

**UNIVERSITY OF HAWAI'I  
SYSTEM ARTICULATION AGREEMENT**

**Business 120/100 Course**

**Revised April 2008**

# UNIVERSITY OF HAWAII SYSTEM ARTICULATION AGREEMENT

## Business Program

### 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.

### AGREEMENTS AND PROCEDURES

1. **Scope of Agreement.** This Articulation Agreement applies among the UH Community Colleges and the University of Hawai'i at Hilo.
2. **Number of Credits to be Awarded.** Transfer credit among University of Hawai'i campuses for the following courses:

	UH Hilo	Hawai'i CC	Kapi'olani CC	Kauai CC	Leeward CC	Maui CC
Principles of Business or Introduction to Business	BUS 100	BUS 120	BUS 120	BUS 120	BUS 120	BUS 120

### 3. General Guidelines for the Application and Award of Transfer Credits

- A. Student Eligibility: Students must be currently enrolled at a participating UH campus to be eligible for the award of any transfer credit.
- B. Timeline for Application: Students should apply for transfer credits during their first year of attendance at the receiving campus.
- C. Transferability: Credits awarded within the guidelines established in this Agreement will transfer between and among designated University of Hawai'i campuses. However, students should be informed by both "sending" and "receiving" campuses that transferred credits may **not** be applicable to programs outside of this Agreement.
- D. Campus Procedures: Each UH campus which is a party to this Agreement will be responsible for establishing procedures which detail the timeline and deadlines for application, review of requests for award of transfer credit, and the appeals process for such credit.

**Award of Credit through Credit-By-Examination.** BUS 120, Principles of Business, (Hawai'i CC, Kapi'olani CC, Kauai CC, Leeward CC, and Maui CC) and BUS 100, Introduction to Business (University of Hawai'i at Hilo) as identified in this Agreement will be eligible for credit-by-exam for those currently enrolled students wishing to receive college credit for prior learning/experience obtained outside of the University of Hawai'i system. Each campus will establish procedures and administer the standardized exam, which will be a written, objective test. Students interested in challenging one of these courses through credit-by-examination must earn a score equivalent to or greater than 70% in order to have their credits recognized by other campuses in this Agreement. Students must follow the receiving campus' guidelines for applying for credit-by-examination. Once credits are awarded, they are transferable among campuses listed in this Agreement provided they conform to the scoring standards listed above.

The table in this document lists the 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 in this document has been approved by the faculty and administrations of all campuses represented in this signed Agreement.

This Articulation Agreement will remain in effect until August 2012. It will be subject to review in Fall 2011, and may be continued, revised, or discontinued with the consent of all faculty members and administration of all campuses represented in this Agreement. The Articulation Agreement remains in effect while review continues.

BUS 120 Principles of Business or (UHCCs)  
BUS 100 Introduction to Business (UHH)  
Course Outline

**Revised 4/8/08**

**A. *Course description***

HawCC and KauCC: 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 and BUSN 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.

UHH: A study of business functions, methods of business operation, types of business ownership, and the role of business organizations in contemporary society.

**Effective Fall 2009, each University of Hawai'i system campus offering this course has agreed to:**

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

KapCC: No prerequisites.

KauCC: No prerequisites.

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

MauCC: ENG 19 with grade C or better, or placement of ENG 22 or 55, or consent.  
Recommended Preparation: ENG 22 or 55 with grade C or better, or placement of ENG 100.

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 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.

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

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.

- 3. 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
- 5. 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)
- 6. 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.

- 4. 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)

7. 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
  8. 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.)
  9. Securities markets (high returns, risky investments, price-to-warnings ratio)
  10. 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)
  11. 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)
  12. 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.
13. 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)

### 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.

### F. **Text and materials:**

Varied, but may include:

- Bovée, Courtland L. and Thill, John V. 2006. *Business in Action, 3<sup>rd</sup> Edition*. Pearson Prentice Hall. (0-13-019266-7)
- Boone, Louis E. and Kurtz, David L. 2006. *Contemporary Business*. Thomson/South-Western Publishing Company. (0-324-32089-2)
- Jones, Gareth R. 2007. *Introduction to Business: How Companies Create Value for People*. McGraw-Hill Publishing Company. (13-978-0-07-352456-6)
- Ferrell, O. C.; Hirt, Geoffrey; and Ferrell, Linda. 2008. *Business: A Changing World*. McGraw-Hill Irwin Publishing. (978-0-07-351166-5)

### G. **Reference materials:**

Varied, but may include:

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

### H. **Auxiliary materials and content:**

Varied, but may include:

- *Articles and handouts prepared by the instructor*
- *Magazine and newspaper articles*
- Films, videos, or Internet sites
- Television programs
- Guest speakers

### 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.

**J. *Methods of instruction***


Instructional methods vary considerably with instructors and specific instructional methods will be at the discretion of the instructor teaching the course. Suggested techniques may include, but are not limited to

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

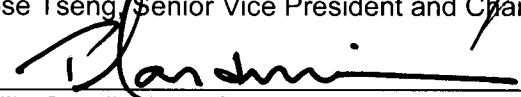
Per Attachment V, CCCM # 6100 (Revised August 28, 1991)  
and *The Outcomes Primer* by Ruth Stiehl, pp. 46-47, ©2002

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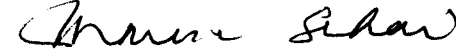
University of Hawai'i at Hilo

  
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Rose Tseng, Senior Vice President and Chancellor


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MAY 12 2008  
Date

  
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Philip Castille, Vice Chancellor for Academic Affairs


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MAY 7 2008  
Date

  
\_\_\_\_\_  
Marcia Sakai, Dean, College of Business and Economics

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MAY 06 2008  
Date

  
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Harry Hennessey, Professor of Management and Department Chair


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Emmeline de Pillis, Professor of Management

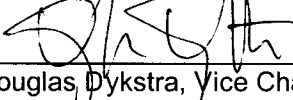
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Business Program**

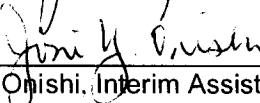
**Hawai'i Community College**

  
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Rockne Freitas, Chancellor

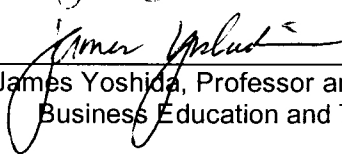
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Douglas Dykstra, Vice Chancellor for Academic Affairs

4/17/08  
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Joni Onishi, Interim Assistant Dean, Career & Technical Education

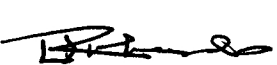
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James Yoshida, Professor and Chair  
Business Education and Technology Division


4-9-08  
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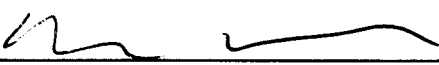
Kapi'olani Community College

 4/17/08  
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Leon Richards, Chancellor

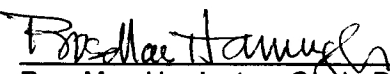
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Louise Pagotto, Vice Chancellor for Academic Affairs

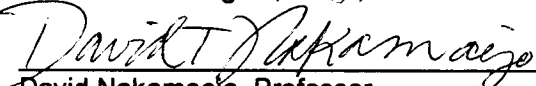
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Dennis Kawaharada, Interim Assistant Dean of Business Education,  
Health Education, Legal Education, Library and  
Learning Resources


APR 17 2008  
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Date

  
\_\_\_\_\_  
RoseMae Harrington, Chair, Business Education

April 9, 2008  
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Date

  
\_\_\_\_\_  
David Nakamaeje, Professor

April 09, 2008  
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Date

  
\_\_\_\_\_  
Bruce Berg, Lecturer

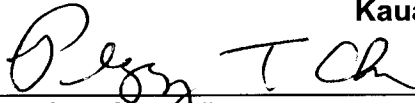
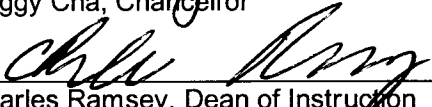
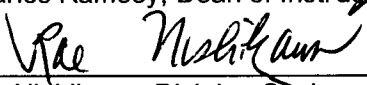
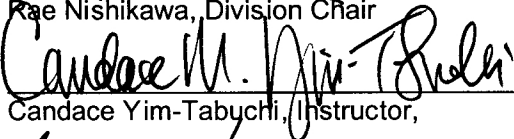

April 14, 2008  
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Date

  
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Faustino Dagdag, Lecturer

April 11, 2008  
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Date

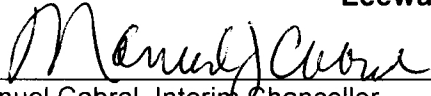
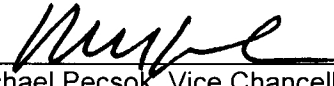


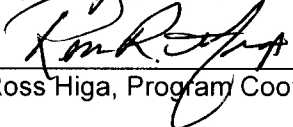
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Kaua'i Community College

 _____ Peggy Cha, Chancellor	<u>4/11/08</u> Date
 _____ Charles Ramsey, Dean of Instruction	<u>4/9/08</u> Date
 _____ Rae Nishikawa, Division Chair	<u>4/22/08</u> Date
 _____ Candace Yim-Tabuchi, Instructor,	<u>4/22/08</u> Date
 _____ Bonnie Honma, Counselor	<u>4/08/08</u> Date

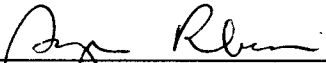
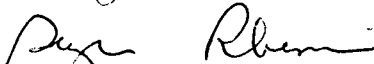
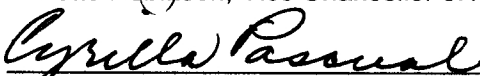
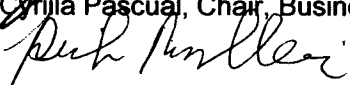
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Leeward Community College

 _____ Manuel Cabral, Interim Chancellor	<u>4/30/08</u> Date
 _____ Michael Pecsok, Vice Chancellor/Chief Academic Officer	<u>4/29/08</u> Date
 _____ B. Michael Tagawa, Assistant Dean Career and Technical Education	<u>APR 24 2008</u> Date
 _____ Roy Kamida, Chair, Business Technology Division	<u>4/22/08</u> Date
 _____ Ross Higa, Program Coordinator, Management	<u>04/20/08</u> Date

**UNIVERSITY OF HAWAI'I SYSTEM ARTICULATION AGREEMENT  
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**Maui Community College**

 _____ Clyde Sakamoto, Chancellor	<u>5/14/08</u> Date
 _____ Suzette Robinson, Vice Chancellor of Academic Affairs	<u>5/14/08</u> Date
 _____ Cyrella Pascual, Chair, Business and Hospitality Department	<u>5/13/08</u> Date
 _____ Rick Miller, Program Coordinator, Business Careers	<u>5/13/08</u> Date