



Course Title: Business Foundations and Financial Management

Course #: MIS 520

Credit Hours: 3

Semester: Spring 2022

Cap:

Faculty: Dr. Frances C. Ijeoma

E-mail: fijeoma@navajotech.edu

Office:

Office Phone:

Office Hours (face-to-face or online):

Preferred Communication (email and/or text; will respond within 24 hours): **Email**

Modality (face-to-face, hybrid, or online): Online

Class Location and Meeting Times (if face-to-face):

Meeting Hours and Online Hours (if hybrid):

Required Materials:

Textbooks: Foundations of Business (6th edition)

by William M. Pride, Robert J. Hughes, Jack R. Kapoor

ISBN-13: 978-1337386920

ISBN-10: 9781337386920

Tools:

Laptop and Internet Access: Every student is required to own a laptop and have internet access.

Lab Fee (if applicable):

Mission, Vision, and Philosophy

Mission: Navajo Technical University honors Diné culture and language, while educating for the future.

Vision: Navajo Technical University provides an excellent educational experience in a supportive, culturally diverse environment, enabling all community members to grow intellectually, culturally, and economically.

Philosophy: Through the teachings of Nitsáhákees (thinking), Nahátá (planning), Íína (implementing), and Siihasin (reflection), students acquire quality education in diverse fields, while preserving cultural values and gaining economic opportunities.

Course Description

This course will incorporate various business foundations in support of preparing the business professional to think strategically, creatively, critically, and financially about the use of information systems in business settings. This course will include information technology solutions to support the competitive needs of organizations and business processes. Also, the information system solutions have to support the financial well-being of an organization as well as its responsibility to various stakeholders.

Course Outcomes	Course Assessments
Students build the solid foundation they need to succeed in today's competitive business world and in their personal lives.	
Up-to-date coverage presents forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance.	
Students study how a nation's economy affects both individuals and business, ethics and social responsibility, small business and entrepreneurship, and the global environment.	
In addition, new cutting-edge topics examine the impact of social media on business, international business, green and socially responsible business and sustainability.	

Connections to Program Assessment (Course-Embedded Measures)

Course Activities

Week	Date	Class Topics/Reading Due	Assignments Due	Assessments
1	1/17- 1/23	Chapter 1. Exploring the World of Business and Economics Chapter 2. Ethics and Social Responsibility in Business	Discussion 1: due 1/23 Video Case: Warby Parker Puts Affordable Eyewear in Focus (pgs. 32-33): due 1/23	
	1/21	Last day to add/drop		
2	1/24 - 1/30	Chapter 3. Global Business	Discussion 2: due 1/30 Project Building a Business Plan: Part 1 (pg. 95-97) due 1/30	
3	1/31- 2/6			
4	2/7 -2/13	Chapter 4. Choosing a Form of Business Ownership	Discussion 3: due 2/13 Building Team Skills (pg. 128): due 2/13	
5	2/14 -2/20	Chapter 5. Small Business, Entrepreneurship, and Franchises	Discussion 4: due 2/20	

			Project Building a Business Plan: Part 2 (pg. 159) due 2/20	
6	2/21 -2/27	Chapter 6. Understanding the Management Process Chapter 7. Creating a Flexible Organization	Building Team Skills (pg. 184): due 2/27 Video Case: Hewlett-Packard Reorganizes to Remain Competitive (pg. 205): due 2/27	
	2/25	Graduation Petition due		
7	2/28 – 3/6	Chapter 8. Producing Quality Goods and Services	Discussion 5: due 3/6 Project Building a Business Plan: Part 3 (pg. 240) due 3/6	
	3/7- 3/11	Chapters 1-8	Midterm	
		Midterm grades due		
	3/14 - 3/18	Spring Break		
8	3/20 - 3/27	Chapter 9. Attracting and Retaining the Best Employees	Video Case: The Container Store Hires Great Employees to Sell Empty Boxes (pg. 268): due 3/27 Building Team Skills (pg. 269): due 3/27	
9	3/28 – 4/3	Chapter 10. Motivating and Satisfying Employees and Teams	Discussion 6: due 4/3 Project Building a Business Plan: Part 4 (pg. 299) due 4/3	
	3/31	Last day to withdraw with “W”		
10	4/4 – 4/10	Chapter 11. Building Customer Relationships Through Effective Marketing Chapter 12. Creating and Pricing Products That Satisfy Customers	Discussion 7: due 4/10 Building Team Skills (pg. 326): due 4/10 Video Case: Mi Ola Strives for a Marketing Splash (pg. 359): due 4/10	

11	4/11 – 4/17	Chapter 13. Distributing and Promoting Products Chapter 14. Exploring Social Media and e-Business	Project Building a Business Plan: Part 5 (pgs. 397 - 398) due 4/17 Video Case: Online Retailer Zappos Uses Social Media to Build Customer Relationships (pg. 430): due 4/17	
12	4/18 – 4/24	Chapter 15. Using Management and Accounting Information Chapter 16. Mastering Financial Management	Discussion 8: due 4/24 Video Case: Making the Numbers or Faking the Numbers? (pg. 461): due 4/24	
13	4/25 – 5/1	Project Presentation	Project Building a Business Plan: Part 6 (pgs. 495) due 5/1 PowerPoint Presentation of Part 1-6 due 5/1	
14	5/9 – 5/12	Chapters 9-16	Finals	
		Grades due to the Registrar		
	5/13	Graduation		

Grading Plan

Discussion: 10% (8 Discussion Questions)

Video Case: 10% (6 Video Case)

Building Team Skills: 10% (4 Building Team Skills)

Project: 20%

Mid-term: 25%

Final Exam: 25%

A = 100-90%

B = 89-80%

C = 79-70%

D = 69-60%

F = 59% or less

Grading Policy

Students must do their own work. Cheating and plagiarism are strictly forbidden. Cheating includes (but is not limited to) plagiarism, submission of work that is not one's own, submission or use of falsified data, unauthorized access to exams or assignments, use of unauthorized material during an exam, or supplying or communicating unauthorized information for assignments or exams.

Participation

Students are expected to attend and participate in all class activities. Points will be given to students who actively participate in class activities including guest speakers, field trips, laboratories, and all other classroom events.

Cell phone and headphone use

Please turn cell phones off **before** coming to class. Cell phone courtesy is essential to quality classroom learning. Headphones must be removed before coming to class.

Attendance Policy

Students are expected to attend all class sessions. If more than ten minutes late, students will be counted as absent. A percentage of the student's grade will be based on class attendance and participation. Absence from class, regardless of the reason, does not relieve the student of responsibility to complete all course work by required deadlines. Furthermore, it is the student's responsibility to obtain notes, handouts, and any other information covered when absent from class and to arrange to make up any in-class assignments or tests if permitted by the instructor. Incomplete or missing assignments will necessarily affect the student's grades. Instructors will report excessive and/or unexplained absences to the Counseling Department for investigation and potential intervention. **Instructors may drop students from the class after three (3) absences unless prior arrangements are made with the instructor to make up work and the instructor deems any excuse acceptable.**

Study Time Outside of Class for Face-to-Face Courses

For every credit hour in class, a student is expected to spend two hours outside of class studying course materials.

Study Time for Hybrid or Blended Courses

For a hybrid or blended course of one credit hour, a student is expected to spend three hours per week studying course materials.

Study Time for Online Courses

For an online course of one credit hour, a student is expected to spend four hours per week studying course materials.

Academic Integrity

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student's submitted work must be the student's own. Students who engage in academic dishonesty diminish their education and bring discredit to the University community. Avoid situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor. **The use of another person's ideas or work claimed as your own without acknowledging the original source is known as plagiarism and is prohibited.**

Diné Philosophy of Education

The Diné Philosophy of Education (DPE) is incorporated into every class for students to become aware of and to understand the significance of the four Diné philosophical elements, including its affiliation with the four directions, four sacred mountains, the four set of thought processes and so forth: Nitsáhákees,

Nahát'á, Íina and Siih Hasin which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

At NTU's Zuni Campus, the A:shiwi Philosophy of Education offers essential elements for helping students develop Indigenous and Western understandings. Yam de bena: dap haydoshna: akkyá hon detsemak a:wannikwa da: hon de:tsemak a:ts'umme. *Our language and ceremonies allow our people to maintain strength and knowledge.* A:shiwi core values of hon i:yyułashik'yanna:wa (respect), hon delank'oha:willa:wa (kindness and empathy), hon i:yyayumola:wa (honesty and trustworthiness), and hon kohoł lewuna:wediyahnan, wan hon kela i:tsemanna (think critically) are central to attaining strength and knowledge. They help learners develop positive self-identity, respect, kindness, and critical thinking skills to achieve life goals successfully.

Students with Disabilities

Navajo Technical University is committed to serving all students in a non-discriminatory and accommodating manner. Any student who feels that she or he may need special accommodations should contact the Accommodations Office (<http://www.navajotech.edu/student-services#accomodations-services>) in accordance with the university's Disability Accommodations Policy (see http://www.navajotech.edu/images/about/policiesDocs/Disability_Exhibit-A_6-26-2018.pdf).

Email Address

Students are required to use NTU's email address for all communications with faculty and staff.

Final Exam Date: