

**Northern Marianas College**  
**CURRICULUM ACTION REQUEST**

**Effective Semester / Session:** Spring 2004

**Type of Action:**

New  
 Modification  
Cancellation

**Course Alpha and Number:** MG 234

**Course Title:** Introduction to Management

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

Change of textbook, updates to course outline, instructional goals, and student competencies.

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*Daniel L. Vallejos* 8 MAR 04  
Proposer Date

*J. Hilden* 16 Mar 04  
Department Chair Date

*[Signature]* 3/29/04  
English and Format Reviewer Date

*[Signature]* 4/08/04  
Academic Council Chair Date

*[Signature]* 04/06/2004  
Dean of Academic Programs and Services Date

# Northern Marianas College

## Course Guide

Course: MG 234 – Introduction to Management

**1. Department**  
Business

**2. Purpose**

Introduction to Management is a practical introduction to the skills, concepts, and attitudes of successful management and helps students to understand the roles and duties of managers in today's public and private organizations. It also introduces students to various management theories, historical trends, and explains the importance of sound organizational management in a free enterprise society. The course is part of the A.A.S. degree in Business Management and Sales and Marketing, and is also intended for non-degree students interested on gaining greater knowledge of contemporary private/public organizational management.

**3. Description**

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

Bartol, Kathryn M. and Martin, David C. *Management*. Boston: Irwin McGraw-Hill Publishers, 1998.  
Readability level: Grade 12.0

**B. Contact Hours**

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

**C. Credits**

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

**D. Catalogue Course Description**

This course is an overview of management theory, which introduces students to various management styles, models, and concepts, and helps them understand the roles and duties of managers in today's business. Contemporary concepts of streamlined organizations, teamwork, and employee empowerment are emphasized, as well as more traditional hierarchical methods and organization. Prerequisite: MG 231. English Placement: EN 101.

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

This is a required course for the A.A.S. degrees in Business Administration, and Sales and Marketing.

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

The course will be based on the text with current issues in international and local business introduced through newspapers, magazine articles, and videotapes. Classes will include lectures, group activities in problem solving, discussion of contemporary events, and text-related issues.

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

Prerequisites: MG 231

English Placement Level: EN 101

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

Cost to the Student: Tuition and textbook

Cost to the College: Instructor's Salary

Instructional resources needed for this course include chalk, chalkboard, photocopying, costs for handouts, overhead projector, and transparency film, TV/VCR, blank videocassettes, videotaped instructional programs, computerized decision-making programs.

## **6. Method of Evaluation**

Students will be evaluated on the basis of periodic short quizzes and examinations, and on participation in class discussions and problem-solving exercises. 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 The Nature of Management
  - 1.1 The four management functions
  - 1.2 Management types
  - 1.3 Management skills
  
- 2.0 Foundations of Management Understanding
  - 2.1 Historical forces shaping management
  - 2.2 Classical perspective
  - 2.3 Behavioral perspective
  - 2.4 Quantitative management perspective
  - 2.5 Contemporary perspective
  
- 3.0 Understanding Competitive Environments and Organizational Cultures
  - 3.1 The external environment
  - 3.2 The internal environment
  - 3.3 Environment and culture
  - 3.4 Changing and merging corporate cultures
  
- 4.0 Social Responsibility and Ethics in Management
  - 4.1 Organizational social responsibility
  - 4.2 Being an ethical manager
  - 4.3 Managing an ethical organization
  
- 5.0 Managerial Decision Making
  - 5.1 Types of decisions and problems
  - 5.2 Decision making models and steps
  - 5.4 Group approaches to decision making
  - 5.5 Improving decision making effectiveness
  
- 6.0 Establishing Organizational Goals and Plans
  - 6.1 Goals in organizations
  - 6.2 Criteria for effective goals
  - 6.3 Planning time horizon
  - 6.4 Organizational responsibility for planning

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- 6.5 Barriers to planning
- 7.0 Strategic Management
  - 7.1 The role of competitive analysis in strategy formulation
  - 7.2 Formulating corporate-level strategy
  - 7.3 Formulating business-level strategy
  - 7.4 Formulating functional-level strategy
- 8.0 Basic Elements of Organizational Structure
  - 8.1 The nature of organizational structure
  - 8.2 Types of departmentalization
  - 8.3 Methods of vertical coordination
  - 8.4 Methods of horizontal coordination
- 9.0 Strategic Organizational Design
  - 9.1 Assessing structural alternatives
  - 9.2 Weighing contingency factors
  - 9.3 Matching strategy and structure
- 10.0 Managing Diverse Human Resources
  - 10.1 Strategic human resource management
  - 10.2 Human resource planning
  - 10.3 Maintaining effective work-force relationships
- 11.0 Change Management and Innovation
  - 11.1 The nature of change and innovation
  - 11.2 Organizational life cycles
  - 11.3 The change management and innovation process
  - 11.4 Key organizational change components
- 12.0 Motivation in Organization
  - 12.1 The nature of motivation
  - 12.2 Need theories
  - 12.3 Cognitive theories
  - 12.4 Reinforcement theory
  - 12.5 Social learning theory
- 13.0 Leadership in Organizations
  - 13.1 The nature of leadership
  - 13.2 Leadership traits

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- 13.3 Developing situational theories
  
- 14.0 Managerial Communication and Interpersonal Processes
  - 14.1 Communications and the manager's job
  - 14.2 Interpersonal processes
  - 14.3 Organizational communications
  
- 15.0 Managing Groups and Teamwork
  - 15.1 Types of teams
  - 15.2 Work team processes
  - 15.3 Managing team conflict
  
- 16.0 Controlling the Organization
  - 16.1 Controls as a management function
  - 16.2 Types of controls
  - 16.3 Assessing control systems
  
- 17.0 TQM and Managerial Control Methods
  - 17.1 The importance of control
  - 17.2 Total Quality Management
  - 17.3 Strategic planning and quality control
  
- 18.0 Operations and Service Management
  - 18.1 Designing operations management systems
  - 18.2 Inventory management
  - 18.3 Managing productivity
  
- 19.0 Managing Information Systems and Technology
  - 19.1 Information and management
  - 19.2 Emerging information technologies
  - 19.3 Implementation of information technology
  
- 20.0 International Management
  - 20.1 The international business environment
  - 20.2 The economic environment
  - 20.3 The legal-political environment
  - 20.4 The sociocultural environment
  - 20.5 Tailoring management style to international cultures

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- 21.0 Entrepreneurship and Small Business Management
  - 21.1 The nature of entrepreneurship
  - 21.2 Preparing to operate a small business
  - 21.3 Managing a small business

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### 8. Instructional Goals

This course will introduce students to:

- 1.0 The field of management from an historical perspective and from its present legal, socioeconomic, and political environments;
- 2.0 The various views on the ethics and social responsibility of those in management positions;
- 3.0 The process of goal setting and planning and the importance of this initial management process;
- 4.0 The fundamentals of organizing as well as the role that the organizational structure plays in achieving organizational goals;
- 5.0 The theories of leadership on organizations and related areas of motivation, and communication;
- 6.0 The control process, its importance, and issues of quality control, budgeting, and management information systems; and
- 7.0 The processes of starting and managing a small business.

### 9. Student Competencies

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

- 1.0 Discuss the field of management in its historical perspective and contemporary environments;
- 2.0 Discuss critically the issues of social responsibility and business ethics;
- 3.0 Demonstrate goal setting and other applications of planning theories and techniques;
- 4.0 Explain the organizing process and the various ways that organization affects the achievement of management goals;
- 5.0 Discuss the importance of leadership and explain the different roles played in this area by motivational and communication process;



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- 6.0 Explain the role of control functions and process and discuss the issues and impact of quality control, budgeting, and management information systems; and
- 7.0 Discuss the basic steps in starting and managing a small business.