Effective Semester / Session: Fall 2004

Type of Action: [X] New
                Modification
                Cancellation

Course Alpha and Number: MG 231

Course Title: Introduction to Business

Reason for initiating, revising, or canceling:
Required periodic update.

Proposer: 23 APRIL 2004

Department Chair: 23 April 2004

English and Format Reviewer: 5/11/04

Academic Council Chair: 5/19/04

Dean of Academic Programs and Services: 08/25/2004
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:
   
   
   Readability level: Grade 11

   **B. Contact Hours**
   
   1. **Lecture:** 3 hours per week / 45 per semester
   2. **Lab:**
   3. **Other:**

   **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 093/EN 094

   **E. Degree or Certificate Requirements Met by Course**
This is a required course for the A.A.S. degrees in Business Administration with majors in Management, Accounting, Computer Applications, Office Technology, and Sales and Marketing. It is also required for the A.A. degree in Business Administration with a major in International business; and it is an elective course for Liberal Arts majors.

F. Course Activities and Design
The course will be based on the text with current issues in international and local business introduced through newspaper and magazine articles, and videotapes. Classes will include lectures, group activities in problem-solving, discussion of contemporary and text-related issues, and a group presentation of a proposed business.

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 Student: Tuition for a three-credit course; cost of textbook.

   Cost to the College: Instructor’s salary.

   Instructional resources needed for this course include chalkboard, chalk, photocopied handouts, appropriate reference materials, TV/VCR and videotapes, overhead projector and transparency film, and other materials as necessary.

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. 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

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 Competencies
   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;

   3.0 Explain organizational structures and their affects 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 a knowledge of financial management and securities markets.