

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Spring 2016

Type of Action:

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

Course Alpha and Number: MG 440

Course Title: CAPSTONE MAJOR PROJECT

Reason for initiating, revising, or canceling:

This course was created to meet the needs of the Bachelor of Science in Business Management.

Chavel Green 

Proposer

1/19/16
Date

Chavel Green 

Department Chair

1/19/16
Date


Barbara Menfalen

Dean of Academic Programs and Services

1/19/16
Date

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1. Department
Business

2. Purpose

The purpose for initiating this course is to allow students the flexibility to make real world decision in a practice environment. Strategy development, time management, team building, and negotiation are skills that students in the Bachelors of Science in Business Management should possess before they enter the business industry. The need to assess these competencies is important. Assessing in a risk-free environment will give students the flexibility to make mistakes with minimum consequences. This course incorporates lectures with a business simulation that will allow students to be a part of self-contained learning experiences that recreate real workplace or operational environments and give students the opportunity to test new skills and knowledge and make mistakes in a fun, safe environment. Business simulations allow students to apply the newly acquired theoretical knowledge in a simulated business world. Students will gain hands-on managerial experience by running their own business in a safe environment guided by the instructor.

3. Description

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

Required:

1. Wheelen, T., Hunger, J. Hoffman, A., & Bamford, C. (2015). *Strategic Management and Business Policy: Globalization, Innovation, and Sustainability*, (14th ed.) Upper Saddle Hill, NY: Prentice Hall.
2. Capstone Participant's Guide, Management Simulations.

Readability Level: College Level

B. Contact Hours

1. **Lecture:** 1 hours per week / 15 hours per semester
2. **Lab:**
3. **Other:** 60 hours simulation experience per semester

C. Credits

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

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D. Catalogue Course Description

This three credit Capstone course utilizes business simulation software which will enable students to make decisions for a fictional company. The Business Capstone Experience is designed to measure how well students can integrate and use the knowledge and skills gained from the Bachelor in Business Management *core courses*. Students under the guidance of the instructor will develop strategies, develop products, and make decisions in areas such as research and development, marketing, production, human resources, and finance. Students manage a fictional company in their final semester in a risk-free environment and observe how decisions affect the company. The lectures and simulation bring together knowledge taught in different courses, challenging students to integrate what they have learned and help them practice applying the learning. The student's experiences how different issues interact with each other to produce outcomes. Competition among students internationally helps enhance the course effectiveness and engaging qualities.

Prerequisites: Successful completion of all core course and general education requirements, as well as, all 300 level courses with a "C" or higher or permission from the Department Chair of the Business Program. English Placement: Level: EN 202. Math Placement Level: MA 161. (Offered Spring).

E. Degree or Certificate Requirements Met by Course

Bachelor of Science in Business Management

F. Course Activities and Design

Course activities include lecture, group discussions and participation in business simulation.

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

Prerequisites: Successful completion of all core course and general education requirements, as well as all 300 level business courses with a "C" or higher or permission from the Department Chair of the Business Program.

English Placement Level: EN 202

Math Placement Level: MA 161

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the College: Instructor's salary.

Cost to the Student: Tuition for a 3 credit hour course, course fee, business simulation fee, and the cost of the textbooks.

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Instructional resources needed for this course include, overhead projector, dry-erase board/markers and internet access.

6. Method of Evaluation

Students grades will be based NMC grading 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

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 Strategic Leadership Skills
 - 1.1 Importance of focus in strategic implementation
 - 1.2 Tactics to support strategic intent
 - 2.3 Strategic planning under pressure in a fast-paced, competitive environment
 - 2.4 Evaluate competitors' strategies and their implementation
- 2.0 Overall Business Acumen
 - 2.1 Impact in all facets of running a business
 - 2.2 External market demands
 - 2.3 Financial statements and market data, draw intelligence from raw numbers
 - 2.4 Importance of innovation in business
- 3.0 Competence in Financial skills
 - 3.1 Balance sheets, income statements and cash flow statements
 - 3.2 Use of information to improve business decision making
 - 3.3 Key financial ratios and it's indication about the client's business as well as competitors' businesses
 - 3.4 Cross-functional alignment
- 4.0 Set and adhere to goals, ground rules and team processes
 - 4.1 Team decision-making approach
 - 4.2 Importance of cross-functional alignment
 - 4.3 Mutual accountability in decision-making
 - 4.4 Conflict management

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- 5.0 Communication in the language of Business
 - 5.1 Correlations between management decisions and outcomes
 - 5.2 Feedback from mistakes in a risk-free environment with minimum consequences

8. Instructional Goals

This course will enable students to:

- 1.0 Apply knowledge gained in core business courses to case analysis;
- 2.0 Develop a capacity to think strategically about a company, its business position, and how it can “gain sustainable competitive advantage”;
- 3.0 Analyze the process by which strategies are formed and executed;
- 4.0 Improve managerial communication skills;
- 5.0 Enhance managerial judgment;
- 6.0 Analyze financial statements;
- 7.0 Make decisions based on financial status of simulated business;
- 8.0 Assess business risks; and
- 9.0 Create results-orientated action plans.

9. Student Learning Outcomes

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

- 1.0 Develop competence in the strategic planning for a business;
- 2.0 Increase understanding of the relationship between the functional areas of a business;
- 3.0 Increase understanding of management decisions relative to these functional areas;
- 4.0 Develop the ability to view the business organization as a system consisting of interrelated functions;
- 5.0 Apply theoretical knowledge in the solution of policy problems;
- 6.0 Apply problem solving skills in case analysis;

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- 7.0 Train the interpretation of competitive and market facts;
- 8.0 Design organizational strategies;
- 9.0 Develop alternative solutions to competitive and market problems;
- 10.0 Enhance professional writing skills through a formal analysis of an industry and firm; and
- 11.0 Develop interpersonal skills.

10. Assessment Measures

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

- 1.0 Tests;
- 2.0 Class participation;
- 3.0 Presentation;
- 4.0 Business simulation rubric; and
- 5.0 Business simulation checklist.