



Arthur J. Bauernfeind
College of Business

MURRAY STATE UNIVERSITY

Murray State University Racer Academy

2014-15 Bauernfeind College of Business Dual Credit Courses

Courses

CSC 125 – Internet and Web Page Design (3 hours)

CSC 199 – Introduction to Information Technology (3 hours)

ECO 140 – Contemporary Economics (3 hours)

ECO 190 – Consumer Economics/Personal Finance (3 hours)

General Course Information

- Schools may choose to offer one or all courses.
- Interested high school teachers must submit the teacher application (**Due May 1, 2014**) to be selected to teach a course
- Upon selection, course curriculum will be provided to selected teachers by MSU.
- Administrative details will be coordinated by the Center for Undergraduate Business Advising at MSU. A faculty member in the College of Business will coordinate instructional activities.
- For dual credit, the high school teacher will deliver and teach the course within the regular high school day.
- Courses will be web supported through the Canvas or other means by MSU.
- Courses can be taught on year- or semester-long format. Teachers choosing ECO 190 or ECO 140 are strongly encouraged to consider the year-long format their first year.
- Courses may be offered for college credit, high school credit or both but only students admitted to Murray State will receive a grade from Murray State.
- Minimum requirement - 45 hours of classroom instruction

Student Information

- Participating students desiring college credit must apply for admission and be accepted to MSU. There is an application fee. Fee will be waived upon documentation that the student is on free or reduced lunch.
- Tuition is payable to Murray State University.

High School Teacher Information

- Teachers must attend an instructor workshop sponsored by MSU prior to teaching the class. Workshop dates are TBA.

Contact Stephanie Totty in Murray State's College of Business for more information at 270.809.4196 or stotty@murraystate.edu.



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2014-15 Bauernfeind College of Business Dual Credit Course Offerings

CSC 125 (3 hours) **Internet and Web Page Design**

Introductory course covering the Internet, web page and web site design. The student will be introduced to the physical components of client-server networks and basic Internet technologies including mailers, browsers, search engines, and FTP clients. The major part of this course will cover the fundamentals of creating web pages and web sites using freely available HTML text editors and a visual web authoring tool that provides a WYSIWYG design environment. Web page development will include the use of lists, hyperlinks, images, client-side image maps, tables, forms, cascading style sheets, and interactivity using basic JavaScript. **Prerequisites: None.**

Content Outline

- Internet Basics
- Developing a Basic Web Page
- Using FTP Clients
- Developing a Web Site
- Working with Web Tables
- Working with Web Forms
- Working with Multimedia
- HTML versus XHTML versus XML
- Introduction to a Popular Web Page Design Software
- Introduction to Javascript Programming (if time permits)



Textbook: Microsoft Expression Web 3.0 (Comprehensive), Henry Bojack = ~\$115 (possibly a more recent edition)

Classroom Resources Required:

- Access to Computer/Projector System

A computer lab with Microsoft Expression Web 4.0 installed and internet access on each student computer.



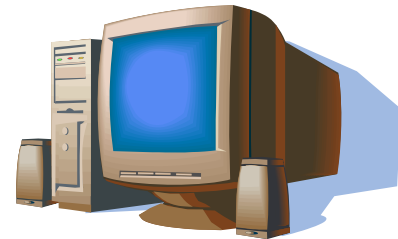
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CSC 199 (3 hours) Introduction to Information Technology



Related High School Courses:

- Advanced Computer and Technology Applications
- Microsoft Office

Prerequisites: Students must meet **one** of the following prerequisites.

- ACT Math – 19
- SAT Math – 460
- PLAN Math – 19
- COMPASS Pre-Algebra – 57
- COMPASS Algebra – 36
- COMPASS College Algebra – 40
- KYOTE College Readiness – 22
- MAT 096
- MAT 117 or higher

Classroom Resources Required:

- Access to Computer/Projector System
- A computer lab with Microsoft Office 2013, 2010, or 2007 installed and internet access on each student computer. The following Office application programs will be used: Word, Excel, Access, and PowerPoint.
- High School Teachers will be given access to SimNet/SimGrader (the online training, testing, and homework manager) and the textbooks for the class.

Text(s) and Resources for Students (for high schools using Office 2013)

High schools using other versions of Office will have similar requirements and can expect similar pricing.

- Required for all students at all schools: *SIMNet 2013 Nordell SIMBook Registration Code* ISBN: 0077801202
- Optional: *Microsoft® Office 2013 In Practice* by Randy Nordell, Kari Wood, Annette Easton, and Pat Graves. ISBN: 0073519383
- Optional: *Using Information Technology, Intro Version*, 10th ed. By Brian K. Williams and Stacey C Sawyer. ISBN: 1259187500

The high school/high school instructor may require students to have the texts. If purchased from the University Store, the bundle, ISBN: 1259187519, (two textbooks and code) is ~\$168.75 (new).



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ECO 140 (3 hours) Contemporary Economics

- This course is designed to introduce students to fundamental economic principles applied to a wide range of real world problems, with the objective of developing an understanding of the market form of economic organization. **Prerequisites: None.**
- The purpose of this course is to give students an understanding of basic economics. The student should be able to use this understanding to evaluate proposed economic policies, with emphasis placed on current economic issues and policies.
- **Potential topics have included (but are not limited to):**
 - The role of markets
 - The role of incentives
 - The role of government in the economy
 - The economics of information
 - The relationship between productivity and human capital
 - The role of financial markets
 - Various aspects of the U.S. macro-economy
 - Various aspects of trade, globalization, and developmental economics
 - Various limitations of markets
- **The reading material for this class will include:**
 - *Aplia Instant Access for Tucker's Survey of Economics, 7th Edition* Cost = about \$122
 - This includes an online version of the textbook and an online homework platform that automatically grades the students' homework.
- **Classroom Resources Required:**
 - Access to Computer/Projector System
 - Access to a student computer lab for assignments/tests approximately once a week



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ECO 190 (3 hours)

Consumer Economics/Personal Finance

- This course prepares the student to manage his or her own personal financial affairs in a competent manner as well as providing a foundation for later study and work in the financial planning field.
- This course is also designed for students who are interested in improving their practical math skills that are commonplace in the world of business and finance.
- **Potential topics have included (but are not limited to):**
 - Foundations of Financial Planning
 - Managing Basic Assets
 - Managing Investment Assets
 - Managing Credit
 - Managing Insurance Needs
 - Retirement and Estate Planning
- **The reading material for this class will include:**
 - The textbook is Gitman/Joehnk/Billingsley's PFIN2, 2nd Edition, Cost = about \$70.
 - All the homework and test materials will be given online using Murray State's online learning platform Canvas.
- **Classroom Resources Required:**
 - Access to Computer/Projector System
 - Access to a student computer lab for assignments/tests approximately once a week