



Course Outcome Summary

General Education Satisfier Course

BMGT 160 Managing in the Digital Enterprise

Course Information

Division	Business
Contact Hours	45
Total Credits	3

Prerequisites: RDG 090 and ENGL 090 or qualifying scores on accepted placement tests

Course Description

This course provides students with the skills and knowledge to work in and understand the challenges managers face in an increasingly digital world. The course includes an introduction to managing activities in the digital enterprise, including how the work of managers has changed as more employees and customers migrate to online. The hands-on portion of the course will include suite software, e-commerce, digital communications, including mobile devices, the Internet, email, and other networked resources used to turn data into commercial information. Keyboarding skills will be beneficial.

This course is approved as a General Education competency satisfier.

General Education Goal: Communication

Competency: Understand and apply current and appropriate technology tools and resources

Learning Outcome: Students will use computer technology to retrieve and communicate information.

General Education Learning Objectives

- Demonstrate an understanding of the functionality and terminology associated with current information technology tools and resources.
- Demonstrate the ability to conduct online research to locate and retrieve relevant information from credible sources.
- Demonstrate the ability to use document processing software.
- Demonstrate the ability to use presentation software to communicate information and ideas.
- Demonstrate the ability to appropriately and responsibly utilize current communication technology methods.

Course Outcomes

In order to evidence success in this course, the students will be able to:

- Describe an information system
Applies to General Education Objective
 - Demonstrate an understanding of the functionality and terminology associated with current information technology tools and resources.
- Describe the changing roles for managers and non-managerial employees driven by information technology
Applies to General Education Objective
 - Demonstrate an understanding of the functionality and terminology associated with current information technology tools and resources.



3. Describe globalization and its impact on companies operating in the digital (flat) world
Applies to General Education Objectives
 - A. Demonstrate an understanding of the functionality and terminology associated with current information technology tools and resources.
 - E. Demonstrate the ability to appropriately and responsibly utilize current communication technology methods.
4. Explain the factors organizations have to consider when operating in the digital world
Applies to General Education Objective
 - A. Demonstrate an understanding of the functionality and terminology associated with current information technology tools and resources.
5. Demonstrate skills in computer basics, file management, use of the Internet and browsers, and digital communications (email and texting).
Applies to General Education Objective
 - B. Demonstrate the ability to conduct online research to locate and retrieve relevant information from credible sources.
6. Demonstrate the skills required for preparing an electronic flipchart presentation (PowerPoint)
Applies to General Education Objective
 - D. Demonstrate the ability to use presentation software to communicate information and ideas.
7. Create word processing documents using at least two office suite platforms
Applies to General Education Objective
 - C. Demonstrate the ability to use document processing software.
8. Create spreadsheets using at least two office suite platforms
9. Create a variety of charts for presenting quantifiable information
Applies to General Education Objective
 - E. Demonstrate the ability to appropriately and responsibly utilize current communication technology methods.
10. Create a database using at least two office suite platforms
11. Perform queries and develop data reports using at least two office suite platforms
Applies to General Education Objective
 - B. Demonstrate the ability to conduct online research to locate and retrieve relevant information from credible sources
12. Describe information systems hardware and software infrastructure
Applies to General Education Objective
 - A. Demonstrate an understanding of the functionality and terminology associated with current information technology tools and resources.
13. Describe and provide examples of e-commerce, B2B, B2E, B2C, and C2C
14. Demonstrate collaboration skills using tools via Web 2.0
Applies to General Education Objectives
 - B. Demonstrate the ability to conduct online research to locate and retrieve relevant information from credible sources.
 - E. Demonstrate the ability to appropriately and responsibly utilize current communication technology methods.
15. Demonstrate use of social networking platforms in a commercial environment
Applies to General Education Objective
 - E. Demonstrate the ability to appropriately and responsibly utilize current communication technology methods.



MONROE COUNTY
COMMUNITY COLLEGE

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16. Apply ethical considerations in computer information decision making

Applies to General Education Objective

- B. Demonstrate the ability to conduct online research to locate and retrieve relevant information from credible sources.
17. Describe topics likely to impact today's and tomorrow's digital manager.

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