

**Rule 24 Matrix  
June 2010  
Table of Alignment of Standards and Assessments**

**Endorsement: Basic Business**  
**Total Hours Required by Rule 24: 33**

**Grade Levels: 6-12**  
**Program Hours Required by Institution: 34**

**Endorsement Type: Subject**  
**Name of Institution: Concordia University, Nebraska**

Endorsement Program Requirements: Nebraska teacher education institutions offering this endorsement program must have on file, within the institution, a plan which identifies the courses and the course completion requirements which the institution utilizes to grant credit toward completion of this endorsement.

**(For additional lines in each section, please go to the last column and press the tab key.)**

<b>Standard/Description</b>							
006.06D Certification Endorsement Requirements: This endorsement shall require a minimum of 33 semester hours in business administration and information technology systems of which a minimum of 3 semester hours must be in information technology systems coursework. The business administration coursework shall include preparation in finance, business law, business organization and management, accounting, economics, international business, marketing and insurance.			<b>Candidate Proficiencies</b>				
<b>Course #, Title, and Credits</b>	<b>Course Assessment(s)</b>	<b>Key Program Assessment(s)</b>	<b>Content Knowledge</b>	<b>Pedagogical Knowledge</b>	<b>Skills</b>	<b>Dispositions</b>	<b>P-12 Student Learning</b>
Econ 101 Macroeconomics (3)	Exams, papers	Capstone Course (Bus 446) Business Strategy Simulation	X		X		
Econ 102 Microeconomics (3)	Exams, papers		X				
Bus 121 Financial Accounting (3)	Exams, homework		X				
Bus 122 Managerial Accounting (3)	Exams, homework		X				
Bus 261 Marketing (3)	Exams, marketing plan		X		X		
Bus 281 Business Communication (3)	Exams, presentations, writing		X		X	X	
Bus 300 Business Law (3)	Exams, papers, presentations		X			X	
Bus 325 Accounting and Information Systems (4)	Exams, projects		X		X		
Bus 331 Finance (3)	Exams, cases, spreadsheets		X		X		
Bus 446 Administrative Policy (3)	Presentations, cases		X			X	
Business Elective (3-4) Choose one course from Bus 221 Intermediate Accounting, Bus 336 Insurance, Bus 337 Banking, Bus 343 Operations management, Bus 351 Human Resource Management, Bus 443 Organizational Behavior			X				
- Required membership for one year in Students in Free Enterprise							
Educ 369 Methods of Secondary Business Education	Lesson Plans	Student Teaching Evaluation		X	X	X	X
Educ 385 Student Teaching	Lesson Plans / Presentation			X	X	X	X

<b>Standard/Description</b>							
A. Create, revise, analyze and implement curricula to prepare students for a dynamic and rapidly changing world. The business teacher prepares students: 1. For initial employment and careers in business; 2. For their roles as consumers and citizens; 3. For advanced education in business; 4. For roles as owners and managers of businesses; 5. To understand the role and function of business in our global society; 6. To understand the domestic economy and how it is similar to and different from other economies; and 7. To locate, access, use, and present information;			<b>Candidate Proficiencies</b>				
<b>Course #, Title, and Credits</b>	<b>Course Assessment(s)</b>	<b>Key Program Assessment(s)</b>	<b>Content Knowledge</b>	<b>Pedagogical Knowledge</b>	<b>Skills</b>	<b>Dispositions</b>	<b>P-12 Student Learning</b>

<b>A1</b> Bus 121 Financial Accounting (3) Bus 122 Managerial Accounting (3) Bus 261 Marketing (3) Bus 281 Business Communication (3) Bus 325 Accounting and Information Systems (4) Bus 331 Finance (3)	Exams, homework Exams, homework Exams, marketing plan Exams, presentations, writing Exams, projects Exams, cases, spreadsheets		X X X X X X			X X X X	X	
<b>A2</b> Bus 300 Business Law (3)	Exams, papers, presentations		X				X	
<b>A3</b> Bus 446 Administrative Policy (3)	Presentations, cases	Capstone Course (Bus 446) Business Strategy Simulation	X X				X	
<b>A4</b> Bus 122 Managerial Accounting (3) Bus 331 Finance (3) Bus 446 Administrative Policy (3)	Exams, homework Exams, cases, spreadsheets Presentations, cases	Capstone Course (Bus 446) Business Strategy Simulation	X X X		X		X	
<b>A5</b> Econ 101 Macroeconomics (3)	Exams, papers		X					
<b>A6</b> Econ 101 Macroeconomics (3)	Exams, papers		X					
<b>A7</b> Bus 261 Marketing (3) Bus 281 Business Communication (3) Bus 325 Accounting and Information Systems (4) Bus 446 Administrative Policy (3)	Exams, marketing plan Exams, presentations, writing Exams, projects Presentations, cases	Capstone Course (Bus 446) Business Strategy Simulation	X X X X		X X X		X X	
Educ 369 Methods of Secondary Business Education	Lesson Plans			X	X		X	X
Educ 385 Student Teaching	Lesson Plans / Presentation	Student Teaching Evaluation		X	X		X	X

<b>Standard/Description</b>							
B. Facilitate collaborative learning by having students work together in groups that may include students, teachers, business and community people, and others;			<b>Candidate Proficiencies</b>				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Bus 261 Marketing (3) Bus 281 Business Communication (3) Bus 446 Administrative Policy (3)	Exams, marketing plan Exams, presentations, writing Presentations, cases	Capstone Course (Bus 446) Business Strategy Simulation	X X X		X X	X X	
Educ 369 Methods of Secondary Business Education Educ 385 Student Teaching	Lesson Plans Lesson Plans / Presentation	Student Teaching Evaluation		X X	X X	X X	X X

<b>Standard/Description</b>							
C. Demonstrate competence in touch keyboarding, the ten-key pad, document formatting, correct technique, and employable speed			<b>Candidate Proficiencies</b>				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Bus 325 Accounting and Information Systems	Online keyboarding program		X		X		

<b>Standard/Description</b>
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D. Practice positive and effective management techniques to include programs, learning environment, and activities outside the classroom that support and complement the program;			Candidate Proficiencies				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Students-In-Free-Enterprise	Active participation for at least one year.				X	X	
Educ 369 Methods of Secondary Business Education	Lesson Plans			X	X	X	X
Educ 385 Student Teaching	Lesson Plans / Presentation	Student Teaching Evaluation		X	X	X	X

<u>Standard/Description</u>							
E. Integrate the professional student organization into the curriculum;			Candidate Proficiencies				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Students-In-Free-Enterprise	Active participation for at least one year.				X	X	
Educ 369 Methods of Secondary Business Education	Lesson Plans			X	X	X	X
Educ 385 Student Teaching	Lesson Plans / Presentation	Student Teaching Evaluation		X	X	X	X

<u>Standard/Description</u>							
F. Communicate effectively with all publics;			Candidate Proficiencies				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Bus 261 Marketing (3)	Exams, marketing plan		X		X		
Bus 281 Business Communication (3)	Exams, presentations, writing		X		X	X	
Educ 369 Methods of Secondary Business Education	Lesson Plans			X	X	X	X
Educ 385 Student Teaching	Lesson Plans / Presentation	Student Teaching Evaluation		X	X	X	X

<u>Standard/Description</u>							
G. Build relationships with various publics to produce a learning environment that reflects the real world and provides tangible and intangible benefits for the student and the community;			Candidate Proficiencies				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Students-In-Free-Enterprise	Active participation for at least one year.				X	X	
Educ 369 Methods of Secondary Business Education	Lesson Plans			X	X	X	X
Educ 385 Student Teaching	Lesson Plans / Presentation	Student Teaching Evaluation		X	X	X	X

<u>Standard/Description</u>							
H. Facilitate students in the realization of their full potential through career development;			Candidate Proficiencies				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning

Bus 281 Business Communication (3) Educ 369 Methods of Secondary Business Education Educ 385 Student Teaching	Exams, presentations, writing Lesson Plans Lesson Plans / Presentation	Student Teaching Evaluation	X	X X	X X X	X X X	X X
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<b>Standard/Description</b>							
I. Demonstrate an understanding of and be able to apply business concepts, principles, and processes in each of the following areas: accounting, economics, marketing, management, business law, and business communications;			<b>Candidate Proficiencies</b>				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Econ 101 Macroeconomics (3) Econ 102 Microeconomics (3) Bus 121 Financial Accounting (3) Bus 122 Managerial Accounting (3) Bus 261 Marketing (3) Bus 281 Business Communication (3) Bus 300 Business Law (3) Educ 369 Methods of Secondary Business Education Educ 385 Student Teaching	Exams, papers Exams, papers Exams, homework Exams, homework Exams, marketing plan Exams, presentations, writing Exams, papers, presentations Lesson Plans Lesson Plans / Presentation	Student Teaching Evaluation	X X X X X X X	X X	X X X	X X X	X X

<b>Standard/Description</b>							
J. Demonstrate an understanding of and be able to apply business concepts, principles, and processes, including being able to: 1. Demonstrate the basic principles of economics as applied to the domestic economic system and its role in the global economy; 2. Analyze the role of the consumer in the global economy; 3. Analyze consumer problems and provide and evaluate a variety of solutions; 4. Describe the role of the entrepreneur in the economy and the process of starting and maintaining a business;			<b>Candidate Proficiencies</b>				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
J1 Econ 101 Macroeconomics (3) J2 Econ 101 Macroeconomics (3) J3 Bus 300 Business Law (3) J4 Bus 261 Marketing (3)	Exams, papers Exams, papers Exams, papers, presentations Exams, marketing plan		X X X X		X	X	

<b>Standard/Description</b>							
K. Identify concepts and strategies needed for career exploration, development and growth in the business area;			<b>Candidate Proficiencies</b>				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Bus 281 Business Communication (3) Educ 369 Methods of Secondary Business Education Educ 385 Student Teaching	Exams, presentations, writing Lesson Plans Lesson Plans / Presentation	Student Teaching Evaluation	X	X X	X X	X X	X X

<b>Standard/Description</b>							
L. Demonstrate the skills and strategies of the positions in business for which they will prepare students;			<b>Candidate Proficiencies</b>				

Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Bus 121 Financial Accounting (3) Bus 122 Managerial Accounting (3) Bus 261 Marketing (3) Bus 281 Business Communication (3) Bus 300 Business Law (3) Bus 325 Accounting and Information Systems (4) Bus 331 Finance (3) Bus 446 Administrative Policy (3)	Exams, homework Exams, homework Exams, marketing plan Exams, presentations, writing Exams, papers, presentations Exams, projects Exams, cases, spreadsheets Presentations, cases	Capstone Course (Bus 446) Business Strategy Simulation	X X X X X X X X		X X X X	X X	
Educ 369 Methods of Secondary Business Education Educ 385 Student Teaching	Lesson Plans Lesson Plans / Presentation	Student Teaching Evaluation		X X	X X	X X X	X X

<b>Standard/Description</b>							
M. Demonstrate an understanding of and be able to utilize information technology systems, including: 1. Operating systems; and 2. Technological issues and concerns; and			<b>Candidate Proficiencies</b>				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
<b>M1</b> Bus 325 Accounting and Information Systems (4)	Exams, projects		X		X		
<b>M2</b> Bus 325 Accounting and Information Systems (4)	Exams, projects		X		X		
Educ 369 Methods of Secondary Business Education Educ 385 Student Teaching	Lesson Plans Lesson Plans / Presentation	Student Teaching Evaluation		X X	X X	X X	X X

<b>Standard/Description</b>							
N. Integrate core academic areas (reading, writing, mathematics, science, social sciences, and history) into business education.			<b>Candidate Proficiencies</b>				
Course #, Title, and Credits	Course Assessment(s)	Key Program Assessment(s)	Content Knowledge	Pedagogical Knowledge	Skills	Dispositions	P-12 Student Learning
Required general education courses and experiences Educ 369 Methods of Secondary Business Education Educ 385 Student Teaching	Various Lesson Plans Lesson Plans / Presentation	Student Teaching Evaluation	X	X X	X X	X X	X X