

New Mexico Highlands University
School of Business Administration
Las Vegas, New Mexico

Business 181 Introduction to Business

Professor:

Dr. Luis Ortiz
Dual Ph.D. Degree in International Business and Management

Office:

School of Business Administration
Economic Development Center
901 University Ave.
Box 9000 c/o Sininger Hall Office #227
Las Vegas, New Mexico 87701

Phone: (505) 454-3584
Fax: (505) 454-3354
Website: www.drluisortiz.com
E-mail: lortiz@nmhu.edu

Office Hours:

Monday 2-5 p.m. and Wednesday 2-4 p.m. TBA or by Appointment

Class Times:

Business 181 Introduction to Business
Monday and Wednesday 10-11 a.m. (Friday only for community business excursions)

Required Materials for the Course:

Text: Contemporary Business
By: Gene Boone and Dave Kurtz
Publisher: Thomson South-Western
ISBN/Copyright: 978-0-470-43368-3 or 978-0-470-43368-3

Course Description: This course is designed to give the student an overview of the world of business and the relation of business to our society's well being. The course will explore topics that affect everyday life in our business society. Subjects include influence, motivation, values, attitudes, communication, organizational culture, MIS, power, politics, citizenship behavior, fairness, job satisfaction, ethics, organizational trust, accounting, finance, marketing, international business, entrepreneurship, ethics, and types of leadership styles.

Teaching Methods

The course incorporates different teaching approaches: lecture, assignments, group work, class discussions and self motivation/self-learning "owning your own behavior". You are

expected to come to class having read and thought about topics scheduled for the class sessions. Note that your participation will make the class pleasant and intellectually stimulating, so please do attend every session.

Knowledge Transfer

New Mexico Highlands University identified four traits that we expect our graduates to possess when they leave our University. These traits are common to every major, and in the business class, these skills or traits are integrated throughout the course:

Demonstrate Content Knowledge in Business:

Understand and explain the business process (Assessed by tests)

Understand and explain business theory and techniques (Assessed by tests)

Demonstrate Critical Thinking and Reflective Thinking Skills

Apply business techniques to real world projects (Assessed by Project performance and group work)

Demonstrate Effective Quantitative Analysis Skills

Understand and apply statistical analysis to business research projects (Assessed by Project performance)

Demonstrate Effective Communications Skills

Participate in writing and presenting the results of the business research project

Demonstrate Effective Use of Technology

Understanding and using statistical software packages and other forms of web software for data analysis that will provide a competitive edge in business

Philosophy and of Performance Objectives of the Course – Students who successfully complete this course should be able to:

- Discuss ethical and social responsibility issues important to the business environment and our society.
- Evaluate environmental factors affecting business including legal, political, economic and cultural influences.
- Recognize the interplay of diversity in an organization's environments (internal, external, and global business environment).
- Articulate the importance of business to the effectiveness of our society and organizations based on class discussions, book problems and real world exercises.
- Understand the importance of building a strong and unique resume and professionalism in dress, language and basic business etiquette (when appropriate in organizational culture).
- Understand the advantages of customer service for business.

- Describe the essential components of a business plan, including financing, marketing, operations and management.
- Interpret, critically analyze, recommend and defend with supporting evidence feasible courses of business action for actual real-life situations.
- Effectively demonstrate both written and oral communication skills crucial for success in the real world of business.
- Demonstrate an ability to engage in constructive criticism and creative solutions of current “Business” issues.
- Demonstrate computer literacy, critical thinking, class attendance and in-class participation skills.
- Understand all the areas of business accounting, finance, MIS, marketing management, international business and entrepreneurship.

Global Awareness Integration

The focus of this course is on a general overview of Business. Every student will incorporate examples, ideas, thoughts and experiences (self or others) of business in a global basis. The instructor hopes to add to this global awareness from his experiences in dealing with the maquiladora industry along the Mexico and United States of America’s border, public and private organizations in the USA, non-profit organizations in Australia, work in Spain and service the industry in Canada. Organizations that the instructor has worked with include ITESM, University of Salamanca, Invacare, Seagate, Eaton, Bard, Keytronic, TRW, BBB, Lucky Goldstar, CPM, Siemens, Lucent, Delnosa-Delphi, Rey Mex Bra, Bissell, Nokia and Whirlpool.

Performance Measures / Exams

The examinations will cover materials contained in the designated chapters and topics discussed in class as well as assignments. We will discuss the exam’s details in class (e.g. reviews). Work turned in late will be penalized by a “Letter Grade per Day”.

Reward System (grading)	<u>% of Grade</u>
Discussion/Participation/Attendance	50%
Assignments (knowledge sharing)	12.5%
Exams at www.drluisortiz.com	25%
Final Business Presentation	<u>12.5%</u>
Total	100%

Grades will be assigned using the following scale:

100% – 90%: A	89% – 80% : B	79% – 70%: C
69% – 60%: D	Below 60%: F	

Attendance

I want and demand no excuses! Registering for this class implies that you know the days (Monday and Wednesday) and time this class meets and you accept the responsibility for attending all classes as well as being on time. Look, I understand student life, I too was a

student and I know important things sometimes come up. Here is the deal, you have two absent passes. After that, you are hurting your grade by a letter grade. Excessive tardiness and/or leaving the class early “is” an absence. If you miss classes because of school (SOBA) activities, you should bring a schedule of expected dates of absence and creatively find a way to advance your work via your peers. Again, the student will drop a letter grade if he or she has more than **three** absences. Read our Dean’s comment/policy below (Dr. William Taylor):

Attendance. The undergraduate catalog clearly states that class attendance is required:

Students are expected to attend all class meetings...Excessive absences may be expected to affect a student’s grade adversely or even result in an “F”. Instructors should make the policies on attendance in each class available in writing to students.” (2005-2007 New Mexico Highlands University Undergraduate Catalog, pages 25,26,).

“The School of Business faculty has adopted a policy, requiring regular attendance. In this class, attendance and participation count for 20 percent of your grade. Everyone starts with 100 points for attendance and participation. You are allowed 1 unexcused absence. After that each unexcused absence will result in the attendance grade being reduced by 10 points. Excused absences require a note from a doctor or nurse or a university official in cases where travel to athletic or other university events is required. Also, prepared participation will be noted and may serve to positively affect a borderline grade.”

Expectations

We expect you to keep up with your reading assignments, to participate, to be present and on time for all classes. We also expect appropriate and ethical personal conduct from you. Scholastic dishonesty is subject to disciplinary penalties, including possible failure in the course & dismissal from the university. There will be no curving and no make-up exams given.

ADA Compliance

If you have a documented disability which will make it difficult for you to carry out the work as outlined and/or if you need special accommodations/assistance due to any disability, please contact the Office of Academic Support. We will make any appropriate accommodations for you.

People generally remember:

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they both see and hear
- 70% of what is discussed with others
- 80% of what they personally experience
- 90% of what they teach others

Instructor reserves the right to change or alter the course material as deemed necessary as the class progresses.