

**Course Evaluation Measures Menu**

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| **Course number:** | BUS 101 |
| **Course title:** | Introduction to Business |
| **Campus location(s):** | Dover, Georgetown, Wilmington |
| **Effective semester:** | 2026-51 |

**Core Course Performance Objectives**

1. Examine the significance of money management. (CCC 2, 6; PGC 2, 3, 5)
2. Describe organizational structures and start-up financial decisions. (CCC 1, 2, 3, 6; PGC 1, 2, 5)
3. Explain management principles and their role in business decision-making and leadership. (CCC 2, 3, 4; PGC 1, 2, 4)
4. Explain marketing concepts and strategies. (CCC 2, 4; PGC 2, 4)
5. Explain the functions of accounting and finance. (CCC 1, 2, 5, 6; PGC 2, 3, 5)

**Summative Evaluations**

*Please note: All courses must have a* ***minimum******of four*** *summative evaluation measures, and those measures should include a variety of evaluation methods (e.g., test, oral presentation, group project).* ***Please list all summative evaluation measures. In addition to these summative measures, a variety of formative exercises/quizzes/other assignments should be used to guide instruction and learning* *but only required to be included on the final course grade.***

*For each measure, please include a scope of the assignment: for example, if requiring a research paper, include the range of required number of words and number and types of sources; for a test, include the types and number of questions; for a presentation, include the minimum and maximum time, and so on.*

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| **Evaluation Measures:** Include each agreed upon measure and scope of that measure (see above). | **Which CCPO(s) does this evaluation measure?** |
| **Exams 3-4**   * 50 randomized questions - multiple choice and true/false * Online * Timed - 120 minutes * One attempt | **1, 2, 3, 4, 5** |
| **Project**   * Research paper * 3-5 pages * APA template is provided along with English/APA resources * 4-6 minutes presentation | **1, 2, 3, 4, 5** |

**FINAL COURSE GRADE**

(Calculated using the following weighted average)

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| **Evaluation Measure** | **Percentage of final grade** |
| **Summative Assessments** | |
| Exams (3-4, Equally weighted) | 30% |
| Project | 30% |
| **Formative Assessments** | |
| The course will contain various formative assessments including but not limited to:   * Quizzes * Discussion boards * Assignments * Current Events | 40% |
| TOTAL | 100% |