COLLEGE OF THE MARSHALL ISLANDS
COURSE OUTLINE

CIP No. 52.0101

BUS 101 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 prepared by: BIT Department April 2007

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<th>Lecture</th>
<th>Laboratory</th>
<th>Clinical</th>
<th>Seminar</th>
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<td>Hours per Week</td>
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<td>Number of Weeks</td>
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Purpose of Course:
Degree Requirement
Degree Elective
General Education
Certification
Developmental
Other

Prerequisite(s)
C or better in ENG 101, ENG 105
and ICS 101 or permission of instructor

Signature, Curriculum and Assessment Committee Chairperson

Signature, Dean of Academic Affairs

Signature, Vice President of Academic and Student Affairs

Last Date reviewed or revised: November 2013
I. Introduction to Business

Course Title

II. Course Objectives

A. General Learning Outcomes

Students will:

1. Explain why societies develop economic, production and marketing systems (BSD 1, 3, 4)
2. Describe the major types of business organizations (BSD 1, 3, 5)
3. Identify the activities of the human resources unit (BSD 1, 5)
4. Analyze the role of management, accounting, government, and relationships in business (BSD 1, 3)

B. Specific Learning Outcomes

Upon completion of this course, the student will be able to:

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

III. Course Content

This course is designed to introduce students to areas of business.

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

IV. Methods of Instruction

1. Lecture
2. Discussion
3. Small group work
4. Case studies
5. Audio visual aids
6. Field trip/guest speakers
V. Equipment and Materials

1. Overhead projector
2. Computer
3. Handouts

VI. Suggested Methods of Evaluation

1. Written assignments
2. Quizzes
3. Tests

Letter grades will be assigned per CMI Grading System.
Course History Summary

Course Number:  *Bus 101 Introduction to Business (3cr)*

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