



# Central International University-CIU

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## Master's Degree in Education in Business Studies, MA. Ed. BS. TEE

A) Course: Education in Business Studies, MA. Ed. BS. TEE

Duration: 3 Semesters (18 months), 6 months per semester. Credits: 180 Credits.

B) Module Details:

Semester 1 Modules:

1. Module Code: EBS101

- Module Name: Foundations of Business Education
- Study Hours: 150
- Credits: 15

2. Module Code: EBS102

- Module Name: Principles of Trade and Economics
- Study Hours: 150
- Credits: 15

3. Module Code: EBS103

- Module Name: Entrepreneurship Education
- Study Hours: 120
- Credits: 12

Semester 2 Modules:

4. Module Code: EBS201

- Module Name: International Trade and Global Economics
- Study Hours: 180
- Credits: 18

5. Module Code: EBS202

- Module Name: Strategic Management in Business Education
- Study Hours: 180
- Credits: 18

6. Module Code: EBS203

- Module Name: Financial Literacy and Business Education
- Study Hours: 120
- Credits: 12

**Semester 3 Modules (Elective):**

7. Module Code: EBS301

- Module Name: Sustainable Entrepreneurship
- Study Hours: 150
- Credits: 15

8. Module Code: EBS302

- Module Name: Innovations in Trade and Economics
- Study Hours: 150
- Credits: 15

9. Module Code: EBS303

- Module Name: Special Topics in Business Education
- Study Hours: 120
- Credits: 12

**Note: A Dissertation should be included in Semester 3.**

**C) Main Aims and Objectives:**

1. Develop expertise in business education with a focus on trade, economics, and entrepreneurship.
2. Equip students with the knowledge and skills to teach business-related subjects effectively.
3. Foster critical thinking and analytical skills in the field of business studies.
4. Provide a global perspective on trade and economics.
5. Encourage entrepreneurial thinking and innovation.
6. Prepare educators to contribute to curriculum development in business studies.
7. Enhance research and analytical capabilities in the field.
8. Promote ethical business practices and financial literacy.
9. Develop leadership and strategic management skills.
10. Facilitate the integration of sustainable practices in business education.

**D) Detailed Outline of Syllabus:**

1. *Foundations of Business Education (EBS101):*

- Historical Development of Business Education
- Philosophy and Objectives of Business Education
- Contemporary Issues in Business Education

2. *Principles of Trade and Economics (EBS102):*

- Economic Systems
- Principles of International Trade
- Macroeconomic Concepts

3. *Entrepreneurship Education (EBS103):*
  - Introduction to Entrepreneurship
  - Business Planning and Development
  - Financing Entrepreneurial Ventures
4. *International Trade and Global Economics (EBS201):*
  - International Economic Organizations
  - Trade Policies and Agreements
  - Global Economic Trends
5. *Strategic Management in Business Education (EBS202):*
  - Strategic Planning and Decision-Making
  - Organizational Behavior and Leadership
  - Change Management in Education
6. *Financial Literacy and Business Education (EBS203):*
  - Basics of Financial Management
  - Accounting Principles for Educators
  - Personal Finance Education
7. *Sustainable Entrepreneurship (EBS301):*
  - Environmental and Social Responsibility in Entrepreneurship
  - Sustainable Business Models
  - Green Innovation and Entrepreneurship
8. *Innovations in Trade and Economics (EBS302):*
  - Technology and Digital Transformation in Business
  - Innovations in Trade Practices
  - Business Intelligence and Data Analytics
9. *Special Topics in Business Education (EBS303):*
  - Emerging Trends in Business Education
  - Cross-disciplinary Approaches in Business Education
  - Capstone Project Preparation

**E) Practicals:** Practicals will be included in Modules 3, 6, 7, and 8.

**F) Industrial Attachment (Semester 3):**

Students will undergo a 3-month industrial attachment involving classroom observations, curriculum development, and engagement in educational institutions or relevant organizations. Duties may include mentoring, curriculum design, and participation in real-world business activities.

**G) Research Topics (Semester 3):**

Research topics may include:

- “The Impact of Entrepreneurship Education on Students' Business Ventures”
- “Innovations in Trade Practices: A Case Study of (Specific Industry)”
- “Sustainability Practices in Business Education: Challenges and Opportunities”

#### **H) Benefits of Pursuing This Course:**

1. Specialized expertise in business education.
2. Global perspective on trade and economics.
3. Enhanced teaching and curriculum development skills.
4. Opportunities for research and publication.
5. Preparation for leadership roles in education.
6. Networking with professionals in the business and education sectors.
7. Contribution to sustainable and ethical business practices.
8. Increased employability in educational institutions.
9. Development of critical thinking and problem-solving skills.
10. Versatility for teaching various business-related subjects.

#### **I) Entrepreneurship Benefits:**

1. Business education consulting services.
2. Curriculum development for entrepreneurship programs.
3. Establishment of an entrepreneurship training center.
4. Educational content creation for online platforms.
5. Advisory services for sustainable business practices.

#### **J) Inventions and Discoveries: Learners can contribute to:**

1. Innovative entrepreneurship education programs.
2. Development of tools for financial literacy education.
3. Research on sustainable business practices.
4. Technology integration in business education.
5. Entrepreneurial solutions for community development.

#### **K) Employment Opportunities:**

1. **Local:**
  - Ministry of Education
  - Local Business Schools
2. **International:**
  - International Schools
  - International Organizations (e.g., UNESCO)

#### **L) Recommended Books:**

- "Teaching Business Education 3E: Principles and Practices" by Patricia L. Harrelson and Carolyn McLarney
- "Economics of Education" by Dominic J. Brewer and Patrick J. McEwan
- "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko and Jeffrey S. Hornsby