

# Northern Marianas College

## CURRICULUM ACTION REQUEST

**Course:** MG301 Social Psychology of Business Management

**Effective Semester / Session:** Fall/Spring YEAR

**Type of Action:**

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

**Course Alpha and Number:** MG301

**Course Title:** Social Psychology of Business Management

**Reason for initiating, revising, or canceling:**

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

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Jamin Dela Cruz

Jan 11, 2024

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**Proposer**

Date

*Barbara Hunter*

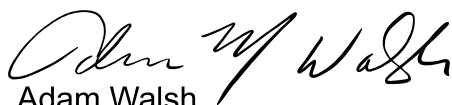
Barbara C. Hunter

Jan 11, 2024

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**Academic Unit Head**

Date



Adam Walsh

01.08.24

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**Language & Format Review Specialist**

Date



Velma C. Deleon Guerrero (Jan 12, 2024 07:50 GMT+10)

Velma Deleon Guerrero

Jan 12, 2024

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**Academic Council Chair**

Date



Lorraine Maui (Jan 12, 2024 08:33 GMT+10)

Lorraine C. Maui

Jan 12, 2024

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**Interim Dean of Academic Programs & Services**

Date

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**Course:** MG301 Social Psychology of Business Management

### 1. Department

School of Business

### 2. Purpose

The purpose of MG301 is to reveal the corollary relationship between sociology, psychology, management and business. This course integrates four academic disciplines and offers theoretical analysis for understanding practical issues and methods associated with the management of a business. This course is also a required course for the completion of a four-year business degree offered at Northern Marianas College.

### 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: None

#### B. Contact Hours

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

#### C. Credits

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

#### D. Catalog Course Description

The purpose of MG301 is to have students understand the corollary relationship between sociology, psychology, management and business. This course integrates four academic disciplines and offers theoretical analysis for understanding practical issues and methods associated with business management. This course is also a required course for the completion of a four-year business degree offered at the Northern Marianas College. Prerequisite: Must complete 60 credit hours to maintain junior level, and SO101, PY 101 or PY 201. English Placement Level: EN202; Math Placement Level: MA161; (Offered Fall).

#### E. Degree or Certificate Requirements Met by Course

A "C" grade or better in this course satisfies a core course requirement in Northern Marianas College Bachelor of Science in Business Management.

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### **F. Course Activities and Design**

Course activities include: lectures, group discussions and team activities, homework assignments, viewing, discussing relevant videotapes, guest speakers, and conducting research or written assignments.

### **4. Course Prerequisite(s); Concurrent Course Enrollment**

Prerequisites: SO101, PY101, or PY201  
Concurrent Course Enrollment: None

### **Required English/Mathematics Proficiency Level(s)**

English Placement Level: EN202  
Mathematics Placement Level: MA161

### **5. Estimated Cost of Course; Instructional Resources Needed**

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

Cost to the College: Instructor's salary and/or any additional costs to NMC.

Instructional resources needed for this course include: multi-media system, whiteboard and dry-erase markers.

### **6. Method of Evaluation**

Student learning will be evaluated based on exams, research assignments, and oral presentations. NMC's grading and attendance policies will be followed.

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### 7. Course Outline

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

- 1.0 Defining the Following Terms: Sociology, Psychology, Business, Types of Businesses & Management
- 2.0 Identifying Some Primary Analytical Theories of Sociology
  - 2.1 Structure Functionalism
  - 2.2 Social Conflict Theory
- 3.0 Identifying some Primary Analytical Theories of Psychology
  - 3.1 Cognitive
  - 3.2 Behaviorism
  - 3.3 Freudian
  - 3.4 Jungian
  - 3.5 Reality Therapy
  - 3.6 Psychosocial
  - 3.7 Existential
  - 3.8 Perception
    - 3.8.1 Senses: seeing, hearing, tasting, smelling, touch or the feeling of spiritual, physical, social and psychological experiences
    - 3.8.2 Interpretive: The meaning we give to sensual experiences
- 4.0 Identifying Business Management Stake Issues
  - 4.1 Organization, human resources, products and services, customer relations
  - 4.2 Inventory, business competition, marketing, research and development, problem-solving
  - 4.3 Profit and cost
- 5.0 The Social Psychological Processes of Organizing & Managing a Business
  - 5.1 Memory strategies
  - 5.2 Organizational strategies
  - 5.3 Management strategies
- 6.0 The Social Psychological Processes of Managing Human Resources
  - 6.1 Hiring based upon historical merit
  - 6.2 Hiring based upon social interaction history with colleagues
  - 6.3 Observational strategies for evaluating employee performance
  - 6.4 Other reliable and valid data collection methods for evaluating employee's performance

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- 6.5 Motivational strategies for employees: behavior modification, economic and social structural reinforcements, etc.
  
- 7.0 Creating & Implementing New Products/Services.
  - 7.1 Critical and creative theories of analysis
  - 7.2 Assessing social and physical environmental economic needs and consumer demands
  
- 8.0 The Social Psychology of Customer Relations & Consumer Behavior (Local & Global)
  - 8.1 Effective social interpersonal communication skills
  - 8.2 Social status criteria relevant in social structural interactions
    - 8.2.1 Gender, ethnicity, socioeconomic background, etc.
  - 8.3 Consumer memory and sensory memory
  
- 9.0 The Social Psychological Processes of Managing Inventory
  - 9.1 Identifying consumer demand based upon social and psychological criteria
  - 9.2 FedEx and UPS system of organizational accountability; team management, employee empowerment, and hierarchal leadership
  
- 10.0 The Social Psychology of Business Competition & Marketing (Local & Global)
  - 10.1 Types of consumer memory and marketing
  - 10.2 Social and physical environment associated with types of marketing strategies
  - 10.3 Cognitive Theory: How do consumers think about specific products and services?
  - 10.4 Sociological data collection methods
  
- 11.0 The Social Psychological Processes of Research Development & Problem-Solving
  - 11.1 Consumer demand based upon sociological assessment
  - 11.2 Brainstorming processes, creative and critical thinking skills, and group collaboration.
  
- 12.0 The Social Psychological Process of Generating Profit & Managing Costs

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### **8. Instructional Goals**

The course will introduce students to:

- 1.0 Understanding the terms: sociology, psychology, business and management;
- 2.0 Identifying primary sociological and psychological analytical theories;
- 3.0 Comprehending business management stake issues;
- 4.0 Understanding the social psychological processes of organizing and managing a business;
- 5.0 Comprehending the social psychological processes of managing human resources in a business;
- 6.0 Identifying the social psychological processes of creating and implementing new products/services (local and global);
- 7.0 Understanding the social psychology of customer relations and consumer behavior (local and global);
- 8.0 Comprehending the social psychological processes associated with managing inventory;
- 9.0 Identifying the social psychological processes of competing and marketing a business (local and global);
- 10.0 Understanding the social psychological processes of generating profits and managing costs; and
- 11.0 Analyzing the social psychological processes of research development and problem-solving.

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**9. Student Learning Outcomes**

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

- 1.0 Understand the terms sociology, psychology, business and management;
- 2.0 Identify primary sociological and psychological analytical theories;
- 3.0 Comprehend business management stake issues;
- 4.0 Understand the social psychological processes of organizing and managing a business;
- 5.0 Comprehend the social psychological processes of managing human resources in a business;
- 6.0 Identify the social psychological processes of creating and implement new products/services;
- 7.0 Understand the social psychology of customer relations and consumer behavior (local and global);
- 8.0 Comprehend the social psychological processes associated with managing inventory;
- 9.0 Identify the social psychological processes of competing and marketing a Business (local and global);
- 10.0 Analyze the social psychological processes of research development and problem-solving; and
- 11.0 Understand the social psychological processes of generating profits and managing costs.

**10. Assessment Measures of Student Learning Outcomes**

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

- 1.0 Exams;
- 2.0 Research Assignments; and
- 3.0 Oral Presentations.