



*Business & Marketing Education Newsletter
New York State Education Department
September 2008 - Issue 64*

BUSINESS & MARKETING EDUCATION FALL CONFERENCE

The place to be on October 16-17 is the BTA annual conference being held at the Binghamton Regency Hotel. I highly recommend the conference to all business teachers. Year after year the conference provides business teachers with our best opportunity to network and obtain the latest information on the courses and programs that are flourishing in our State. For more information on the conference and/or to register and make hotel reservations, go to www.btanys.org

During my SED update session on 10/17, I will be announcing the winners of the 2007 Department of the Year Contest. Please join me in recognizing your colleagues for a job well done. See you in October!

BTANYS September Update

Change is in the air. Not only is there proposed change during our general election season, but also within your professional organization. The Business Teachers Association of NYS is proposing changes to the Constitution and By-Laws. Members should be receiving an email later this week notifying you of this and we will vote at our general membership meeting during the Annual Conference October 16-17 in Binghamton.

Currently the Executive Board is looking for members to fill the following positions: Director of Communications/Web Page; Director of Communications/Newsletter; Director of Curriculum Planning; Directors for Regions 1, 3, 4, and 6. Complete job descriptions are on BTANYS web page at www.btanys.org.

The BTANYS web site and email from regional directors are the main source of communication for members. Job postings are now being posted in the "Members Only" section of the web site for a two-week period before they are moved to the general section of the site. This will enable BTANYS members to have the first opportunity to see these openings before non-members.

As BTANYS goes forward with many of the planned changes, members will notice more and more value added to membership benefits. BTANYS members are working on curriculum, resource guides, free resources, summer training, professional development opportunities and a whole host of other benefits for members. I cannot stress enough the importance of joining your professional organization. Invest in yourself, invest in your students. Join or renew today!

TOP ENTRY LEVEL MAJORS: CLASSROOM BULLETIN BOARD ITEM

The results of the 2008 “Top Entry Level Employers” survey, conducted by CollegeGrad.com are in. The survey results show that 44% of employers ranked a student’s college major as the top hiring consideration. The survey also shows that students with the following majors were most sought after:

1. Accounting	23%	of persons hired will have an accounting degree
2. All Engineering	13%	“ “ “ “ “
3. Marketing	11%	“ “ “ “ “
4. Computer Science	10%	“ “ “ “ “
5. Business Admin	9%	“ “ “ “ “
6. Finance/Banking	6%	“ “ “ “ “
7. Management	5%	“ “ “ “ “

In total, 77% of persons hired will have one of the seven degrees above, six of which are business degrees.

In addition, the most sought after Master’s degree is also accounting, followed by engineering, computer science, education, business administration and finance/banking.

MORE GOOD NEWS FOR BUSINESS GRADS :BULLETIN BOARD ITEM

Although it is sometimes difficult for a high school student to see themselves in a career, it is our responsibility as business teachers to make them aware of the outstanding opportunities awaiting them if they choose to major in business in college. The outstanding surveys that are conducted by the National Association of Colleges and Employers i.e. NACE (www.nacweb.org) show that business majors with bachelor’s degrees continue to do very well. Here is the good news that every high school student should know:

Major	Average Offer
Business Admin/Management	\$45,915
Economics	\$50,507
Finance	\$48,547
Accounting	\$48,085
Computer Science	\$60,416

What better way is there for our students to start their business careers and explore a variety of pathways while still in high school.

Please share this information with your high school students, parents, counselors and administrators. Our high school programs are the building blocks for success in post-secondary study. Let's make sure that everyone is aware of the opportunities that exist in the business fields.

CHECK OUT THE WEBSITE

Each year I am asked by many teachers to share with them the best practices of the winning schools in the Dept of the Year contest. Over the past year, Joanne Owens of Burnt Hills Ballston Lake HS has been hard at work developing a template for SED to share this good information with others. Please check out my website (www.emsc.nysed.gov/cte/business) for the school summaries from 2006. Each summary will provide you with many ideas for program improvement. Thanks to the teachers who provided the information and thanks to Joanne for doing such a great job.

FREE FROM THE SPORTS BUSINESS JOURNAL

The SportsBusiness Journal recently published a three part series, "Path to the Corner Office." For teachers of marketing and management, this series provides a fascinating look into the world of a sports executive. I wanted to give you the opportunity to share this series with your students. You can download the series with the link below.

<http://www.sportsbusinessjournal.com/corner-office-pdf>

SPORT MANAGEMENT AT SUNY CORTLAND

International Sport Management Degree Created at SUNY Cortland

Released: 9/4/2008

College graduates who aspire to a career in international sport management have an opportunity to pursue the field through a newly approved, graduate-level academic degree at SUNY Cortland.

The New York State Education Department (NYSED) Office of Higher Education recently granted SUNY Cortland permission to begin offering a new Master of Science in International Sport Management (ISM), said Nancy Aumann, the College's associate provost for academic affairs. Aumann serves as the College's liaison with the NYSED.

The 30-credit hour degree program is designed to be full-time and to be completed in one calendar year by a close-knit cohort of up to 30 full-time graduate students. The program requires the master's candidates to complete at least six credit hours of an international residency in a country of their choice.

"This is the first comprehensive master of science programs in this distinct specialty offered in New York State and one of only a handful of such programs around the world," said Ted Fay, the program's developer, professor and chair of the College's Sport Management Department. "We anticipate this will become an extremely attractive program both in this country and abroad."

According to Fay, the ISM program aims to meet the needs of professionals who work in a variety of segments of the sport industry in both the for-profit and non-profit sectors, both in the U.S. and internationally. The degree would attract those who are interested in career

advancement in areas such as sport marketing and communications, event and facility management, sport law, labor relations and risk management, information technology applications in sport enterprises, international sport, sport finance and fiscal management.

Fay said the roots of this program evolved from his 20 years of participation in sports at the Olympic and Para-Olympic level.

"I was seeing a gap in intercultural competence and global awareness," he said. "One goal of this program is to develop greater inter-cultural competencies so students are able to effectively work in multi-cultural work environments that transcend national, ethnic or sectarian boundaries.

"The program balances theory and practice, with each graduate gaining a firm understanding of the unique management, business, cultural perspectives, ethical and legal foundations of the field of international sport management," he said.

Fay oversees the program within the College's School of Professional Studies and also serves as international coordinator, advising students with respect to their international studies. Associate Professor James Reese Jr., graduate coordinator for the Sport Management Department, advises students enrolled in this major on aspects of their studies within the U.S. Four additional sport management professors as well as various adjunct faculty specialists round out the faculty for the new program.

"Some graduate students plan to start new careers in this field but others will be sport professionals who wish to upgrade their skills or advance professionally," Reese said. "We accept students from many other undergraduate backgrounds than sport management or kinesiology or physical education."

In fact, the program has drawn the interest of potential students who, as undergraduates, studied fields as diverse as economics, political science, international studies and business, Fay added.

"Our questions to prospective students would be, 'Do you have a passion for working in the area of sports?'" Reese said. "Because the ones who are passionate are the ones who are going to make it in this field."

The M.S. in International Sport Management builds on SUNY Cortland's existing undergraduate and graduate programs in sport management. The undergraduate curriculum currently has enrolled more than 400 majors. The College's two-year-old M.S. in Sport Management currently enrolls 64 students from the U.S. and abroad.

The program complements the College's current graduate offerings in sport management, kinesiology, physical education and recreation and affords potential collaborations among these programs.

Eight students from the U.S. and abroad are enrolled and began taking the courses when the semester started on Aug. 25, Fay said. However, the program is not expected to reach its full enrollment target until Fall 2009.

Students are most likely to affiliate with the London Metropolitan University in the United Kingdom or the German Sport University of Cologne, both of which have longstanding ties with SUNY Cortland. London Metropolitan offers its own master's degree in international sport management, which was developed in collaboration with SUNY Cortland.

Fay is working to establish for the program formal connections with at least one higher educational institution on each continent or sub-region of the world.

Additionally, SUNY's network of international university affiliations provides more than 400 alternative programs for the students to consider for their study abroad requirement, added Lara Atkins, assistant director of the James M. Clark Center for International Education at SUNY Cortland.

"We advise students to go on the SUNY Web site to explore these opportunities," Atkins said. "The Clark Center is here to help students with all the usual aspects of traveling abroad."

Students in the new program will take at least 12 of the required 18 credit hours of core sport management courses infused with international topics at SUNY Cortland. They will also complete six credit hours that focus on their particular area of interest. For the remaining six credits, they can choose to write a master's thesis or complete a capstone field experience in either the U.S. or another country.

The six required credit hours of international residency could be accomplished in various ways, Aumann explained. These include as an internship, by collecting data on a thesis from a university or an organization or by completing graduate classes in another country, or a combination of the above. The scholars need not limit their international studies credits to six.

However, the international university must be selected through the recommendation of the ISM international coordinator with the approval of the department chair and dean of professional studies.

A student could select for approval a foreign university within the College's connections, tap into Fay's extensive relationships with many international universities or recommend an institution abroad of their own choosing.

"He knows which individuals to contact and can use his personal relationship to make it easier for the student," Aumann said.

Although envisioned as a one-year program with the same group of students proceeding in the same timeline, provisions would be made to accommodate students whose circumstances require them to enroll on a part-time basis, with the expectation that they would complete the program within two years, she added.

For more information, contact Fay at ted.fay@cortland.edu or (607) 753-5537.

A QUICK WAGE REPORTING AND COMPARISON TOOL

The NY Department of Labor has a wage comparison tool that allows comparisons between any two cities/regions in the country with the result of a handy chart.

http://www.labor.state.ny.us/workforceindustrydata/wage_comp.shtm

TEACHING CYBERCRIME-CHECK OUT THIS USA TODAY ARTICLE

http://www.usatoday.com/tech/news/computersecurity/2008-08-04-hacker-cybercrime-zeus-identity-theft_N.htm

ANNOUNCEMENT FROM BRASS MAGAZINE

brass|MAGAZINE August issue is out

The August issue of brass|MAGAZINE has been shipped and should be arriving in your school this week. Schools without primary contacts will receive magazines addressed to the Business Education Department.

Teachers with questions about magazine delivery or how to become the primary contact for their school may contact Laura Edmonston, Director of Education at lauraedmonston@brassmedia.com.

Here are a few of the articles featured in this quarter's issue:

- * Take Two looks at the pros and cons of Marvel Comics stock.
- * Ebaysics - an intro to buying and selling on the famous auction site.
- * brass Ten reviews 10 business books your students need to read.
- * Credit Cards Backstage: the basics, pitfalls and advantages of owning a credit card.
- * Cheap Retreats: Tips for getting away on the weekends, in town or outta town.

Classroom resources for this issue and all past issues are available with free registration in the brass|TEACHER RESOURCE CENTER (link to <http://teachers.brassmagazine.com> <<http://teachers.brassmagazine.com/>>)

brass|IN CLASS

You've now read about Cincinnatus High School, Elliot Janz, and the Beta Alpha Psi brass "Street Team." Now we want to hear your story! This year we are looking for teachers, classes and students to send in stories and photos of how they are using brass in their classrooms. Did your student start a business after reading Bryan Sims' story? Did your school invite a brass cover subject to speak? Did you have a visit from your local financial institution representative? We want to hear all about it and share it with others in the next edition of brass|IN CLASS. This can even include a photo of your class reading the magazine. Please email your photos and stories to lauraedmonston@brassmedia.com.

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REACH OUT TO THE NYS SOCIETY OF CPA'S: BY HENRY MONTERO

The *New York State Society of CPAs* has established a high school outreach program that brings professional *Certified Public Accountants* (CPAs) into the classroom to talk about the profession and the wonderful opportunities in the field of accounting. My main objective in the NYSSCPA is to promote accounting as a profession and a great way to do this is by having a Certified Public Accountant (CPA) visit your school.

To sign up for a CPA visit just click:

http://www.nysscpa.org/futurecpas/teachers_form.htm

The New York State Society of Certified Public Accountants (NYSSCPA) is the oldest state accounting organization in the nation with nearly 30,000 members. We have 16 chapters all over the state, including Buffalo, Rochester, Syracuse, Adirondack, Utica, Southern Tier, North East, Mid Hudson, Westchester, Rockland, Manhattan/Bronx, Staten Island, Brooklyn, Queens, Nassau and Suffolk.

Our high school outreach program is done by expert CPAs in your area and they cover some of these valuable topics during an hour-long session:

- **Industry and Business**
- **Public Accounting**
- **Forensic Accounting**
- **Government**
- **Information Technology and Consulting**
- **Tax and Financial Planning**
- **Education**

Students are welcome to sign up and receive up to date accounting information:

http://www.nysscpa.org/futurecpas/acc_club.htm

Please do not hesitate to contact me with any questions you may have about our high school outreach program. **We encourage your participation and hope that you accept this opportunity to bring the “accounting profession” into your classroom.**

My Contact information is:

Henry A. Montero

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NEWS FROM THE NEW YORK CREDIT UNION FOUNDATION (NYCUF)

NEFE High School Financial Planning Program (HSFPP) Summer Trainings

During July 2008, the New York Credit Union Foundation (NYCUF) conducted six, very successful, full-day financial literacy training sessions across the state in partnership with Cornell University Cooperative Extension (CUCE), Junior Achievement (JA) Worldwide and Working In Support of Education, Inc. (w!se). The Business Teachers Association of NYS conducted a second day of financial literacy professional development at each training site. The morning portion of the first day of the trainings focused on the National Endowment for Financial Education® (NEFE®) High School Financial Planning Program® (HSFPP). The HSFPP curriculum is a completely free and non-commercial seven-unit course of study that presents financial literacy concepts as a series of core competencies. The following New York State business teachers served as trainers: Sue Bahrenburg (Monticello HS), Carol Coloe (Smithtown HS), Jennifer Dunn (Adirondack HS), Sue Gubing (SUNY Oswego), Daina Rossi (So. Glens Falls HS), and Walt Zeznick (Salamanca HS). NEFE HSFPP summer training locations for July 2009 will include: Buffalo, Manhattan, Oneonta, Syracuse, Troy, Watertown and Westbury (Nassau Co., LI). For additional information about the NEFE HSFPP, visit www.nycuf.org.

Get Ready for the 2008-2009 LifeSmarts Competition!

LifeSmarts-Varsity is a fun-filled game show style competition that helps expand the consumer knowledge and skills of high school students. The content and competition focus on five key areas: personal finance, consumer rights and responsibilities, health and safety, technology, and the environment. LifeSmarts complements any business/marketing education course and/or student leadership program (i.e., FBLA, DECA). It can be a small or large group activity—any group of four or more students working with an adult coach, may participate. Teams begin by registering and competing online. The online competition runs from September 15, 2008 to February 6, 2009. During that time frame, each team member completes three rounds of online 20-question quizzes. The top 12 teams are invited to Albany on March 24, 2009 to compete in the New York State Championship, with the winning team advancing to the National LifeSmarts Championship in St. Louis, MO, April 25-28, 2009. This year there will be a new online LifeSmarts competition—*LifeSmarts-Junior Varsity*—for 6th-8th grade middle school students. Teachers can learn more about the LifeSmarts program and register

teams by visiting the New York Credit Union Foundation website at www.nycuf.org, and clicking on LifeSmarts.

Brochures with additional information about the 2008-2009 LifeSmarts program are being mailed to all business/marketing education teachers during the week of September 8th.

JON GREENWALT 2008 CALENDAR

September 5-6	BTA Board Meeting	Albany
September 25	Hofstra University	Long Island
October 16-17	BTA State Conference	Binghamton
November 7	BMEA Conference	Albany

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Business & Marketing Education Website
www.emsc.nysed.gov/cte/business/