

**Northern Marianas College**  
CURRICULUM ACTION REQUEST

**Effective Semester / Session: Fall 2014**

**Type of Action:**

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

**Course Alpha and Number:** MG 301

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

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

This course is being initiated to afford students the opportunity to understand the corollary relationship between sociology, psychology and managing a business. This course integrates four academic disciplines: sociology, psychology, business and management 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.

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Thomas D. Sharts

Proposer

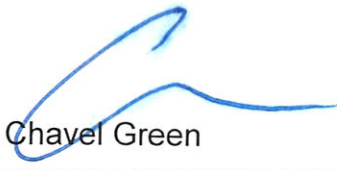


8/6/14

Date

Chavel Green

Department Chair

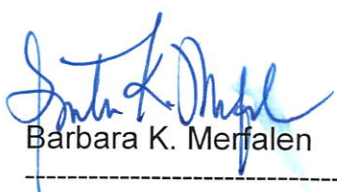


08/06/14

Date

Barbara K. Merfalen

Dean of Academic Programs and Services



Aug. 5, 2014

Date

# Northern Marianas College

## Course Guide

Course: MG 301 - Social Psychology of Business Management

**1. Department**  
Business

**2. Purpose**

This course is being initiated to afford students the opportunity to 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 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**

Applied Social Psychology. Seman. R. Gun and Klaus Fiedler. Sage, 2<sup>nd</sup> edition. Publications. ISBN# 9780803979260.

Avant-Garde Sociology. Sharts, D. Thomas. Xlibris Inc. ISBN#978-1-4836-6522-1

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

**C. Credits**

- 1. Number:** 3
- 2. Type:** Regular degree credits

**D. Catalogue Course Description**

This course is being initiated to afford students the opportunity to 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 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. Prerequisite: None. English Placement Level: EN 202. Math Placement Level: 161. (Offered Fall and Spring).

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

This course is a program course requirement for students pursuing the Bachelors of Science in Business Management degree.

**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; Required English/Mathematics Placement Level(s)**

Prerequisites: SO 101, PY 101 or PY 201

English Placement Level: EN 202.

Math Placement Level: 161.

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

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

Cost to the College: Instructor's salary.

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

**6. Method of Evaluation**

Student 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
E. Failure – grade points:	0.0

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 and management.
- 2.0 Identifying some primary analytical theories of sociology:
  - 2.1 Structure functionalism, social conflict theory.
- 3.0 Identifying some Primary Analytical Theories of Psychology:
  - 3.1 Cognitive; Behaviorism; Freudian; Jungian; Reality Therapy; Psychosocial; Existential.
  - 3.2 Perception
    - 3.2.1 Senses: seeing, hearing, tasting, smelling, touch or the feeling of spiritual, physical, social and psychological experiences.
    - 3.2.2 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 and 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 in a Business:
  - 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.
  - 6.5 Motivational strategies for employees: behavior modification; economic and social structural reinforcements, etc.

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- 7.0 The Social Psychological Processes of Creating and 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 and Consumer Behavior (local and 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 Fed-Ex and UPS system of organizational accountability; team management; employee empowerment, and hierarchal leadership.
  
- 10.0 The Social Psychology of Business Competition and Marketing (local and 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 and problem-solving:
  - 11.1 Consumer demand based upon sociological assessment.
  - 11.2 Brainstorming processes; creative and critical thinking skills; group collaboration.
  
- 12.0 The social psychological process of generating profit and managing costs.

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### 8. Instructional Goals

This 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.

### 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;

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- 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**

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