is designed to serve persons who work with adults in either an instructional or an administrative mode and is a professional development program. As such, its participants are drawn from various areas such as the human services agencies, those with staff development, or inservice responsibilities in hospitals, business or government as well as those in adult preparatory programs at the post-secondary or community college level.

	Hours
Minimum Requirements	36
Major Field	27

Required:

- ATE 603 Introduction to Adult Education and Adult Learners
- ATE 618 Literature of Adult and Continuing Education
- ATE 628 Adult Instruction: Environmental and Personal Aspects
- ATE 675 Literature & Applied Research in ATE or Equivalent
- ATE 679 Problem Report (3 hours only)

Elect 12 hours from the following courses:

- ATE 580-584 Special Topics
- ATE 585-588 Independent Study
- ATE 590-594 Workshop
- ATE 600 Aspects of Training and Development
- ATE 609 Developing Training in Business and Industry
- ATE 656 Instructional Planning for Adult Populations
- ATE 666 Practicum in Adult and Continuing Education
- ATE 671 Evaluation of Adult and Technical Instruction
- ATE 690-692 Seminar

Minor Field and Elective

9

Select Courses for minor field from Counseling, Curriculum and Instruction, Economics, English, Home Economics, Instructional Technology, Mathematics, Management, Marketing, Psychology, Reading Education, Safety Technology, Sociology, or other approved discipline but not in Adult and Technical Education. Elective may be completed in any program area including Adult and Technical Education.

APPLIED COMPUTER TECHNOLOGY

The program is designed to serve students employed in business, industry, education, or other organizations who already possess basic computer competencies. Courses are structured to further develop the student's knowledge and skills in the field of computer technology. The program is designed to provide structured experiential courses to practioners who want to gain increased computer competence for professional use of computer technology.

Minimum Requirements

33-36

Major Field (Thesis Option: 24 hours)

24-27

- ATE 601 Philosophy of Workforce Preparation
- ATE 603 Introduction to Adult Education and Adult Learners
- ATE 631 Survey Practicum in Computer Applications in Business and Industry
- ATE 635 Specialized Practicum in Computer Applications in Business and Industry
- ATE 637 Individual Computer Program Applications
- ATE 649 Occupational Analysis and Instructional Design
- ATE 675, 677, or Equivalent

Elect ATE 681 or 6 additional hours of ATE course credit

Minor Field and Elective

9

Courses in the minor field may be completed in any field appropriate to the student's profession but not in Adult and Technical Education. The elective may be taken in any field including Adult and Technical Education.

BUSINESS AND MARKETING EDUCATION

The Business and Marketing Education program is a professional development program intended for persons who are employed in an instructional role in Business Education and/or Marketing Education or hold responsibilities in business, marketing, or related field. The program provides flexibility in the selection of courses from professional education, business education, and marketing education as well as other disciplines. The selection of courses is based on individual needs.

	Hours
Minimum Requirements	33-36
Major Field (Thesis Option: 24 hours)	24-27

Required:

- ATE 601 Philosophy of Workforce Preparation
- ATE 603 Introduction to Adult Education and Adult Learners
- ATE 610 Current Issues in Business and Marketing Education
- ATE 675, 677 or Equivalent

Elect 9 hours from the following:

- ATE 624 Principles of Cooperative Education
- ATE 644 Administration of Cooperative Programs
- ATE 649 Occupational Analysis and Instructional Design
- ATE 651 Developing Marketing Curriculum
- ATE 653 Developing Management Curriculum
- ATE 655 Developing Personnel Curriculum

Elect ATE 681 or 6 hours of additional ATE course credit

Minor Field and Elective

9

Select Courses for minor field from Accounting, Counseling, Curriculum and Instruction, Economics, English, Finance, Home Economics, Instructional Technology, Management, Marketing, Psychology, Safety Technology, Sociology, or other approved discipline but not in Adult and Technical Education. Elective may be completed in any program area including Adult and Technical Education.

INTERDISCIPLINARY STUDIES

The Interdisciplinary Studies program involves a combination of courses from disciplines within the broad field of Adult and Technical Education. The program is designed to permit students to forge specific links among courses from various disciplines. Students can tailor the program to their particular interests and needs. The program differs from traditional graduate programs in that it promotes acquisition of knowledge that transcends traditional disciplinary boundaries.

	Hours
Minimum Requirements	33-36
Major Field (Thesis Option: 24 hours)	24-27

Required:

- ATE 675, 677 or equivalent
- Elect 21-24 additional hours of ATE course credit

Select courses for minor field from any discipline but not in Adult and Technical Education. Elective may come from any program area including Adult and Technical Education.

MARKETING CERTIFICATION

The Marketing Certification program prepares individuals to be teachers of management and marketing courses at the high school level. The program is designed to serve persons who possess a teaching certificate in any secondary field and desire certification in Marketing. Graduates of the program will possess competencies in education, management, and marketing.

	Hours
Minimum Requirements	33-36
Major Field* (Thesis Option: 24 hours)	24-27

Required:

- ATE 601 Philosophy of Workforce Preparation
- ATE 603 Introduction to Adult Education and Adult Learners
- ATE 624 Principles of Cooperative Education
- ATE 644 Administration of Cooperative Programs
- ATE 649 Occupational Analysis and Instructional Design
- ATE 651 Developing Marketing Curriculum
- ATE 675, 677 or equivalent

Elect ATE 681 or the following 6 hours of course credit:

- ATE 653 Developing Management Curriculum
- ATE 655 Developing Personnel Curriculum

Minor Field

9

Required:

- MGT 672 Theories of Management
- MGT 673 Problems in Personnel Management
- MKT 682 Advanced Marketing Management**

*Certification in Marketing Education requires 2,000 hours of work experience in organizations which market goods or service. The 2,000 hours may consist of prior full-time and/or part time work with different organizations. Courses required for certification: ATE 624, 644, 649, 651, MGT 672, 673; and MKT 340, 682. Students who are pursuing certification must hold prior certification in another secondary teaching field.

**PR: MKT 340. Also required for certification.

OCCUPATIONAL LEADERSHIP

The Occupational Leadership program prepares individuals to be more effective in roles requiring advanced competencies in the disciplines found in secondary workforce preparation programs (Agriculture Education, Business Education, Home Economics, Marketing Education, Technology Education, Technical Industrial Education). The program is based on the student's educational background, experience, and professional goals. It serves individuals who desire graduate study in teaching, coordinating, curriculum development, cooperative education and/or for teacher certification renewal.

	Hours
Minimum Requirements	33-36
Major Field (Thesis Option: 24 hours)	24-27
Required:	
ATE 601 Philosophy of Workforce Preparation	
ATE 603 Literature of Adult and Continuing Education	
ATE 612 Historical Developments in Workforce Preparation	
ATE 616 Community Relations in Adult/Technical Programs	
ATE 640 Program Design in Occupational Education	
ATE 675, 677 or equivalent	
ATE 690-692 Seminar	

Elect ATE 681 or 6 hours of additional ATE course credit

Minor Field and Elective	9
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Select courses for minor field from Counseling, Curriculum and Instruction, Educational Foundations, English, Home Economics, Mathematics, Psychology, Reading Education, Safety Technology, Sociology, Special Education, or other approved discipline but not in Adult and Technical Education. Elective may be taken in any program area including Adult and Technical Education.

TRAINING AND DEVELOPMENT

The Training and Development program is designed to serve persons employed in business, industry, or other organizations involved in the advancement of knowledge, competencies, and skills of their employees. Graduate students are drawn from areas such as management, marketing, personnel, training, and safety whose responsibilities include instructional design and preparation of employees for current jobs, future assignments, and/or personal enhancement.

	Hours
Minimum Requirements	33-36
Major Field (Thesis Option: 24 hours)	24-27

Required:

- * ATE 503 Introduction to Adult Learning Theory
- ATE 600 Aspects of Training and Development
- * ATE 609 Developing Training in Business and Industry
- * ATE 628 Adult Instruction: Environment and Personal Aspects
- * ATE 652 Field Based Job Analysis and Curriculum Design
- ATE 666 Practicum in Adult and Continuing Education
- ATE 675, ATE 677, or equivalent

Elect ATE 681 or 6 hours from the following:

- ATE 585-588 Independent Study (with prior approval)
- ATE 591-594 Workshop (with prior approval)
- ATE 671 Evaluation of Adult and Technical Instruction
- ATE 690-692 Seminar (with prior approval)

Minor Field and Elective	9
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Select courses for minor field from Counseling, Instructional Technology, Management, Marketing, Psychology, Safety Technology, or other approved disciplines but not in Adult and Technical Education. Elective may be completed in any program area including Adult and Technical Education.

- * Students may register for Internship after successful completion of:
ATE 503, ATE 609, ATE 628, ATE 652

**PROPOSED CHANGES, DELETIONS, AND ADDITIONS
ADULT AND TECHNICAL EDUCATION
1994**

CHANGES

ATE 280-283	Special Topics
ATE 405/505	Methods of Teaching Marketing Subjects
ATE 422	Administration of Cooperative Programs
ATE 425/525	Computer Applications in Business and Marketing Education
ATE 442/542	Principles of Prevocational Exploration
ATE 460-463	Professional Development
ATE 470/570	Practicum in Adult and Technical Education
ATE 480-483	Special Topics
ATE 485-488	Independent Study
ATE 601	Philosophy of Workforce Preparation
ATE 605	Foundations of Business and Marketing Education
ATE 610	Current Issues in Business and Marketing Education
ATE 612	Historical Developments in Workforce Preparation
ATE 624	Principles of Cooperative Education
ATE 631	Survey Practicum in Computer Applications in Business and Industry
ATE 635	Specialized Practicum in Computer Applications in Business and Industry
ATE 640	Program Design in Occupational Education
ATE 649	Occupational Analysis and Instructional Design
ATE 652	Job Analysis and Curriculum Design
ATE 664	Occupational Education Practicum

DELETIONS

AE 280-283	Special Topics
VTE 280-283	Special Topics
AE 400	Introduction to Adult and Continuing Education
VTE 400	Philosophy of Vocational Education
VTE 406	Vocational Education Legislation
AE 410	Characteristics of Adult Learners
MKE 405	Methods of Teaching Marketing Subjects
VTE 422	Coordination of Cooperative Programs in Vocational Education
VTE 425	Computer Applications in Business and Marketing Education
VTE 430	Vocational Education for the Disadvantaged and Handicapped
VTE 440	Developing Computer Assisted Instruction
AE 460-463	Professional Development
VTE 460-463	Professional Development
VTE 470	Practicum in Vocational Education Programs
AE 480-483	Special Topics
VTE 480-483	Special Topics
AE 485-488	Independent Study
VTE 485-488	Independent Study
ATE 607	Principles of Prevocational Exploration
ATE 620	Methodology in Keyboarding and Office Technology

ATE 622	Teaching of Basic Business and Bookkeeping
ATE 626	Teaching of Shorthand and Office Practice
ATE 633	Computer Applications in Business Education
ATE 642	Organization of Business Education
ATE 646	Systems Management in Technical Education
ATE 648	Supervision of Adult and Technical Personnel
ATE 658	Content Analysis in Marketing Education
ATE 660	Clinical Experience in Prevocational Exploration
ATE 665	Internship in Prevocational Exploration

ADDITIONS

ATE 403/503	Introduction to Adult Learning Theory
ATE 410/510	Developing Selling Curriculum
ATE 440/540	Developing Merchandising/Sale Promotion Curriculum
ATE 444/544	Practicum in Prevocational Exploration I
ATE 446/546	Practicum in Prevocational Exploration II
ATE 491/494	Workshop
ATE 600	Aspects of Training and Development
ATE 651	Developing Marketing Curriculum
ATE 653	Developing Management Curriculum
ATE 655	Developing Personnel Curriculum
ATE 667	Cooperative Education Workforce Experience