Applicant Name __________________________ Date Received __________________

___ Application Form ___ Resume ___ Unofficial Transcript(s)

**Entrance Requirements**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Met</th>
<th>Not Met</th>
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<tbody>
<tr>
<td>4-year Business or Business related Degree</td>
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<tr>
<td>Examples: business administration/marketing/finance/management, from a regionally accredited institution (MBA is acceptable)</td>
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<tr>
<td>2.75 GPA</td>
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<tr>
<td>Praxis I (PPST) passed</td>
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<tr>
<td>Business Education (0101) Praxis II passed</td>
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<tr>
<td>At least two years’ work experience in business</td>
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</table>

**PI-34 Requirements**

These requirements must be met through courses taken for credit at a post-secondary institution.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Met</th>
<th>Not Met</th>
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</thead>
<tbody>
<tr>
<td>Written communication (Grade C or better)</td>
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<tr>
<td>Oral communication (public speaking) (Grade C or better)</td>
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<td>Mathematics. Any college level mathematics course at or above the college algebra level</td>
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<tr>
<td>Fine arts. Any history, appreciation, or performance/studio course relating to the arts. The fine arts include theatre, dance, music, and the visual arts.</td>
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<tr>
<td>Social studies. Any college level course in any one of the following disciplines: Anthropology; Economics; Geography; History; Political Science; Psychology; Sociology; or Race, Ethnicity &amp; Gender Studies.</td>
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<tr>
<td>Biological and physical sciences. One college level course from Biology (Life Sciences). One college level course in Physical Sciences: Astronomy, Chemistry, Geology, Physical Geography, Meteorology (if a physical science), or Physics. (May not be Biology)</td>
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<td>The humanities including literature. Any college level literature course.</td>
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<tr>
<td>Western history or contemporary culture. Any college level course in any one of the following areas of study: United States, European, Russian, Northern Mediterranean, African-American, Latino-American, or Native American Indian history in the following departments: literature, cultural studies, visual art, music, philosophy, religious studies, government, or political science.</td>
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<tr>
<td>Non-western history or contemporary culture. Any college level course in any one of the following areas of study: Middle Eastern, African, Asian, Latin American, Central American, Mexican, Caribbean, Native American Indian, Far Eastern, or Pacific Island in the following departments: history, literature, cultural studies, visual art, music, philosophy, religious studies, government, or political science.</td>
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</table>
### Technical Content Knowledge, skills Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course*</th>
<th>Cert/ Prof Exam</th>
<th>CLEP</th>
<th>Documented Work Experience**</th>
<th>Other (indicate)</th>
<th>Not Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication -- Business &amp; Professional</td>
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<tr>
<td>Accounting Financial (CLEP available)</td>
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<td>Accounting Managerial</td>
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<td>Business Law (CLEP available)</td>
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<td>Marketing (CLEP available)</td>
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<td>Economics -- micro and macro (CLEP available)</td>
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<td>Intro to IT – MIS (CLEP available)</td>
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<tr>
<td>Integrated Office Productivity Software course</td>
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<td>Web/Graphic Design/Desktop Publishing</td>
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<td>Personal Finance</td>
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<td>Keyboarding/Document Processing</td>
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<td>Management Theory (CLEP available)</td>
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<tr>
<td>International Business or Marketing</td>
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</table>

* Courses must be taken for credit at a post-secondary institution. Recency of courses may be considered. Course descriptions or syllabi may be requested.

** Job duties, task lists, and work samples must be presented in a portfolio to be evaluated based on national business education standards. (UW-Whitewater offers an undergraduate 1-3 credit portfolio course that may assist in completion of a portfolio)

<table>
<thead>
<tr>
<th>Reviewer’s Signature</th>
<th>Institution</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>_____________________</td>
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</table>

**Questions?**
**Concerns?**
**Assistance?**
Please contact the program director of your desired home institution

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**Urs Haltinner, Ph.D.**
UW-Stout
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haltinneru@uwstout.edu

**Lila Waldman, Ph.D.**
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waldmanl@uw.edu
Information on and study guides for CLEP exams are available at [http://clep.collegeboard.org/exam](http://clep.collegeboard.org/exam).


The Certified Internet Web Professional offers a Web Design Specialist certification, which may be used to meet the Web/Graphic Design/Desktop Publishing content requirement.

A competency test in Keyboarding/Document Processing is required. Competencies include the ability to keyboard with the touch method for three minutes at speed of 40 words per minute with 3 or fewer errors and the ability to format business documents correctly and efficiently. This test can be taken in person at UW-Whitewater or UW-Stout ([link](http://www.microsoft.com/learning/en/us/certification/mos.aspx)), or arrangements can be made to document proficiency through a business educator in your area.

Wisconsin’s 1998 Model Academic Standards in Business Education are currently under revision and, therefore, should not be used to verify content requirements. The 2006 Wisconsin Model Academic Standards for Personal Financial Literacy, however, are current and may be used; these standards are available at [http://dpi.wi.gov/standards/pdf/pfl.pdf](http://dpi.wi.gov/standards/pdf/pfl.pdf).

The following samplings of standards are taken from the National Standards for Business Education © 2007 by the National Business Education Association, 1914 Association Drive, Reston, VA 20191. The purchase of the complete NBEA standards is recommended. Purchase information is available at [http://www.nbea.org/newsite/curriculum/standards/index.html](http://www.nbea.org/newsite/curriculum/standards/index.html).

Detailed rubrics that will be used for evaluating documented work experience are available at ([link](http://www.nbea.org/newsite/curriculum/standards/index.html)). These rubrics are tied to the current NBEA standards.

**NBEA Business & Professional Communication Achievement Standards**

I. Foundations of Communication
   *Achievement Standard:* Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.

II. Societal Communication
   *Achievement Standard:* Apply basic social communication skills in personal and professional situations.

IV. Technological Communication
   *Achievement Standard:* Use technology to enhance the effectiveness of communication.

**NBEA Personal Finance Achievement Standards**

II. Earning and Reporting Income
   *Achievement Standard:* Identify various forms of income and analyze factors that affect income as a part of the career decision-making process.

III. Managing Finances and Budgeting
   *Achievement Standard:* Develop and evaluate a spending/savings plan.

IV. Saving and Investing
   *Achievement Standard:* Evaluate savings and investment options to meet short- and long-term goals.

V. Buying Goods and Services
   *Achievement Standard:* Apply a decision-making model to maximize consumer satisfaction when buying goods and services.

VI. Banking and Financial Institutions
   *Achievement Standard:* Evaluate services provided by financial deposit institutions to transfer funds.

VII. Using Credit
   *Achievement Standard:* Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit.
VIII. Protecting Against Risk

Achievement Standard: Analyze choices available to consumers for protection against risk and financial loss.


NBEA International Business Achievement Standards

Foundations of International Business
Achievement Standard: Explain the role of international business; analyze how it impacts business at all levels, including the local, state, national, and international levels.

I. Foundations of International Business
   Achievement Standard: Explain the role of international business; analyze how it impacts business at all levels, including the local, state, national, and international levels.

II. The Global Business Environment
   Achievement Standard: Describe the interrelatedness of the social, cultural, political, legal, and economic factors that shape and impact the global business environment.

III. International Business Communication
   Achievement Standard: Apply communication strategies necessary and appropriate for effective and profitable international business relations.

IV. Global Business Ethics and Social Responsibility
   Achievement Standard: Describe the factors that define what is considered ethical and socially responsible business behavior in a global business environment.

V. Organizational Structures for International Business Activities
   Achievement Standard: Identify forms of business ownership and entrepreneurial opportunities available in international business.

VI. International Trade
   Achievement Standard: Relate balance of trade concepts to the import/export process.

VII. International Management
   Achievement Standard: Analyze special challenges in operations, human resources, and strategic management in international business.

VIII. International Marketing
   Achievement Standard: Apply marketing concepts to international business situations.

IX. International Finance
   Achievement Standard: Explain the concepts, role, and importance of international finance and risk management.

NBEA Accounting Achievement Standards (Managerial Accounting)

II. Financial Reports
   Achievement Standard: Develop an understanding and working knowledge of an annual report and financial statements.

III. Financial Analysis
   Achievement Standard: Assess the financial condition and operating results of a company and analyze and interpret financial statements and information to make informed business decisions.

IV. Accounting Principles
   Achievement Standard: Identify and describe generally accepted accounting principles (GAAP), explain how the application of GAAP impacts the recording of financial transactions, and the preparation of financial statements.

V. Interpretation and Use of Data
   Achievement Standard: Use planning and control principles to evaluate the performance of an organization and apply differential analysis and present-value concepts to make decision.
The Certified Internet Web Professional organization provides the following competencies, which may be used to meet the Web/Graphic Design/Desktop Publishing content requirement:

**Domain 1: Site Development Essentials**
1.1 Identify and manage elements of the Web site development process.
1.2 Meet customer expectations with Web site project and design.
1.3 Identify ethical and legal issues relevant to Web development and design.

**Domain 2: Web Design Elements**
2.1 Use Web design principles to evaluate and develop a site's aesthetic qualities and its ability to enhance viewer experience.
2.2 Use Web design principles to enable navigation, usability and accessibility.

**Domain 3: Basic Web Technologies**
3.1 Use basic HTML and XHTML (X/HTML) to develop a series of Web pages.
3.2 Use X/HTML and extended technologies to enhance Web page structure, format and usability.
3.3 Create image files, and use images in X/HTML pages and site design.
3.4 Create Web sites using GUI site development applications.
3.5 Publish and maintain a production Web site.

**Domain 4: Advanced Web Technologies**
4.1 Use multimedia and plug-in technologies to enhance a Web site.
4.2 Use client-side and server-side programming to enhance Web site functionality.
4.3 Connect Web pages to a database.
4.4 Conduct effective Internet marketing.
4.5 Create syndicated feeds using feed management services.

The following competencies are needed to meet the Keyboarding/Document Processing content requirement:

1. Demonstrate the ability to use the keyboard with the touch method at 40 WPM with 3 or fewer errors in a three-minute timed writing.