

# THE INTEGRATION OF COMPUTER TECHNOLOGY INTO THE BUSINESS/ECONOMICS CURRICULUM

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## Environment

Small liberal arts college

1200 students

800 traditional aged day students

400 adult weekend college students

About 440 declared Business/Economics majors

90 day students

350 weekend students

About 30 Business/Economics faculty

4 full-time

26 adjuncts

## Background

Need for integration

Preparation of students

Computer proficiency of incoming students

Faculty workshop

Software choices

Management game

Marketing game

Macroeconomic game

Financial management game

## Financial Management Integration

Problem: Conversion of card system to on-line system

Problem: Inability to adequately integrate simulation into existing course  
(Business/Corporate Finance).

The development of a new course to integrate simulation (Corporate Financial Strategy).

Course developed as 50% theory and 50% simulation.

Based upon faculty evaluation and student comments - not enough simulations.

Course modifications

- Expand number of simulations

- Make simulation more of a "learning experience"

- Divide class into management teams (boards of directors).

  - More efficient teaching

  - Emphasis on teamwork

- Future modification - computer assisted decision making to evaluate alternative courses of action prior to simulation.

### Other Integrations

Dependence upon adjunct faculty makes integration in other areas difficult.

Must "seek out" computer oriented adjuncts.

### Evaluation to Date

In finance area - excellent

In other areas - poor