University of Hawaii Community Colleges
Proposal to Initiate, Modify or Delete a Course

1. Type of Action
   - A. Addition
   - Regular or Experimental or Other (click and type to specify)
   - B. Deletion
   - C. Modification: in credits, in title, in number or alpha, in prerequisites or co-requisites

2. New Alpha, Number and Title
   BUS 120 Principles of Business
   3. Credits 3 credits

4. Old Alpha, Number and Title

5. Credits *

6. New Catalog Description
   Surveys the fundamentals of the American business enterprise. Examines the foundations and responsibilities of accounting, business, management, finance, marketing, and the business environment.

7. Select box and type specific information in text box.
   - Prerequisites
   - Corequisites or Recommended Preparation
   - Credit for ENG 21 and ENG 22 or higher

8. Student Contact Hours Per Week
   - Lecture 3 hours
   - Lab
   - Other (click to specify)

9. Proposed Date of First Offering
   - Semester Fall
   - Year 2011

10. This course ❑ is proposed for the Liberal Arts Program. ❑ can fulfill AA Elective. If Other, specify

11. This course Makes No Difference in the number of credits required for the program/core.

12. Equivalent or similar courses offered in the UH System:

<table>
<thead>
<tr>
<th>Campus</th>
<th>Alpha, Number, Title</th>
<th>Campus</th>
<th>Alpha, Number, Title</th>
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<tr>
<td>HawaiiCC</td>
<td>BUS 120 Principles of Business</td>
<td>KapiolaniCC</td>
<td>BUS 120 Principles of Business</td>
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<tr>
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<tr>
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<tr>
<td>MauiCC</td>
<td>BUS 120 Principles of Business</td>
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13. This course is (check one and click in appropriate textbox and provide details):
   - Already articulated with
   - Provide details of existing or desired articulation (date, college(s), purposes, pre-major, etc.) in this space:

   ❑ Appropriate for Articulation with UH System articulation
   - Provide details of existing or desired articulation (date, colleges(s), purposes, pre-major or major, etc.) in this space:
   - Articulation details are available at: http://www.hawaii.edu/offices/app/aa/articulation/BUS120_Artic_Agreement_rev_Apr_2008.pdf
   - Not yet appropriate for Articulation.

14. Reason for Initiating, Modifying or Deleting Courses or Other Pertinent Comment:
   To reactivate the discontinued course to meet the current educational demands.

Requested by: Proposer of the Course ❑ Date 1/9/11
Approved by: Curriculum Committee Chairperson ❑ Date 1/11/11
Faculty Senate Chairperson ❑ Date 1/16/11
Vice-Chancellor for Academic Affairs ❑ Date 1/21/11
Chancellor ❑ Date 1/29/11

CCCM #6100 (Amended for WCC use October 2002)
Levels of Review of Course Proposal at Windward Community College

Course Alpha, Number, and Title: BUS 120: Principles of Business

<table>
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<tr>
<th>Signatures</th>
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<tr>
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<td>11/23/2010</td>
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<td>11/23/2010</td>
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1. Department Area (more than one departmental instructor's signature required)

   [Signatures]

2. Department

   [Signatures]

   Department Chairperson

   Was this course discussed in a department meeting? ☑ Yes □ No

   [Date: 11/05/2010]

3. Division

   [Signatures]

   [Date: 12/06/2010]

4. Curriculum Committee Review

   Approved ☑

   Disapproved □

   Reason:

   [Signature]

   Curriculum Committee Chairperson

   [Date: 11/15/11]


CCC#6100 (Amended for WCC use October 2002)
University of Hawaii Community Colleges
Proposal to Initiate, Modify or Delete a Course

WCC Form for Course Modifications

Course: BUS 120
Submitted by: E. Troeger
Date: November 23, 2010

1. What change is proposed in the course? Provide specific information comparing both the “new” and “old” course.

We are requesting that this course be unarchived. Its student learning outcomes (SLOs) were modified in 2008 when a system-wide group agreed upon these SLOs.

2. What is the rationale for the change?

It is hoped that by taking this course, more students will want to pursue a career in business and take other business courses such as accounting.

3. Is the change substantive enough to require a change in course identification? If so, explain thoroughly.

No.

4. Is the course articulated with any 4-year program? Yes.

If yes, give details of the agreement(s) and explain any impact the proposed modifications may have on articulation.

According to LCC’s Curriculum Central, the LCC course is accepted by UH-West Oahu and is an elective at UH-Hilo. WCC does not currently have an agreement.

5. Provide details of any additional staff, equipment, facilities, library/media material, faculty preparation and other financial considerations that would be required to implement this course modification. What has been done to provide for these additional costs? Who will teach the course? Is additional preparation needed?

This course, if offered, may be taught by lecturers.

6. Will this course modification result in any alterations in the number of hours required to attain a certificate or degree? No. If yes, provide details and justification for these alterations.

7. If the course is renumbered to 100 or above, does it meet the criteria for transfer level courses? Yes.
BUS 120  Principles of Business

3 credits

INSTRUCTOR: 
OFFICE: 
OFFICE HOURS: 
TELEPHONE: 
EFFECTIVE DATE:  Fall 2011

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College is committed to excellence in the liberal arts and career development; we support and challenge individuals to develop skills, fulfill their potential, enrich their lives, and become contributing, culturally aware members of our community.

CATALOG DESCRIPTION

Surveys the fundamentals of the American business enterprise. Examines the foundations and responsibilities of accounting, business, management, finance, marketing, and the business environment.

STUDENT LEARNING OUTCOMES

Upon successful completion of BUS 120 the student should be able to:

1. Demonstrate qualitative understanding of the impact of external factors on business decisions relative to the accomplishment of the mission and objectives of an organization.

2. Demonstrate qualitative understanding of various forms of business ownership to determine their appropriateness relative to an organization’s resources, goals, and objectives.

3. Demonstrate qualitative understanding of various business functions and practices and their impact on the successful operation of a business.

4. Demonstrate qualitative understanding of the impact of business decisions on the external environment.
COURSE CONTENTS

I. CONCEPTS

SLO #1: Demonstrate qualitative understanding of the impact of external factors on business decisions relative to the accomplishment of the mission and objectives of an organization.

1. Stakeholders (e.g. customers, employees, vendors, owners, shareholders/stockholders)

2. External environment, including:
   a. Environmental (natural resources)
   b. Economic
      (1) Gross National Product (GNP)
      (2) Gross Domestic Product (GDP)
      (3) Capitalism, Socialism, Communism
      (4) Free enterprise system
      (5) Free-market economies
      (6) Planned economies
      (7) Mixed economies
      (8) Inflation/Deflation
      (9) Supply and demand (effects on price and profitability)
      (10) Depression
      (11) Business cycle (recovery and recession)
      (12) Monetary policy
      (13) Fiscal policy
      (14) Factors of production (capital, enterprise, labor, physical resources such as land, and information resources)
   c. Socio cultural (social trends and issues)
   d. Political (local, regional, national, international), legal, technological)
   e. Types of competition
      (1) Monopoly
      (2) Oligopoly
      (3) Monopolistic competition
      (4) Pure or perfect competition
   f. Technological

SLO #2: Demonstrate qualitative understanding of various forms of business ownership to determine their appropriateness relative to an organization's resources, goals, and objectives.

1. Evolution of business in the United States
   a. Factory system and the Industrial Revolution
   b. Laissez-Faire and the Entrepreneurship Era
   c. The Production Era
   d. The Marketing Era
e. The Global Era
f. The Information Era

2. International business (e.g. multinational, global, absolute vs. comparative advantage, import/export, tariffs, embargos, quotas, exchange rates, levels of international investment [risk/return], cultural influences, challenges and ethical considerations relative to international trade—North American Free Trade Agreement (NAFTA) and other free trade agreements)

3. Forms of business ownership—current trends and characteristics for profits and non-profits (e.g. entrepreneurship, small business, franchising, sole proprietorship, partnerships, cooperatives, corporation [stockholders or shareholders, types of stocks, board of directors, officers such as chief executive officer], limited liability corporations, limited liability partnerships, et. al.)

SLO # 3: Demonstrate qualitative understanding of various business functions and practices and their impact on the successful operation of a business.

1. Human resource management (e.g. human resources, human resource planning—job analysis, job description, job specification, performance appraisals; performance tests, physical ability test, personality tests, drug tests, labor relations, labor markets, unions, civil rights, sexual harassment, EEO, staffing, compensation, training, laws that protect employee’s rights)

2. Accounting and financial statements (e.g. use of Generally Accepted Accounting Principles [GAAP], Certified Public Accountants [CPA], financial statements—income statement and balance sheet—for ratio analysis)
   a. Assets
   b. Liabilities
   c. Owners’ Equity
   d. Liquidity
   e. Intangible asset
   f. Accounting Equation
   g. Sales Revenues
   h. Expenses
   i. Operating costs
   j. Income Statement Equation
   k. Liquidity Ratio
   l. Profitability Ratios
   m. Activity Ratios
   n. Break-even point

3. Finance (e.g. monetary systems, Federal Reserve, banking, loans—unsecured, secured, collateral, line of credit; working capital, common stock, debt, blue chip stocks, growth stocks, income stocks, etc.)

4. Securities markets (high returns, risky investments, price-to-warnings ratio)

5. Marketing (e.g. marketing mix—product, pricing, distribution [place], promotion; product mix, new product development, innovation, product life cycle—introduction,
growth, maturity, decline; branding, packaging, labeling, pricing, competitors, market share, marketing strategy—mass market, focus group, target market, personal selling, mission statement, property rights—patents, trademarks, copyright; distribution mix—intermediaries, wholesalers, retailers, licensed distributors or dealers, franchising, direct distribution, outsourcing, prospects, referrals; Customer Relationship Management system)

6. Role of information technology in business effects of Intranet, Internet, World Wide Web, etc., on business (global, reliability, accuracy, information overload, timeliness, real time; positions such as Chief Information Officer, webmaster)

7. Management theories (including Maslow’s Hierarchy of Needs, equity, expectancy, Total Quality Management or TQM) and functions (e.g. leading, motivating—reward, coercive expert, referent power, staffing, planning, organizing, directing, controlling)

   a. Organizational chart
   b. Assigning tasks: responsibility and authority
   c. Performing tasks: delegating and accountability
   d. Distributing authority: centralization and decentralization
   e. Forms of authority
   f. Organizational structure (tall, flat, chain of command, centralization, decentralization, functional, divisional, matrix, geographical, international, team—group cohesiveness, communication [active listening, transmit and share information], brainstorming, virtual, learning, cross-functional)
   g. Organizational culture (shared values, norms, beliefs and feelings)

SLO #4: Demonstrate qualitative understanding of the impact of business decisions on the external environment.

1. Ethics/social responsibility (e.g. product safety; environmental responsibility; employment practices such as grievances, whistle blowing; ethical and unethical behaviors; insider trading; code of ethics; ethical dilemma; conflicts of interest; protected consumer rights, warning labels)

II. SKILLS

1. Locate information.
2. Distinguish relevant and reliable information.
3. Identify and describe opportunities and threats posed by external variables considered in decision making.
4. Identify the distinguishing characteristics of various forms of business ownership
5. Recognize the benefits, risks, and potential consequences in choosing among the various forms of organization.
6. Describe the basic principles, theories, and activities in each of the functional areas of a business.
7. Explain how the functional areas of a business are interrelated
8. Recognize positive and negative examples of socially responsible behavior in business.
9. Apply relevant moral and ethical standards given a specific business situation.
COURSE TASKS

Method of Instruction may include:

1. Quizzes and tests with feedback and discussion.
2. Lectures and class discussion.
3. Problem solving.
4. PowerPoint presentations.
5. Videos, DVDs, CD-ROMs.
7. Group activities.
8. Oral reports and other student presentations.
9. Games and simulations.
10. Homework assignments such as
   a. Reading, or watching, and writing summaries and reactions to marketing issues in the media including newspapers, video, magazines, journals;
   b. Lectures, web-based materials, and other sources;
   c. Analyzing published business plans;
   d. Reading text and reference materials and answering discussion questions; and
   e. Research environmental problems and issues.
11. Web-based assignments and activities.
12. Reflective journals.

ASSESSMENT TASKS AND GRADING

I. Learning Assessment Tasks:

1. Use a state-wide standardized comprehensive final exam.
2. Use objective tests, scenarios, essay questions, or research/term papers, to explain why external factors should be considered and their potential impact on business decisions or success.
3. Use objective tests, scenarios, essay questions, or research/term papers to compare and contrast differences between forms of ownership.
4. Use objective tests, scenarios, essay questions, or research/term papers to apply functional principles and theories to specific business situations.
5. Use objective tests, scenarios, essay questions, or research/term papers to demonstrate application of relevant moral and ethical standards in business situations.

II. Grading—The final grade will be based on the following:

1. Tests 60% of final grade
2. Homework and Quizzes 30% of final grade
3. Participation 10% of final grade
OTHER POLICIES

General Guidelines:

1. Honor, Discipline, and Academic Dishonesty: By enrolling in this WCC course, you tacitly give your word of honor that you, and you alone, will do the work required for this class. You are encouraged to discuss the material with other students and to seek help in understanding the content. You, however, are solely responsible for taking the quizzes and exams, posting to the Discussion and Messages, and preparing and presenting your business plan. If a student cheats by having another person help them with quiz/homework, test questions, or by plagiarizing, or by using notes or Internet searches during exams, or other unethical behavior, they will be expelled. Opening a second window while testing is considered cheating and will lead to expulsion. Students should familiarize themselves with the Code of Student Conduct; a copy is available from the Vice-Chancellor of Student Affairs, Hale Akoakoa 202.

2. Plagiarism: is the copying from another’s work without permission or without crediting the source, borrowing passages from reference works, the Internet, or other books without identifying the source, or turning in papers from your other classes, past or present, without that instructor’s consent.

3. Disruptive Behavior: WCC regards disruptive behavior as speech or actions which intentionally:
   • Is disrespectful, offensive, or threatening
   • Interferes with the learning activities of other students
   • Impedes the delivery of College service
   • Has a negative impact in any learning environment

In other words, please show respect for your fellow students and the instructor during the class and refrain from offensive language or offending statements. Students should avoid language that in any way demeans others in a prejudicial manner (e.g. sexist, racist). As the class participates in Internet discussions, the instructor may point out language that is detrimental to interpersonal relations. If a student receives such feedback, it is assumed that the student will accept it in the spirit of learning and becoming aware of ways to improve communication. If the behavior continues after being cautioned, the student may be blocked from further discussion board entries or even removed from the class environment altogether.

LEARNING RESOURCES

Textbook:

Reference materials:

- *The Wall Street Journal*
- Current events from various newspapers
- Business trade journals
- Magazines

Additional Information

Legal assumptions:

It is hereby assumed that you will strictly follow all and any reasonable procedures/ethics, etc. that are enforced in this academic institution. Refer to the Student Conduct Code (http://www.hawaii.edu/apis/ep/e7/e7208.pdf) for the details.

**DISABILITIES ACCOMMODATION STATEMENT**

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale 'Akoakoa 213 for more information.

**CLASS SCHEDULE: TEXT READING ASSIGNMENTS & ACTIVITIES**

<table>
<thead>
<tr>
<th>Class</th>
<th>Topic</th>
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</table>
| 1     | Syllabus, Class List and other "stuff"
       | Ch. 1: Business Basic |
| 2     | Ch. 1: Business Basic
       | Activity: Identifying Types of Businesses in Hawai‘i
       | Chapter 1 Outline Due |
| 3     | Ch. 2: Economics and Banking
       | Activity: Comparing Cost of Living in US Cities
       | Chapter 2 Outline Due |
| 4     | Ch. 2: Economics and Banking
       | Activity: Tracking Economic Data |
| 5     | Ch. 3: Ethics in Business
       | Activity: Personal Code of Conduct
       | Chapter 3 Outline Due |
| 6     | Ch. 4: Business in a Global Economy
       | Chapter 4 Outline Due |
| 7     | Review for Exam #1
       | Activity: Selling a Product in China |
Exam #1 (Ch. 1, 2, 3 & 4)
Ch. 6: Forms of Business Ownership
Chapter 6 Outline Due

Activity: Starting a Small Business
Articles of Incorporation
Activity: Stock Certificate

Ch. 5: Small Business and the Entrepreneur
Activity: Selecting a Franchise to Buy
Chapter 5 Outline Due

Activity: Constructing a Balance Sheet

Ch. 15: Financing and Tracking Business Operations
Activity: Constructing an Income Statement
Chapter 15 Outline Due

Ch. 16: Securities and Investments
Activity: Dow Jones Industrial Average Tracking Sheet
Activity: Standard and Poor (S & P) 500 Tracking Sheet
Chapter 16 Outline Due

Review for Exam #2

Exam #2 (Ch. 5, 6, 15 & 16)
Activities: TBA

Ch. 7: Business Management and Organization
Activity: Organizational Chart
Chapter 7 Outline Due

Activity #12: Your Motivators and Hygiene Factors

Ch. 8: Motivation, Leadership and Teamwork
Chapter 8 Outline Due

Activity: Laulima

Ch. 9: Human Resources Management
Chapter 9 Outline Due

Activity: Writing a Job Description

Ch. 10: Business Technology
Activity: Cookies: A Privacy Threat
Chapter 10 Outline Due

Review for Exam #3
24  Exam #3 (Ch. 7, 8, 9 & 10)
    Activities

25  Ch. 12: Marketing and Consumer Behavior
    Chapter 12 Outline Due

26  Ch. 13: Product Development and Pricing Strategies
    Activity: Market Segmentation
    Activity: The Marketing Concept
    Chapter 13 Outline Due

27  Activity: Product Life Cycle

28  Ch. 14: Promotion and Distribution
    Chapter 14 Outline Due

29  Review for Exam #4

30  Exam #4 (Ch. 12, 13 & 14)

Last revised on January 9, 2011