



North Central State College  
MASTER SYLLABUS  
2020-2021

- A. Academic Division: Business, Industry, and Technology
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM 2010 Introduction to Data Management for Business
- D. Course Coordinator: Carmen Morrison  
Assistant Dean: Dr. Toni Johnson

Instructor Information:

- Name: [Click here to enter text.](#)
- Office Location: [Click here to enter text.](#)
- Office Hours: [Click here to enter text.](#)
- Phone Number: [Click here to enter text.](#)
- E-Mail Address: [Click here to enter text.](#)

- E. Credit Hours: 3  
Lecture: 2  
Laboratory: 2
- F. Prerequisites:
- G. Syllabus Effective Date: Fall, 2020
- H. Textbook(s) Title:

*To be determined*

- Authors:
- Copyright Year:
- Edition:
- ISBN:

- I. Workbook(s) and/or Lab Manual:
- J. Course Description:

Students are introduced to database management and database tools from a business application perspective. Students will learn the important role that databases play in organizations for strategic decision-making and business intelligence. This introductory course will include the fundamentals of relational database design and provide students with an understanding of the key concepts of Structured Query Language (SQL). Students will create SQL statements for data storage, data collection, data computation, and data analysis and reporting.

K. College-Wide Learning Outcomes:

College-Wide Learning Outcome	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Explain the importance of data, databases, and database management in relationship to business operations	Quiz, report, midterm Week 2,8
2. Describe database design concepts and the difference of between non-relational and relational databases	Quiz, lab assignment, midterm Week 4,8
3. Demonstrate the process of database development and administration using SQL	Quiz, lab assignment, midterm Week 4,8
4. Process data by Sorting, filtering, grouping, and retrieving data	Lab assignment, final project Week 7,16
5. Use calculated fields and functions	Lab assignment, final project Week 8,16
6. Create and use Table Joins	Lab assignment, final project Week 10,16
7. Design and apply SQL queries to be used to create and manipulate data from within a database	Lab assignment, final project Week 12,14,16
8. Identify the major issues regarding database management systems	Report Week 15

M. Topical Timeline (Subject to Change):

Weeks 1-2	Data, databases, and database management in relationship to business operations
Weeks 3-4	Database design concepts and the difference of between non-relational and relational databases
Weeks 5-6	Process of database development and administration using SQL
Week 7	Sort, filter, group, and retrieve data
Week 8	Use calculated fields and functions
Weeks 9-10	Create and use Table Joins
Weeks 11-12	Design and apply SQL queries to create and manipulate data from within a database
Weeks 13-14	Apply SQL queries to answer key strategic questions
Week 15	Identify the major issues revolving around database management systems

N. Course Assignments:

Reports  
Lab assignments  
Quizzes  
Midterm Exam

Final Project

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93-100	A	4.00	Superior
90-92	A-	3.67	Superior
87-89	B+	3.33	Above Average
83-86	B	3.00	Above Average
80-82	B-	2.67	Above Average
77-79	C+	2.33	Average
73-76	C	2.00	Average
70-72	C-	1.67	Below Average
67-69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00--59	F	0.00	Failure

P. Grading and Testing Guidelines:

Click here to enter text.

Q. Examination Policy:

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R. Class Attendance and Homework Make-Up Policy:

Click here to enter text.

S. Classroom Expectations:

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T. College Procedures/Policies:

**Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>**

**The information can also be found** Choose an item.