

College of Micronesia-FSM
P. O. Box 159
Kolonia, Pohnpei FM 96941
Course Outline Cover Page

Survey of Business

BU 099

Course Title

Department and Number

Course Description:

Introduces basic business concepts including the business environment, types of business organizations, management process, information for business, and international business issues with introduction to business in Micronesia.

Course Prepared by: Business Division **State** COM-FSM national campus

	Hours per Week		No. of Week		Total Hours		Semester Credits	
Lecture	<u>3</u>	x	<u>16</u>	x	<u>48/16</u>	=	<u>3</u>	
Laboratory	_____	x	_____	x	_____	=	_____	
Workshop	_____	x	_____	x	_____	=	_____	
Total Semester Credits							=	<u>3</u>

Purpose of Course:

Degree Requirement	_____
Degree Elective	_____
Certificate	_____
Remedial Other	_____

Prerequisite Course(s):

Spensin James(SGD)
 Signature, Chairperson, Curriculum Committee

10/22/96
 Date Approved by Committee

Susan Moses (SGD)
 Signature, President, COM-FSM

12/19/96
 Date Approved by President

**Community College of Micronesia-FSM
Bu099 Survey of Business**

Course Outline

A. General Objectives:

Introduces basic business concepts including the business environment, types of business organizations, management process, information for business, and international business issues with introduction to business in Micronesia.

B. Specific Objectives:

The student will be able to:

- 1. To Explain what a business is and how it operates with in free enterprise system. Explain different types of competition.**
- 2. Define the factors of production and explain how their combination leads to production of goods and services.**
- 3. Define business ethics and business social responsibility.**
- 4. Explain different forms of business and analyze the advantage and disadvantage of each form of business.**
- 5. Explain the management process and the role of management in business productivity. Define organizational objectives and analyze the elements of human resource management.**
- 6. Define entrepreneurship and distinguish it from small business. Explain the characteristics of a small business.**
- 7. Define planning and explain the structure of business plan.**
- 8. Explain the concept of market and describe the marketing process and determine marketing strategy as it relates to product and pricing in the FSNL**
- 9. Explain production and distribution system in the FSM and the marketing strategy for marketing FSM products for export.**
- 10. Describe the role of computer and information technology in business. Explain the important ways in which information technology can improve productivity in a business.**
- 11. Explain the role of accounting and record management in a business.**

12. Define the financial market as it relates to small business and Describe the economic environment and business structure in Micronesia and in particular in the FSM

C. Text:

Pride, William M, Hughes, Robert J., and Kappor, Jack R Business Fourth Edition.; Houghton Mifflin Company 1993.

D. Methods of Instruction:

Lecture, demonstration, and individual and group assignments.

E. Course Content:

- I. The business entity and free enterprise system.
- II. The factors of production.
- III. Business ethics.
- III Forms of businesses.
- V. Management and organization.
- VI. Entrepreneurship and small business.
- VII. Business Plan and success. VIII. Market and marketing. XI. Economic environment, and business the FSM.
- X. Computer and information technology and business.
- XI. Accounting and business management.
- XII. Financial market and business.

F. Evaluation:

Grades will be assigned based on the following percentage of total points received from exams, projects, quizzes, practice sets, and the mid term and final:

A.....	90%	to	100%
B.....	80%	to	89%
C.....	70%	to	79%
D.....	60%	to	69%
F.....	59% and below		

G. Attendance Policy.

The COM-FSM Attendance Policy will be observed.