



**Senior Seminar & Strategic Management
BUS 496-HYB
SPRING 2022**

Lead Professor: Hondo Louis, MBA, MFA **E-mail:** hlouis@navajotech.edu

Office: Science & Technology Building Room 321 **Office Phone:**

Office Hours:

Preferred Communication: Email

Modality: ONLINE

Class Location and Meeting Times:

Meeting Hours and Online Hours:

Required Materials:

Textbooks:

Tools: None

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

Lab Fee (if applicable): None

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), Íina (implementing), and Siihasin (reflection), students acquire quality education in diverse fields, while preserving cultural values and gaining economic opportunities.

Course Description

This capstone course is designed to deliver four-week modules by Professors to facilitate to the students their expertise in core curriculum business topics in areas of project management, entrepreneurship strategizing, accounting, marketing, management, financial analysis, financial statistics, human resources, organizational culture, and ethics. This method is to challenge students in a method of summative evaluation in which the student is given an opportunity to demonstrate integrate knowledge and growth in the business administration major. This course will assess a student’s cognitive and intellectual growth in their business major. Students will benefit from the unique and creative design of the four Professor’s facilitation for their overall academic learning experience.

Course Outcomes	Course Assessments
Students will master the vocabulary and concepts used	Complete reading assignments, homework assignments, exams, projects, quizzes and case analysis.
Students will have the skills to evaluate workforce	
Students will have the skills to evaluate performance of functions required for productive	

employment	
Students will have the skills to apply public policy assessment tools	
Students will address issues that will have an impact on you in the workplace	
Students will understand and discuss the job analysis and design	
Students will see the significance of both the public and private solutions to the problems and propose/apply choices with a distinct public service perspective	
Students will come to understand current issues/challenges in human resources	
Students may choose to become responsible citizens in their communities, states, and countries for the good of other fellow humans	

Connections to Program Assessment (Course-Embedded Measures)

Course Activities

Week	Date	Class Topics/Reading Due	Assignments & Supplements	Assessments
1		Course Introduction Project Management	<ul style="list-style-type: none"> Identify career interest & Business Idea 	Pre-assessment
2		Strategic Thinking	<ul style="list-style-type: none"> Compare & Contrast 	
3			<ul style="list-style-type: none"> Applying Skills & Examples 	
4		Research & Presentation	<ul style="list-style-type: none"> Industry Standards & Framework 	Project Presentation
5		PERSONAL FINANCE		Pre-assessment
6		Valuation		
7		Capital Budgeting Structure		
8		Financial Analysis Report		Project Presentation
9		Marketing Overview,		Pre-assessment
10		Developing an Effective Marketing Plan		
11		Developing an Effective Marketing Plan		
12		Developing an Effective Marketing Plan		Project Presentation

13		Organizational Culture Lecture and Group Orientation		Pre-assessment
14		Group work, Instructor oversight		
15		Group work, Instructor oversight		
16		Group work, Instructor oversight Team Presentations		Project Presentation
17		Finals Week		

Grading Plan

Homework:

Class Participation:

Project(s):

Quizzes:

Mid-term:

Final Exam:

Portfolio:

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:shiwí Philosophy of Education offers essential elements for helping students develop Indigenous and Western understandings. Yam de bena: dap haydoshna: akkya hon detsemak a:wannikwa da: hon de:tsemak a:ts'umme. *Our language and ceremonies allow our people to maintain strength and knowledge.* A:shiwí 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 kohol 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](http://www.navajotech.edu/images/about/policiesDocs/Disability_Exhibit-A_6-26-2018.pdf)) 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: December 15, 2021