

Northern Marianas College

CURRICULUM ACTION REQUEST

Course: MG231 Introduction to Business

Effective Semester / Session: Spring 2024

Type of Action:


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

Course Alpha and Number: MG231

Course Title: Introduction to Business

Reason for initiating, revising, or canceling:

This course guide is being updated to reflect a change in Required/Recommended Textbook(s) and Related Materials.



Jamin Dela Cruz

Jan 11, 2024

Proposer

Date

Barbara Hunter

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Jan 11, 2024

Academic Unit Head

Date



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Interim Dean of Academic Programs & Services

Date

Northern Marianas College

Course Guide

Page: 2

Course: MG231 Introduction to Business

1. Department

School of Business

2. Purpose

This is an introductory course that provides business and non-business majors with an overview in 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:

Cengage Unlimited: all textbooks and related materials are included in this online learning platform.

Recommended: N/A

B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester
2. **Lab:** N/A
3. **Other:** N/A

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 Level: EN 095; Math Placement Level: None; (Offered: Fall and Spring).

E. Degree or Certificate Requirements Met by Course

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

Northern Marianas College

Course Guide

Page: 3

Course: MG231 Introduction to Business

Certificates of Completion in Business Management, and Small Business 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

Prerequisites: None

Concurrent Course Enrollment: None

Required English/Mathematics Proficiency Level(s)

English Placement Level: EN095

Mathematics Placement Level: None

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit hour course and the cost of the textbook.

Cost to the College: Instructor's salary

Instructional resources needed for this course include: overhead projector, multimedia, dry-erase board and markers.

6. Method of Evaluation

Student learning will be evaluated by quizzes, exams, group participation in problem-solving sessions, participation in classroom discussions, and practical project assignments. NMC's grading and attendance policies will be followed.

Course: MG231 Introduction to Business

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
- 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

Course: MG231 Introduction to Business

8. Instructional Goals

The 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.

Course: MG231 Introduction to Business

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 economy as to its influence on the overall CNMI economy;
- 2.0 Identify the various perspectives on social responsibility and the value of business ethics;
- 3.0 Evaluate a business venture and take a risk by investing class dollars into the venture or other course investment opportunities;
- 4.0 Distinguish and explain the various legal forms of business ownership;
- 5.0 Explain organizational structures and their effects on the achievement of organizational goals;
- 6.0 Review the primary functions of business management;
- 7.0 Demonstrate knowledge of motivation, leadership theories, and human resource management.
- 8.0 Summarize the basic marketing strategies of product development, pricing, distribution, and promotion;
- 9.0 Demonstrate basic understanding of financial management as it relates to starting and operating a business; and
- 10.0 Apply the steps of personal financial management by creating a personal income statement or personal balance sheet.

10. Assessment Measures of Student Learning Outcomes

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

- 1.0 Tests and Quizzes;
- 2.0 Homework;
- 3.0 Research Assignments;
- 4.0 Oral Presentations; and
- 5.0 Final Exam