Higher Colleges of Technology

From the SelectedWorks of Dr. Grace S. Thomson

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Diversity in the Classroom: The Business experience

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Diversity in the Classroom: The Business Experience

Fall 2006-Spring 2007
Clawson (2006) The changing context of leadership:

- Major challenge in Information Age is “keeping employees together”.
- Organizations need to be more team-oriented.
- Relationship with people are more important now.
- Leaders skills include:
  - Listening
  - Value cooperation
  - Purpose beyond profit
  - Risk-taking
  - Love for diversity
  - Foreign language
Why Diversity?

Tichy & Devanna (1990) The Gathering Storm:

- Leaders are pressured to address economic and moral issues of their own citizens and citizens of countries where they do business.
- Changes in demographics and their impact in workforce cut-offs
- Competitiveness is a global challenge: productivity needs to increase

Leadership skills include:

- Focus on competitiveness
- Ability to articulate their values to employees
- Be social architects
When creativity meets experience: Partnership with SCORE Fall 2006
Partnership with SCORE

Objective:

Provide NSC Business students with an enhanced set of skills to identify business opportunities, learn from experienced Business Counselors and embrace diversity through team work.

1. Learning experience ➔ Speakers in Business classes and Counselors in business writing.

2. Counseling expertise ➔ 30+ years of corporate background.

3. Team work and diversity ➔ Partners in live and virtual teams.
1. **Speakers in Business classes**

- Guest speakers - Audience 20 freshmen
- Students prepared:
  - Reflection papers
  - Discussion boards
  - Created firms and performed Competitive Analysis (Key performance)
2. SCORE counselors in Business Plan writing

Counselors- Senior students preparing Business plans.
- Audience: 31 students
  ● Business Plans
  ● Reflection papers
  ● Business appointments
  ● Role play as Business Counselor: Final Exam

Reno Testolin and MGT494 students-
Trucke & Hat Fashion, LLC
3. Teamwork and diversity

- Virtual work with self-selected team members
- Participants had full-time jobs but worked their schedules to team work.
- Attended 1-hour meetings at SCORE Las Vegas and Henderson for 8 weeks.

Jerry Bartholomay and MGT494 students- Walking your paws, LLC
Measuring Impact
Reflection papers –
Awareness of SCORE mission

Student 1

Bob Cushman stated that the objective of SCORE can be loosely defined as “We’re in business to make you rich.” But to be more accurate the objective of SCORE is to give free, confidential advice to small businesses to help them to start, grow, finance and manage their business.
Measuring Impact
Reflection papers-
Effect on quality of business papers

Student 2

SCORE is a valuable resource for entrepreneurs who are looking to start their own business. The benefit of learning from someone who has been successful and now enjoys helping others succeed is an extremely important tool for those who are just starting out.
Purpose of the activity: Combine and transfer their own experiences as subjects of business counseling in an activity where now they were the counselors.

Impact: The quality of responses and the tone of their advice, shows a successful internalization of their role as SCORE business counselor in the lives of start-up business owners.
Starting a Social Responsible Business –
Two Role models to follow
A Web-based research with application of Photovoice
Starting a Social-responsible business

A Web-based research with application of Photovoice

BUS101 April 2007

- Use your digital camera to take photos that identify a need for a service or good in your community. Think as businesspeople who are looking for the opportunity to fill in a need. Take a set of photos that showcase the need and select four photos to convey your message. Proceed to describe the following:

- 1. What is the need expressed in your photo?
- 2. Why do you consider this is a need that you want to satisfy?
- 3. What type of business do you want to create in order to satisfy this need?
Starting a Social-responsible business

A Web-based research with application of Photovoice
BUS101 April 2007
Preliminary Results

● One team photographed teenagers standing in line in front of a shoe store in the Meadows Mall at 4 am in the morning. Waiting to buy the new release of a Nike pair of shoes priced $120-$200.

● The presentation showed collections of more than 50 pairs of shoes that 3 NSC students had in their homes, valued in approximately $6,000 each.

● They identified parallel markets on internet to sell this unique shoes and how they trade them as luxury goods.

● Teams presented this trend that was unknown to the instructor and the audience. They are working on it as an opportunity for business.
The use of Applied Statistics for the discussion of Diversity across campus:
A reflection activity in an Undergraduate Statistics class

A reaction to Greens & Beans Forum

Purpose of the activity:
1. Integrate the concepts learned about quality of data, data collection, and descriptive statistics.
2. Reflect about diversity issues presented in the panel, and extrapolate the conclusions to a concrete research work.
3. Contribute with ideas for further research at the Heritage Center of Nevada State College.

Activities:
Seven students participated in this activity organized in diverse teams of three members, and were required to perform the following activity:

1. Identify two quantitative or qualitative variables that could be subject to further research as an impact of the panel Greens and Beans: Collaboration between Latinos and African American.

2. Discuss within your group the variables proposed by each one of the members, analyzing feasibility of the research and agree on two final variables that will be subject to statistical analysis.

3. Present the two selected variables and the methodology of research that your team would use to run a study on those variables. Where would your each out for information? Who would you include in the study?
Thanks for your attention

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References

