

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Fall 2015

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: MG 231

Course Title: Introduction to Business

Reason for initiating, revising, or canceling:

This course guide is being modified to reflect the addition of the Capsim Foundation Simulation. The dynamics of the operation of a business requires the students to grasp how the individual parts of a business impact the entire organization; nothing beats the experience of running a business in a competitive marketplace. Capsim Foundation provides that experience without the real-world risk along with the opportunity to build a product portfolio, manage costs, analyze the market, and develop forecasts, all with an eye on cash flow and balance sheet management. This modified course guide will also reflect the student enrollment fee in the simulation.

Chavel Green

Proposer

3/13/15
Date

Chavel Green

Department Chair

3/13/15
Date

for *Barbara K. Merfalen*
Barbara K. Merfalen

Dean of Academic Programs and Services

5/5/15
Date

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Course Guide

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1. Department

Business

2. Purpose

This is an introductory course to provide business and non-business majors with an overview of the field of business. Business majors will gain an introduction to specialized courses to be taken later. The course also provides a general review of the free enterprise economic system, gives students an introduction to the process of decision-making in business, and provides an opportunity to evaluate and possibly choose a lifetime career. This course is required for all business administration degree candidates. It is also intended as an elective for Liberal Arts majors and students interested in gaining greater knowledge of the free enterprise economic system.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Nickels, William G., et al. *Understanding Business, 10th edition*.
Boston: McGraw-Hill, 2013.

Foundation – *A Hands-on Introduction to Business Fundamentals*
1st edition.

Capsim Foundation Team Member Guide

Readability level: Grade 11

B. Contact Hours

1. **Lecture:** 3 hours per week / 45 per semester
2. **Lab:** None
3. **Other:** None

C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

D. Catalogue Course Description

This course introduces the fundamentals of business organizations, their natures, and opportunities. Case analysis and reviews of current international and local business issues provide an understanding of and appreciation for the “real” world of business. English Placement

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Level: EN 093/EN 094. (Offered: Fall/Spring).

E. Degree or Certificate Requirements Met by Course

This is a required course for the A.A. degree in Business, A.A.S. degrees in Business Administration with majors in Business Management, Accounting, Computer Applications, and Hospitality Management.

F. Course Activities and Design

Course activities include lecture, discussions, homework assignments, test, quizzes, and a final exam.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisites: None

English Placement Level: EN 093/EN 094.

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the College: Instructor's salary.

Cost to the Student: Tuition for a three-credit course, textbook, and the cost of the Capsim Foundation Simulation.

Instructional resources needed for this course include, overhead projector, TV/VCR, videotaped programs, library books, photocopy machine, photocopy paper and dry-erase board.

6. Method of Evaluation

Student learning will be evaluated on the basis of periodic quizzes and exams, group participation in problem-solving sessions, and cooperation in classroom discussions and practical project assignments.

Student's grades will be based on the regular letter grade system as described below:

A: Excellent-grade points:	4.0
B: Above average-grade points:	3.0
C: Average-grade points:	2.0
D: Below average-grade points:	1.0
F: Failure-grade points:	0.0

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NMC's grading and attendance policies will be followed.

7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Business Trends: Cultivating a Business in Diverse, Global Environments
 - 1.1 Meeting the challenge of today's dynamic business environment
 - 1.2 Economics: The creation and distribution of wealth
 - 1.3 Competing in global markets
 - 1.4 Demonstrating ethical behavior and social responsibility

- 2.0 Business Ownership: Starting a Small Business
 - 2.1 Forms of business ownership
 - 2.2 Entrepreneurship and starting a small business

- 3.0 Business Management: Empowering Employees to Satisfy Customers
 - 3.1 Management, leadership, and employee empowerment
 - 3.2 Managing the move toward customer-driven business organizations
 - 3.3 Operations management (production)

- 4.0 Management of Human Resources: Motivating Employees to Produce Quality Goods and Services
 - 4.1 Motivating employees and building self-managed teams
 - 4.2 Human resource management—finding and keeping the best employees
 - 4.3 Dealing with employees—management issues and relationships

- 5.0 Marketing: Developing and Implementing Customer-Oriented Marketing Plans
 - 5.1 Customer and stakeholder relationship marketing
 - 5.2 Developing and pricing products and services
 - 5.3 Distributing products efficiently and competitively
 - 5.4 Promoting products using integrated marketing communication

- 6.0 Decision Making: Managing Information
 - 6.1 Using technology to manage information
 - 6.2 Understanding financial information and accounting

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- 7.0 Managing Financial Resources
 - 7.1 Financial management
 - 7.2 Securities markets: Financing and investing opportunities
 - 7.3 Understanding money and financial institutions
 - 7.4 Managing personal finances

8. Instructional Goals

This course will introduce students to:

- 1.0 An overview of business systems and basic economic principles;
- 2.0 Various perspectives on the issues of social responsibility and business ethics;
- 3.0 Types of organizational structures and their effects on the achievement of organizational goals;
- 4.0 A broad overview of managerial functions of planning, organizing, directing, and controlling;
- 5.0 The field of human resource management including motivation, leadership, and union relations;
- 6.0 The marketing strategies involved in product development, pricing, distribution, and promotion;
- 7.0 Various types of management tools, such as computers, management information systems, and accounting systems; and
- 8.0 Financial management and securities markets.

9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Demonstrate a general knowledge of business systems and the business economy;
- 2.0 Discuss the various perspectives on social responsibility and the business ethics;

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- 3.0 Explain organizational structures and their effects on the achievement of organizational goals;
- 4.0 Review the primary functions of business management;
- 5.0 Demonstrate a knowledge of motivation, leadership theories, and human resource management;
- 6.0 Discuss the basic marketing strategies of product development, pricing, distribution, and promotion;
- 7.0 Comment on the tools available for obtaining the information necessary for business operations; and
- 8.0 Demonstrate knowledge of financial management and securities markets.

10. Assessment Measures

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Quizzes and Exams;
- 2.0 Homework;
- 3.0 Research assignments;
- 4.0 Class Participation; and
- 5.0 Oral presentations.