UNIVERSITY OF HAWAI'I

SYSTEM ARTICULATION AGREEMENT

Business 120/100 Course

January 2005
INTRODUCTION

The University of Hawai‘i is comprised of ten campuses located on four islands in the State of Hawai‘i. While each campus has a unique identity and mission, the ten campuses operate as one system.

Career Pathways
The State of Hawai‘i and its educational systems are participating in Career Pathways with an overall theme of “Six pathways, one system.” The six pathways are:

1. Arts and Communication
2. Business
3. Health Services
4. Industrial and Engineering Technology
5. Natural Resources
6. Public and Human Services

At the secondary and postsecondary levels, the goal of Career Pathways is to provide curriculum standards that meet business and industry requirements. Implementing these standards will ensure student attainment of a high level of academic and technical skills, a seamless transition from secondary to postsecondary educational programs and between postsecondary campuses, and a satisfying career for which the student is well prepared.

Hawai‘i P-20 Initiative
The overarching goal of the P-20 initiative is to improve student achievement at all levels of education. To this end, two of the goals of P-20 are:

1. To align standards, curricula, and assessments across all components of the state’s public education system.
2. To improve transition among the components of the education system, as well as from an educational setting to the workforce.

During the course of their education, students may decide to transfer from one campus to another in the University of Hawai‘i (UH) system. The development of an articulated program of study supports the transfer of earned academic credits within the UH system.

PURPOSE

The primary purpose of this articulation agreement is to facilitate the matriculation of students and the transfer of courses across the university system. Moreover, it is intended to inform students, whose program of study requires business courses as part of their degree requirements, of the program opportunities that are available to them throughout the UH system.

Students will have the opportunity to receive credit for equivalent courses taken elsewhere in the UH system, reducing the potential problems of having to retake a similar course or not being credited with work that has been completed.

The table in this document lists all 100-level Principles of Business and Introduction to Business courses which are equivalent within the University of Hawai‘i system. If a course is unique to a campus and, hence, does not have an equivalent course within the UH system, then it is not
listed in the table. Also, the course outline(s) in this document have been approved by the faculty and administrations of all campuses represented in this signed agreement.

This Articulation Agreement will remain in effect until January 2009. It will be subject to review in February 2009, and may be continued, revised, or discontinued with the consent of all faculty and administration of all campuses represented in this agreement.

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<tr>
<th>Principles of Business or Introduction to Business</th>
<th>UH Mānoa</th>
<th>UH Hilo</th>
<th>UH West O'ahu</th>
<th>Hawai'i CC</th>
<th>Honolulu CC</th>
<th>Kapi'olani CC</th>
<th>Kauai CC</th>
<th>Leeward CC</th>
<th>Maui CC</th>
<th>Windward CC</th>
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BUS 120 Principles of Business or
BUS 100 Introduction to Business (UHH)
Course Outline

Prepared 12/15/04

A. Course description

HawCC: Surveys the fundamentals of American business enterprise. Treats the foundations and responsibilities of business, management, finance, and marketing; and the legal, government, and social environment.

KapCC: BUS 120 focuses on in depth analysis of and perspective to the role of a business enterprise in a capitalistic society with emphasis on the functional processes of a business and of the force fields that affect the modes of business behavior. Course requirements will include examinations and a research project.

KauCC: Foundations of the social, legal, competitive, and economic environment of business organizations within a capitalistic society and within the international marketplace. Fundamentals of the importance of the internal organizational structure, effective information systems, planning, management, and how the key functions of business organizations, such as human resources administration, labor management relations, marketing, finance, insurance, and accounting operate within organizations.

LeeCC: In depth analysis of the functional processes & the role of a business enterprise in a capitalistic society. This course is a requirement for all ACC, MGT and OA&T Associate Degree Programs, and may also be used as an elective for the Liberal Arts A.A. program.

MauCC: Surveys the fundamentals of American business enterprise. Treats the foundations and responsibilities of business, management, finance, marketing, and the legal, government, and social environment.


B. Hours per week

Lecture 3 hours lab other_____ Total 3 hours

C. Prerequisites, or required preparation:

HawCC: Eng 21 or placement in Eng 102; and Eng 22 or ESL 15 or placement in Eng 100

KauCC: No prerequisites.

LeeCC: Minimum grade of C in English 21 or 22, or equivalent, or instructor’s approval.

MauCC: ENG 19 with at least a C, or placement of ENG 22 or 55, or consent.

UH Hilo Admission Requirement: Refer to college catalog.

D. Intended Student Learning Outcomes

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 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.
E. **Course content, including approximate time to be spent on each topic.**

**Concepts**

1. External stakeholder
2. Natural environment issues
3. Economic environment
4. Economic systems
5. Market information
6. Socioeconomic, legal, and regulatory environments
7. Technological environment
8. Political environment
9. Industry characteristics/factors
10. International environment
11. Competitive Environment
12. Labor Market
13. Global Marketplace
14. Profit and Not-for-Profit Forms of Ownership:
   a. Sole Proprietorship
   b. Partnership
   c. Corporation
   d. Limited Liability Corporations
   e. Limited Liability Partnerships
15. Accounting
16. Finance
17. Marketing
18. Production and Operations
19. Human Resources Management
20. Information Management
21. Management Functions
   a. Planning
   b. Organizing
   c. Directing
   d. Controlling
22. Social responsibility
   a. Ethics
   b. Decision-making process
   c. Environmental responsibility
   d. Product safety
   e. Responsible employment practices
23. Moral relativism versus absolutism

**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 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
11. Apply relevant moral and ethical standards given a specific business situation

F. **Text and materials:**

   List the text or texts to be used. (If no text, so state.) Indicate approximate portion of text to be used, if less than 75%.

G. **Reference materials:**

   List a few of the reference materials that may be found in the library or elsewhere that will contribute to the course.

H. **Auxiliary materials and content:**

   List audio-visual aids, projects, field trips, special equipment, special speakers, experiments, demonstrations, student reports, etc., which you plan to use.

I. **Learning Assessment Tasks:**

   1. 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.
   2. Use objective tests, scenarios, essay questions, or research/term papers to compare and contrast differences between forms of ownership.
   3. Use objective tests, scenarios, essay questions, or research/term papers to apply functional principles and theories to specific business situations.
   4. Use objective tests, scenarios, essay questions, or research/term papers to demonstrate application of relevant moral and ethical standards in business situations.

   Identify evaluation procedures which will be employed to determine if the course objectives are being met, e.g., written examinations, [attendance,] projects.

J. **Methods of instruction**

   Per Attachment V, CCCM # 6100 (Revised August 28, 1991) and *The Outcomes Primer* by Ruth Stiehl, pp. 46-47, ©2002
UNIVERSITY OF HAWAI'I SYSTEM ARTICULATION AGREEMENT
Business Program

Rose Tseng, Chancellor, UH Hilo
Date 2/29/05

Rockne Freitas, Chancellor, Hawai'i Community College
Date 3/15/05

John Morton, Chancellor, Kapi'olani Community College
Date 4/11/05

Peggy Chau, Chancellor, Kaua'i Community College
Date 1/29/05

Mark Silliman, Chancellor, Leeward Community College
Date 1/13/05

Clyde Sakamoto, Chancellor, Maui Community College
Date 6/4/05

Marcia Sakai, College of Business and Economics Director, UH Hilo
Date 2/18/05

Beth Sanders, Business Education & Technology Division Chair, Hawai'i CC
Date 3/2/05

Alfred Saka, Business Education Division Chair, Kapi'olani CC
Date 4/11/05

Susan Uchida, Business Education Division Chair, Kaua'i CC
Date 12/17/05

Shelley Ota, Business Technology Division Chair, Leeward CC
Date 1/11/05

Diane Meyer, Professional Technology Division Chair, Maui CC
Date 12/17/04

Bruce Berg, Lecturer of Business, Kapi'olani Community College
Date

Harry Hennessy, Professor of Management, University of Hawai'i at Hilo
Date 2/16/05

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