

**CMI COURSE CURRICULUM  
COURSE ACTION**

**Course Title:** Introduction to Business    **Alpha Number:** BUS 101    **CIP No.** 52.0101

**Type of Action:**

- New Course (attach narrative justification for course creation)
- Substantive Revision (attach narrative justification for changes, including assessment and/or achievement data and feedback from the advisory committee if relevant)

Select all that apply:

- Change in number of credit hours
- Change in prerequisite
- Substantive change in course content
- Change to SLOs
- Other: Hybrid, Distribution Area

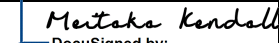
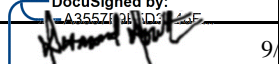
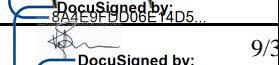
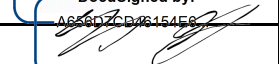
- Non-substantive Revision

Select all that apply:

- Change in Alpha Number or Title (unless letter abbreviation has not previously been used)
- Edit to course description that does not alter the substance of the course
- Change to recommended texts
- Other: change of contact hours from 48 to 45, rewording of SLO
- Reinstitution of Archived Course (attach narrative justification for reinstatement, including evidence of demand, evidence of capacity, feedback from the advisory committee if relevant, and Commentary that speaks directly to the reasons the course was initially archived)

- Reaffirmation of Course (only allowable if course completion rate exceeds ISS, the benchmark has been met for the majority of SLO assessments, and there is no evidence of inequitable levels of achievement across subpopulations; attach evidence)

**Approvals:**

	Name	Signature	Date
<b>Department Chair</b>	Meitaka Kendall-Lekka	 DocuSigned by: A3557F1D11D31455	9/20/2024
<b>Curriculum Committee Chair</b>	Desmond Doulatram	 DocuSigned by: 8A9E9F000E74D5...	9/19/2024
<b>Dean</b>	Vasemaca Savu	 DocuSigned by: A856D7CD06154E6...	9/30/2024
<b>VPASA</b>	Dr Elizabeth Switaj	 89BEB3BDDC23455...	10/1/2024

**CIP No.** 52.0101

**Version No.**   2  

BUS 101  
**Alpha Number**

Introduction to Business  
**Course Title**

**Course Description:** Examines the role of business in a modern economy; its growth, structure, organization and relationship to the changing environment. Surveys types of business, production, marketing, management, accounting, human resources and government requirements.

**Course originally prepared by:** Business Studies Department Nov/2013

**Most recent revision by:** MMeitaka Kendall-Lekka BSN Dept May 2024

**Course mode(s):**  Face to Face (including Zoom)  Hybrid

**Credits calculated by:**  Credit Hour  Clock Hour  N/A

**Contact Hours:**   45  

Type	No. of Hours	No. of Credits	Maximum No. of Hours Online
Lecture/Seminar/Workshop	45	3	22.5
Clinical			
Practicum			
Lab			
Fieldwork			
Studio Time			
<b>Total</b>	45	3	22.5

**Purpose(s) of Course:** Degree Requirement   Business    
 Degree Elective   LA    
 General Education \_\_\_\_\_  
 Credit Certification   Accounting Clerkship    
 Developmental \_\_\_\_\_  
 CTE/TVET \_\_\_\_\_  
 ABE/Adult HS \_\_\_\_\_

**Distribution Area:** Humanities \_\_\_\_\_  
Social Sciences   
 Mathematics (Credit) \_\_\_\_\_  
 Science \_\_\_\_\_

**Prerequisite:**   C or better in ENG 105  

**Student Learning Outcomes:** Upon completion of this course, students will be able to:

1. Identify and describe different economic, production and marketing systems
2. Distinguish between different types of business formation options
3. Describe the functions and operations of the human resources unit
4. Analyze the role of management, accounting, government, and business environments

**SLO Mapping:**

<b>Prerequisite Course SLO</b>	<b>Linked SLO from this Course</b>	<b>Explanation</b>
ENGLISH 105 1. Demonstrate public speaking skills individually and within group settings	1. Identify and describe different economic, production and marketing systems 2. Distinguish between different types of business formation options 3. Describe the functions and operations of the human resources unit 4. Analyze the role of management, accounting, government, and business environments	Students need to have public speaking skills in order to successfully articulate their thoughts and understanding of course topics both in writing and out loud.
ENGLISH 105 2. Deliver speeches that include appropriate content and organization as well as exhibit audience awareness (rapport)	1. Identify and describe different economic, production and marketing systems 2. Distinguish between different types of business formation options 3. Describe the functions and operations of the human resources unit 4. Analyze the role of management, accounting, government, and business environments	Students are required to give oral presentations in class and need practice in this area in order to deliver successful speeches or presentation work in various Business topics covered in this course.

**Links to Program Learning Outcomes:**

<b>SLO</b>	<b>Linked PLO</b>	<b>I/P/M</b>	<b>Explanation of Link</b>
1. Identify and describe different economic, production and marketing systems	PLO1: Use basic business principles to analyze information, solve problems and make informed decisions.  PLO2: Use language, communication, research, and technological skills to support business concepts effectively.  PLO3: Discuss the effects of culture and ethics in current global and domestic business environments.	I	Students can link what they have learnt in the course by applying these in real life both personally and professionally.

<p>2. Distinguish between different types of business formation options</p>	<p>PLO1: Use basic business principles to analyze information, solve problems and make informed decisions.</p> <p>PLO2: Use language, communication, research, and technological skills to support business concepts effectively.</p>	<p>I</p>	<p>Students can make informed business decisions from what they have learnt in the course by applying these in real life both personally and professionally.</p>
<p>4. Analyze the role of management, accounting, government, and business environments.</p>	<p>PLO1: Use basic business principles to analyze information, solve problems and make informed decisions.</p> <p>PLO2: Use language, communication, research, and technological skills to support business concepts effectively.</p> <p>PLO3: Discuss the effects of culture and ethics in current global and domestic business environments.</p>	<p>I</p>	<p>Students can link what they have learnt in the course by applying or making relevant comparisons in these areas allowing them to be able to engage in related discussions etc.</p>

**Course Content:**

Students in this course will be introduced to:

1. The nature and challenge of business
2. Basic functions of business
3. Economic environment
4. Modern environment of business
5. Forms of ownership
6. Local and international business
7. Social responsibility and ethics
8. Innovation and entrepreneurship
9. Managing and organization structure
10. Managing production and service operations
11. Human resource management
12. Managing information and computer technology
13. Marketing functions and strategies
14. Accounting for financial control
15. Government regulations

**Higher Order Thinking Skills:** Students in this course will experience:

- Analyzing the basic elements of an idea, experience, or theory
- Making judgments about the value or soundness of information, arguments, or methods
- Applying theories or concepts to practical problems or in new situations

**Recommended Methods of Instruction**

- Demonstration

- Lecture
- Small group discussion
- Class discussion
- Audio-Visual Aids
- Laboratory
- Supervised Practice
- Field Trips
- Other: Student collaboration, feedbacks

**Recommended Assessment Tool Type(s):**

- Case Study
- Critique of Performance
- Exam/Quiz In-Course
- Exam/Quiz Standardized (attach narrative describing development and validation process)
- Focus Group
- Group Project
- Individual Project
- Observation
- Portfolio Review
- Presentation
- Simulation
- Skill Performance
- Supervisor Evaluation
- Survey
- Written Assignment

**Required Forms of Regular and Substantive Interaction for Hybrid or Distance Education Courses (Select at Least Two):**

- Direct instruction through:
  - Live video lectures
  - Live audio-only lectures
  - Live text chats
- Assessing or providing feedback on a student's coursework
- Providing information or responding to questions about the content of a course or competency through:
  - Live video discussions
  - Live audio-only discussions
  - Live text chats
  - Asynchronous message boards or text chats
- Facilitating a group discussion regarding the content of a course or competency through:
  - Live video discussions
  - Live audio-only discussions
  - Live text chats
  - Asynchronous message boards or text chats
- Other, specify: Use both asynchronous and synchronous assessments

*Note: for distance education courses, if only two are selected, both must occur within the course on a weekly basis. If more than two are selected, the instructor may choose which two are used during each week.*

**Equipment and Materials: Recommended**

1. Equipment/Facilities: Overhead projector, Zoom, Computer/Laptop with MS Excel, Internet, Moodle online learning platform, eBook device.
2. Materials and Supplies: Hand-held electronic calculator, Rulers, Storage Device, Supplemental articles from web and CMI Library resources, Local MIJ Newspaper
3. Textbook or eBook: Introduction to Business by Kelly & Williams

**College Mission:**

The College of the Marshall Islands will provide our community with access to quality, higher and further educational services, prioritize student success through engagement in relevant Academic, Career and Technical Education, and be a center for the study of Marshallese Culture. It will also provide intellectual resources and facilitate research specific to the needs of the nation.

*EC approved 4th Nov, 2020. BOR approved 1st December, 2020*

**Connection to College Mission:**

Department of Business Studies educational goals are grounded in the mission and objectives of the college in two particular facets; aiming to serve (1) students' educational needs and (2) national needs. Being able to offer unique business program pathways and Business courses like this will enable our students to advance further in higher education and prepare them to enter the workforce.

**Department Mission:**

The mission of the Business Studies Department is to serve students and the local business community by offering quality programs that provide the knowledge and skills essential for success in entrepreneurship, higher education, or employment.

**Connection to Department Mission:**

The course introduces the fundamentals of business organizations, their natures, and opportunities combining case analysis and current business issues both locally and globally to meet Department mission. After all, the Business Studies Degree Program is designed to integrate both theoretical and real-life application components, and this course will help prepare students for both transfer and for the field work.

**Rationale for Change:**

Prerequisites - There were previously 3 prerequisites (C or better in ENG 101, ENG 105, and ICS 101 or permission of instructor) which were not all necessary for this course and had to be taken out to allow students to easily register and be able to take other required courses to complete program on time and have a smoother program pathway.

Hybrid - Added this component to allow or have the option for students to join class online in case class cannot meet face to face due to unforeseen circumstances (ex. COVID, Natural disasters, health and transportation issues, etc.) as well as accommodate working students and those who with solid reason they're unable to physically come to class.

Distribution Area - Proposed course to be part of Social Science since the course covers "Economics" which is part of the social science component that studies the production, distribution, and consumption of goods and services. Economics focuses on the behavior and interactions of economic agents and how economies work