Course Syllabus
MGMT 1051 - Essentials of Business
Fast Track I - Fall 2016

Prof. Instructor: Catalin Macarie
Email: macaricn@uc.edu
Phone: 513.556.2608
Office Location: 515 Lindner Hall
Office Hours: By appointment
PACE Leader: Please refer to your Individual Course info

Fast Track was a term coined in a 1976 Business Week article to describe an accelerated process of professional development. The phrase now often appears within major corporations that rotate top, new hires through different functions, while connecting new hires to insightful mentors and early learning experiences. The goal is to help future leaders quickly build an understanding of the firm, its environment, and its varied units, before diving into an area of specialty. The Lindner Fast Track plays the same role, ramping up freshmen to help make the most of their UC opportunities and excel themselves toward identifying and achieving their career goals.

To serve this purpose, Essentials of Business builds the foundations for the learning objectives of the college through our PACE platform. This course also is interdependent with your Business Pathways course. Together, Essentials of Business and Business Pathways enable your integrative first-year experience. While Essentials of Business emphasizes the managerial elements of business, Business Pathways focuses on developing your professional skills through your own academic choices, strategic planning and personal development.

Course Learning Objectives: The two-semester Essentials of Business course aligns with PACE, the Lindner College of Business platform for developing the total business professional.

P - Professionalism
• Begin practicing professional communications, learning to express ideas clearly, logically and persuasively in both oral and written formats.
• Develop and practice teamwork skills through group projects and exercises.
• Develop and practice professional habits - punctuality, preparation, respect

A - Academics
• Develop foundational knowledge of all core business functions and their interactions within organizations.
• Begin applying functional and cross-functional knowledge to critically analyze business problems; for example applying techniques of SWOT analysis and business plan development.

C - Character
• Learn and apply leadership techniques for project management (plan, brief, execute, debrief).
• Build an understanding and initial skills of managing diversity, including understanding cultural differences, and challenges and opportunities of global business.
• Understand importance of ethics and social responsibility in business, academic and personal settings.

E - Engagement
• Build understanding of importance and practices of networking through interactions with business professionals and guest speakers.
• Develop awareness and appreciation of involvement in social organizations, community service, and professional group opportunities.
Required Course Materials (Course Textbook):

(same book content will be used for both, fall & spring semesters)

This term we will be using a customized version of a McGraw Hill Text with Connect. In order to have access to the content used in class presentations it is required that you purchase the E-Book version with Connect software (significantly less expensive than the actual printed version of the book).

What is the cheapest & easiest option for obtaining the Course Materials?
It is strongly recommended that all students buy access to Connect - this will include access to the E-Book content and Connect Software.

How do I get the lowest price for the Connect Registration Code?
In an effort to get the best price, you MUST make this purchase directly using the direct registration link for the course (http://connect.mheducation.com/class/macarie) and then follow the prompts to begin purchase. This will automatically take you to a page that asks you to purchase Connect, which can be purchased using all major credit cards. You may use any email address to register, however your new UC email address is strongly recommended for the registration and use of Connect.

Can I buy the Connect Registration Code from the bookstore?
You can buy an access card to Connect from the bookstore; however, the price for this access card will be higher than if you buy access directly through the use of the link above.

Can I get a printed version of the text?
You will be able to buy a printed version of the text directly from the Connect website and it will be shipped directly to you. The bookstore will NOT have copies of the printed version that contain the customized chapters.

How do I register for and receive access to McGraw Hill Connect?

• Step 1: Go to http://connect.mheducation.com/class/macarie
• Step 2: Enter your email address and click "Submit" (Important: Make sure you use the exact same email address as your UC Blackboard email address)
• Step 3: Click "Buy Online" to purchase Connect directly OR use the code you bought at the bookstore. (All Major Credit Cards are Accepted)
• Step 4: Follow the prompted instructions to create and establish your McGraw Hill Connect Account.

Please Note: The Connect product has a free 14-day trial. It is highly recommended that you DO NOT start with this trial - go ahead and buy the access code. After the 14-day trial is finished, scores do not always transfer correctly back to Blackboard and you will receive 0's for assignments.

What should I avoid?
• DO NOT go directly to McGraw-Hill, or to Amazon, or any other website to purchase an access card for Connect. These access cards will NOT work for your course at the University of Cincinnati. Not only will the price be higher, but it will NOT allow you to link your completed assignments to this course.
• DO NOT buy a printed version of the text directly from McGraw-Hill, or Amazon, or any other website. These versions of the text will NOT contain the customized chapters.
Need help with Connect?
To use **McGraw Hill Connect**, it is highly recommended that you use Mozilla Firefox for Windows OS or Safari if you are a Mac OS user. Other browsers should work, but Firefox is the most robust browser when using Connect.

If you need help or have any questions about Connect, you can visit the Connect Success Academy at:  
http://create.mcgraw-hill.com/wordpress-mu/success-academy/

There you will find a number of links to help if you are new to Connect and a special page devoted specifically to helping students get the most out of Connect. In case you have any issues, on the page you will be able to email or chat directly with the McGraw-Hill Customer Experience Group (CXG), or call them at 1-800-331-5094.

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**Grading Information:**
Your course grades will be based on your performance on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Contribution, Active Class Participation + Career Fair</td>
<td>100</td>
</tr>
<tr>
<td>Learning Preparation (Course Tests, Quizzes)</td>
<td>120</td>
</tr>
<tr>
<td>Individual Assignments (Homework, Papers, Reports)</td>
<td>80</td>
</tr>
<tr>
<td>Team Project (Project Report + Public Presentation)</td>
<td>200</td>
</tr>
</tbody>
</table>

| Maximum Points (100%) | 500 Total |

**Grading Scale:**

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>94% (470 &amp; above)</td>
<td>A</td>
</tr>
<tr>
<td>87% (435-449)</td>
<td>B+</td>
</tr>
<tr>
<td>84% (420-434)</td>
<td>B</td>
</tr>
<tr>
<td>77% (385-399)</td>
<td>C+</td>
</tr>
<tr>
<td>74% (370-384)</td>
<td>C</td>
</tr>
<tr>
<td>60% (300-349)</td>
<td>D</td>
</tr>
<tr>
<td>Below 60% (300 or less)</td>
<td>F</td>
</tr>
</tbody>
</table>

**Grading Procedure and Details:**

1. All grades will be posted and be visible on Blackboard. You will be able to see both the partial as well as cumulative scores as the tests/assignments will be graded one by one and results posted.

2. Your individual grades will not discussed in the classroom before, after or during class time. Questions regarding your individual results will be answered during office hours or at another time prearranged with the instructor. Graded work may be appealed in WRITING ONLY within one week of the grade posting/announcement.

3. Grades will NOT be curved during or at the end of the semester or in the computation of the final grades. A student that earns 469 points will receive an A- grade. Missing a grade by “just 3 points” is still missing a grade. The instructor will not award extra credit or extra points to boost a grade, unless you have a very valid, solid argument or point. Make-ups will NOT be granted.

**Late Assignments Policy:**

<table>
<thead>
<tr>
<th>Late Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;12 hours late</td>
<td>A drop equivalent to one letter grade</td>
</tr>
<tr>
<td>12-24 hours late</td>
<td>A drop equivalent to two letter grades</td>
</tr>
<tr>
<td>More than 24 hours late</td>
<td>Unacceptable (unless pre-arranged with the Instructor)</td>
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</tbody>
</table>

All tests and papers may be subject to oral questioning.
**Course Contribution:**
Active and thoughtful participation contributes to our class-learning environment. Related efforts (e.g., discussions, exercises, cases, etc.) occur in class. Valued contribution means *much* more than attendance. I expect insightful comments, questions and dialogue that will enhance our collaborative learning. Further, your communication and professionalism skills (see below) are vital. This analogy may clarify: You are expected to show up to work everyday. Merely showing up without participation, however, does not constitute working, let alone good performance. The same is true of this course and of college in general. Only you can enable your learning. If you leave thinking that a class was less than you had hoped, consider how you could make it a more satisfying, valued experience. Then work with your professor, peer leader and/or learning community members to improve the learning experience.

**Learning Preparation:**
- **Course Tests & Quizzes:** these can occur at any time of class or online. If they occur at the start of class and you come late, you will not receive extra time to complete. There will be no make up quizzes unless exceptional situations occur (valid reasons and/or explanations are required.)

**Individual Assignments:**
- **Homework, Papers, Reports:** Article reviews, exercises, personal assessments & writing assignments, reflection essays, as well as your Project Management documents: Plan, Brief, Execute and Debrief.

**Team Project (Project Strategy):** You will study your partner organization in depth. Your liaison will meet with your team early in the semester. It is then your team’s responsibility to schedule a second liaison visit or a tour of the organization. Plan this additional interaction so that it meets the needs/fills critical gaps of your project. *Use this interaction to conduct additional exploratory & informational research.*
Project Strategy (SWOT Analysis)

Objective: This project explores strategic management in practice. Through planning efforts, managers analyze internal capabilities and the external environment to determine means of achieving and sustaining competitive advantage. In sum, they seek to develop an organizational capability(ies) distinct from those of its rivals, fitting its environment and valued by its customers.

Outcomes: Project results will include a report and a presentation (100 points each / 200 points total). The written report should be 15-20 pages double-spaced (excluding references, figures, tables, appendices). The presentation to representatives of your firm should be 15 minutes max. (excluding Q&A). Below is a broad framework, to guide your efforts. You are expected to analyze and expand on those areas your team deems are most critical for your partner firm/company/organization.

Section 1: Introduction/Overview (approximately 1 page)
- Organizational profile - history, size, primary products/services/customers
- Mission/vision statement - firm’s stated purpose, values and emphasis
- Research methods - how you gathered your data/information (general references)

Section 2: SWOT Analysis

Internal Environment (identify Strengths and Weaknesses - 5-6 pages)
- What is this firm particularly good at? What are its potential sources of competitive advantage?
- Does it have certain competencies (skills, knowledge, products, services) that are exceptional or unique within its industry?
- What do managers (and/or your team) recognize as the firm’s potential limitations or constraints?

External Environment (identify Opportunities and Threats - 5-6 pages)
- Broad/General Environment: what significant forces or trends does the firm face in different sectors of its macro environment (political/legal, socio-cultural, demographic, economic, global, technological sectors)?
- Task/Operating Environment: what pressures does the firm face in its industry and/or the vital market segment(s) in which it competes (rivals, substitutes, suppliers, customers)?

Section 3: Strategic Recommendations (primary focus/competitive priorities - 2-3 pages)
- After the SWOT analysis, what do you propose should be the firm’s primary strategic emphasis? Why?
- How would these strategic priorities help build/sustain the firm’s competitive advantage?

Section 4: References & Research Information (1-2 pages)
- Research & information sources/resources - where did you gathered your data/information
- Footnotes & other helpful information regarding the sources used to generate the content for the project

Recommended Online Resources & Reference List
- UC Business Libraries (www.libraries.uc.edu)*
- Blackboard (Canopy) Libraries & OneStop sections (use your BB login to access both)
- The World Wide Web (if needed, use your Web savvy capabilities to augment your research)

* The most important and most complete library available to all UC students (research data & full articles)
Course Participation & Personal Conduct Policies

• Your active learning is critical. Attendance will be recorded as well as late arrivals or early departures. Be resourceful and network with other classmates to obtain materials you miss.

• Be Professional! - Plan ahead to avoid last minute glitches (like faulty printers) and to avoid receiving a zero on any late or missed assignment. Cell phones cause disruptions and reduce the ability of you and others to fully Engage. Start good habits of a personal “no cell in class” policy.

• Laptops can be tools OR distractions. Pay attention, don’t distract yourself and/or those around you.

• This course is your responsibility. Any changes to the schedule or syllabus will be announced as far in advance as possible, so be sure to check the course blackboard site for updates and the most current information.

Assignment Information:

• All assignments and case studies are to be submitted using the Assignment Manager and should have the appropriate assignment in the file name. Use the following format: MGMT 1051 (Assignment Name) “Your username” which would look like this as a Word document - e.g. MGMT 1051 (Assn Name) doejohn.doc.

• Any e-mail communications to me must include MGMT 1051 in the Subject line.

• The Professor WILL NOT be able to accurately record your work if these directions are not followed. This may result in lost or misplaced student work. IT IS THE RESPONSIBILITY OF THE STUDENT TO SEE THAT ALL WORK IS SUBMITTED ON TIME AND IN THE APPROPRIATE FORMAT.

• Make a habit of copying yourself on assignments/communications you send to me via e-mail. If you receive your own e-mail message, it’s a good bet that I did also. If you save this e-mail, you then have a backup copy to send to me in the event I didn’t receive it.

• I intend to broadcast electronically all my announcements and posts, but I also strongly encourage you to regularly check the Announcements section of this Course site for updates, in case that any of the email communication gets lost, blocked or misdirected.

• MANDATORY REQUIREMENT: You must use your UC e-mail and only your UC e-mail account (UC’s Web Exchange Mail Portal or the Blackboard Email Tool) when communicating with the instructor for this course!

Professionalism:
Professionalism is vital to our college-learning environment and to your future career. Developing your own professional foundations is the basis of your Business Pathways course, but demonstrating professionalism will span all interactions. In the classroom, professionalism means being engaged - actively listening to whoever is speaking and contributing thoughtful insights and/or questions to the discussion. For example, when your Fast Track liaisons visit, you are expected to dress in business casual attire and to conduct yourself in a professional manner: being prepared, punctual and respectful. Respect is central to professionalism; respect for your fellow classmates, guests, the instructor and your peer leader. Keep distractions to a minimum during class. Please turn off cell phones, pagers, and other devices that may cause distractions, and avoid unnecessary conversation.

Academic Integrity:
As with all LCB activities, this course will uphold the college’s high ethical standards critical to building character. Our Values Statement specifies: “All College of Business interactions will be characterized by mutual respect and integrity, and driven by a shared desire for excellence.” Any violation, including academic misconduct (e.g., cheating, plagiarism), will be subject to the college review process, and could result in dismissal from the program. For details, see the UC Code of Conduct (http://www.uc.edu/ucinfo/conduct.html).
**Attendance:** It is strongly recommended that regular attendance is followed. For borderline situations, attendance will become a factor in determining the final course grade. Please contact your Instructor in advance, with a written email notification if you find it necessary to be absent from a scheduled class.

**Course Notes:**
- All reading assignments are to be completed prior to the class for which they are assigned. Class discussion problems (when assigned) are to be ready at the beginning of the class assigned. All assignments must be submitted as scheduled unless excused by your instructor before class. The penalty for late papers is listed above.
- You are expected to be an active participant in class and online. Meaningful questions and comments are expected. Class participation scores will be based on effort and effectiveness of presentations, critiques, other contributions to class and evidence of preparation.
- Students are expected to submit assignments without grammar and/or spelling errors. For every couple of spelling or grammar errors, there is a one-letter grade penalty.
- All assignments must be completed for students to receive a passing grade.
- All out-of-class assignments must be Word-processed.
- Duties related to your employment or business does not provide an acceptable excuse for class absences or late projects.
- The instructor reserves the right to modify this syllabus to improve the materials, class elements, and activities. Class members will be notified in advance of any such changes.

**Academic Conduct:**

Students are expected to uphold University of Cincinnati’s standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student’s submitted work, examinations, reports, and projects must be that of the student's own or their team’s work.

**Students shall be guilty of violating the honor code if they:**

1. Represent the work of others as their own.
2. Use or obtain unauthorized assistance in any academic work.
3. Give unauthorized assistance to other students.
4. Modify, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
5. Misrepresent the content of submitted work.

The penalty for violating the honor code is severe. Any student violating the honor code is subject to receive a failing grade for the course and will be reported to the Dean of Students Office. All academic programs at the Lindner College of Business will apply a “Two Strikes Policy” regarding Academic Integrity. Any student who has been found responsible for two cases of academic misconduct may be dismissed completely from the College.

The work you will do in this course is subject to UC’s Student Academic Integrity & Conduct Code (http://www.uc.edu/conduct/Code_of_Conduct.html). You might also refer to the Student Handbook, (http://ccm.uc.edu/prep/registration/student_handbook.html).

The “Two Strikes Policy” supplements the UC Student Code of Conduct above. All University academic honesty policies will be followed in this course.
ACKNOWLEDGEMENT PAGE

The student must acknowledge and confirm that s/he has received a full copy of the syllabus and class information and that s/he has thoroughly read, fully understood, and agreed to the policies and provisions set forth in the syllabus for the course in which they have enrolled.

Please read, print, sign, and submit this page to the instructor.

_______________________________________________
Your Name (Print):

_______________________________________________
UC Username:

_______________________________________________
Date Reviewed:

_______________________________________________
Signature:

I hereby acknowledge that I have read, understood, and agree to the policies and provisions set forth in the presented Course Syllabus for:

Term: Fall 2016

Course ID: MGMT 1051 - Essentials of Business - Fast Track I