



**AAS Business Careers PR - Program Requirement List Additional Programs and Category: Other AASs - elective**

**BAS ABIT - Applied Business and Information Technology PQ - Pre-BAS Course List Additional Programs and Category:**

**Developmental/Remedial**

**Other/Additional: Explain:**

**Diversification Designation\*\*Diversification Designation**

**Hawaii/Asia/Pacific (HAPS) Designation\*\*\***

*\* Submit the appropriate form(s) to have the course placed in the requested category(ies). The course must meet the hallmarks for the requested category(ies) and needs to be approved by the Liberal Arts/AA Program. If the course satisfies category I: Foundations/Skills: Foundations I or II, it needs to be approved by the Foundations Board. Foundations I courses are submitted to the multi-campus Foundations Board for acceptance.*

*\*\* Submit the Diversification form. The course must meet the hallmarks for the requested diversification designation and needs to be approved by both the Liberal Arts/AA Program and the Diversity Board.*

*\*\*\*If a course needs a Hawaii/ Asia/ Pacific designation, it must be submitted to the HAPS board. See your Department Curriculum Representative, the Curriculum Chair, the Liberal Arts/AA Coordinator or the appropriate Board chair for additional information.*

## 12. 5-year Review Date 2017

*Many previous course outlines have SLOs and what are now called Competencies/Concepts/Issues/Skills combined in question number 6. In this form in number 15: SLOs are considered to be over arching "what the student will be able to do in the rest of life" type statements. In number 16: Competencies/Concepts/Issues/Skills are considered to be the more specific steps by which the SLOs are achieved.*

### 15. Student Learning Outcomes (SLOs). List one to four inclusive SLOs.

*Use roman numerals (I, II, III) to designate SLOs..*

On successful completion of this course, students will be able to:

- I. use responsibly the fundamentals of how businesses operate in planning, running, and interacting with businesses.
- II.
- III.
- IV.

### 16. Competencies/Concepts/Issues/Skills. Use lower case letters (a., b....zz) to designate competencies/concepts/issues/skills..

On successful completion of this course, students will be able to:

- a. Evaluate Business: Now and Beyond
- b. Appraise Business Ethics and Social Responsibility
- c. Recognize Economic Challenges Facing Global and Domestic Business
- d. Differentiate Competing in Global Markets
- e. Evaluate Options for Organizing Small and Large Businesses
- f. Contrast Starting Your Own Business: The Entrepreneurship Alternative
- g. Analyze Electronic Commerce: The Internet and Online Business
- h. Discuss Management, Leadership, and the Internal Organization
- i. Identify Human Resource Management, Motivation, and Labor-Management Relations
- j. Contrast Improving Performance through Empowerment, Teamwork, and Communication
- k. Analyze Production and Operations Management
- l. Examine Customer-Driven Marketing
- m. Appraise Product and Distribution Strategies
- n. Identify Promotion and Pricing Strategies
- o. Formulate Using Technology to Manage Information
- p. Identify Accounting and Financial Statements
- q. Review Financial Management and Institutions
- r. Evaluate Financing and Investing through Securities Markets
- s. Judge Risk Management and Insurance
- t. Plan Personal Finances
- u. Formulate The Business Plan

### 17. Suggested Course Content and Approximate Time Spent on Each Topic

**Linked to #15. Student Learning Outcomes and #16:  
Competencies/Concepts/Issues/Skills**

**A. FOCUS ON AMERICAN ENTERPRISE - 2 - 3 weeks (l, a b c)**

1. Business and its social responsibility
2. Forms of business organization
3. The American economy:
4. Triumphs and Challenges

**B. MANAGEMENT - 2 - 3 weeks (l, e b h i j)**

1. The process of management
2. Internal organization
3. Production and operations management
4. Management and unions
5. Human resources management
6. Human relations: Motivation and Morale

**C. MARKETING - 2 - 3 weeks (l, i m n d)**

1. An introduction to marketing
2. Product and pricing decisions
3. Promotion
4. Wholesaling, retailing, and distribution

**D. FINANCE - 2 - 3 weeks (l, p q r s t)**

1. Short-term finance
2. Long-term finance
3. The Financial Markets
4. The money and banking system
5. Risk management and insurance

**E. TOOLS OF BUSINESS - 2 - 3 weeks (l, q k p g)**

1. Basic Accounting Principles
2. Computers and Programs
3. Management Information Systems
4. Research Methods

**F. THE ENVIRONMENT OF BUSINESS - 2 weeks (l, u b f)**

1. Business law and ethics
2. Government and Business
3. International Business
4. Additional Topics

**18. Suggested Course Requirements and Evaluation**

**Linked to #15. Student Learning Outcomes and #16:  
Competencies/Concepts/Issues/Skills**

Specific course requirements are at the discretion of the instructor at the time the course is being offered. Suggested requirements might include, but are not limited to:

-

TESTS (l, a-u)  
PROJECTS (l, a-u)  
FINAL (l, a-u)  
OTHER AS APPROPRIATE (l, a-u)

19. College-wide academic student learner outcomes (CASLOs) this course supports:  
(mark all that apply)

- Written Communications
- Quantitative Reasoning
- Information Retrieval and Technology
- Oral Communication
- Critical Reasoning
- Creativity

If this course supports one or more CASLO, then either complete the Assessment of Intended Student Learning Outcomes Standards (CCOWIQ) Grid (see Curriculum Committee website for grid form and submit it with this form) OR in the box following explain briefly how this course supports the particular CASLO or CASLOs:

Grid is attached

20. Using the program student learning outcomes (PLOs) for the main program of which this course is a part, list only those PLOs this course supports:

PLO: Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships

PLO: Analyze and explain basic business transactions and financial reports

PLO: Develop a sense and appreciation of entrepreneurship

PLO:

PLO:

PLO:

PLO:

22. Method(s) of delivery appropriate for this course: (mark all that apply)

- Traditional
- HITS/Interactive TV
- Cable TV
- Online
- Hybrid
- Other, explain:

23. Text and Materials, Reference Materials, and Auxiliary Materials

Appropriate text(s) and materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Boone, Louis E., Kurtz, David L., Contemporary Business, 14e, South-Western Publishing

Appropriate reference materials will be chosen at the time the course is offered from those currently available in the field. Examples include: The Wall Street Journal

Appropriate auxiliary materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Instructor developed materials

31. Course is:

Not articulated.

Is presently articulated\* as a general education course at:

UHCC  UH Manoa  UH Hilo  UHWO

*\*If this course has a Foundation or Diversification designation, then check all the appropriate boxes. Only submit a Course Articulation Form (available on the Curriculum Committee website) if this course does not have a Foundation or Diversification designation and is already articulated as a general education (100-, 200-level) course. Check Curriculum Committee website under UH Courses for articulation sites.*

Is presently articulated by PCC or other UH system agreement at:

UHCC  UH Manoa  UH Hilo  UHWO Explain:

Is presently articulated to a specific department or institution:

UHCC  UH Manoa  UH Hilo  UHWO  Outside UH system

Explain:

This course outline is standardized and/or the result of a community college or system-wide agreement. Name of the responsible committee/group:

33. Additional Information (*add additional pages if needed*):

SLO Project Submission Grid  
 Intended General Education Student Learning  
 Outcomes for Courses - Business Careers Program

CODE  
 3 = Focus of course  
 2 = Evaluate Using Outcome  
 1 = Not evaluated  
 0 = Not included

<b>Standard 1 - Written Communication</b>	BUS 120	MGT 122	MKT 120	BUS 125	MGT 118	MGT 124	MKT 160
1.1 Use writing to discover and articulate ideas	1	1	1	1	1	3	2
1.2 Identify and analyze the audience and purpose for any intended communication	1	1	2	3	2	3	3
1.3 Choose language, style and organization appropriate to particular purposes and audiences	1	1	2	3	2	3	3
1.4 Gather information and document sources appropriately	2	1	2	3	2	3	2
1.5 Express a main idea as a thesis, hypothesis, and other appropriate content	1	2	1	2	2	3	1
1.6 Develop a main idea clearly and concisely with a appropriate content	1	2	1	2	1	3	3
1.7 Demonstrate mastery of the conventions of writing, including grammar, spelling, and mechanics	2	2	2	2	1	2	2
1.8 Demonstrate proficiency in revision and editing	1	1	1	2	0	2	2
1.9 Develop a personal voice in written communication	0	0	1	0	0	0	0
1.10 Demonstrate mastery of various types of business writing, e.g. memos, letters	1	1	1	3	1	2	1
<b>Standard 2 - Quantitative</b>	BUS 120	MGT 122	MKT 120	BUS 125	MGT 118	MGT 124	MKT 160
2.1 Apply numeric, graphic, symbolic skills and other forms of quantitative reasoning accurately and appropriately	2	1	1	2	1	2	1
2.2 Demonstrate mastery of mathematical concepts, skills, and applications, using technology when appropriate	1	0	0	1	0	0	0
2.3 Communicate clearly and concisely the methods and results of quantitative problem solving	0	0	0	1	0	0	0
2.4 Formulate and test hypotheses using numerical experimentation	0	0	0	0	0	0	0
2.5 Define quantitative issues and problems, gather relevant information, analyze that information and present results	1	0	0	3	0	0	0

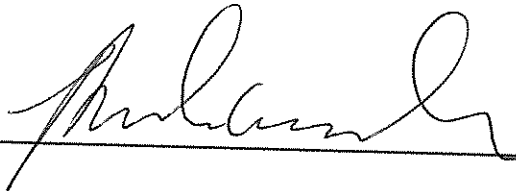


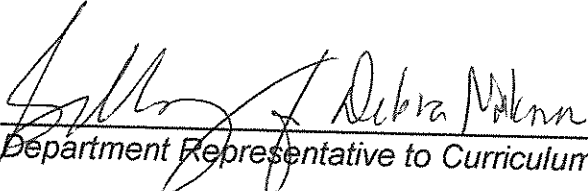
2.6 Assess the validity of statistical conclusions	1	1	1	3	1	1	2
<b>Standard 3 - Information Retrieval and Technology</b>	BUS 120	MGT 122	MKT 120	BUS 125	MGT 118	MGT 124	MKT 160
3.1 Use print and electronic information technology ethically and responsibly	1	1	1	1	1	1	3
3.2 Demonstrate knowledge of basic vocabulary, concepts, and operations of information retrieval and technology	1	1	1	1	1	1	1
3.3 Recognize, identify, and define an information need	2	1	2	3	2	1	3
3.4 Access and retrieve information through print and electronic media, evaluating the accuracy and authenticity of that information	2	2	2	2	1	3	2
3.5 Create, manage, organize, and communicate information through electronic media	1	1	2	2	1	1	2
3.6 Recognize changing technologies and make informed choice about their appropriateness and use	0	0	0	0	0	0	1
<b>Standard 4 - Oral Communication</b>	BUS 120	MGT 122	MKT 120	BUS 125	MGT 118	MGT 124	MKT 160
4.1 Identify and analyze the audience and purpose off any intended communication	1	2	2	2	2	3	3
4.2 Gather, evaluate, select, and organize information for the communication	1	2	2	2	2	2	3
4.3 Use language, techniques, and strategies appropriate to the audience and occasion	1	2	2	2	2	3	3
4.4 Speak clearly and confidently, using the voice, volume, tone, and articulation appropriate to the audience and occasion	1	2	2	2	2	2	2
4.5 Summarize, analyze, and evaluate oral communications and ask coherent questions as needed.	1	2	1	2	1	2	3
4.6 Use competent oral expression to initiate and sustain discussions	1	2	2	2	2	2	2
<b>Standard 5 - Critical Thinking</b>	BUS 120	MGT 122	MKT 120	BUS 125	MGT 118	MGT 124	MKT 160
5.1 Identify and state problems, issues, arguments, and questions contained in a body of information	1	2	2	2	2	3	2
5.2 Identify and analyze assumptions and underlying points of view relating to an issue or problem	1	3	2	1	1	3	2
5.3 Formulate research questions that require descriptive and explanatory analyses	2	2	2	0	1	2	2
5.4 Recognize and understand multiple modes of inquiry, including investigative methods based on observation and analysis	1	3	0	0	2	3	0




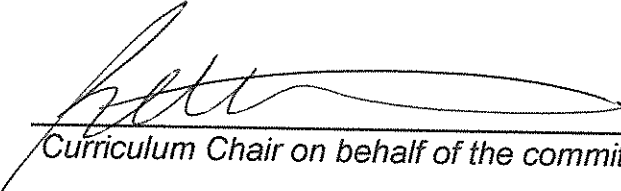


University of Hawaii Maui College  
Course Outline and CAR – 5-year Review/Amnesty Form Signature Page

  
\_\_\_\_\_  
Author 6/29/11  
Date

  
\_\_\_\_\_  
Department Representative to Curriculum Committee 6/30/11  
Date

  
\_\_\_\_\_  
Department: Department Chair 6/29/11  
Date

  
\_\_\_\_\_  
Curriculum Chair on behalf of the committee and college 6/30/11  
Date