Course Syllabus
MGMT 1052 - Essentials of Business
Fast Track II - Spring 2018

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 Section 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.

PACE

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):**

**Grading:**
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</td>
<td>100</td>
</tr>
<tr>
<td>Learning Preparation (Course Tests)</td>
<td>120</td>
</tr>
<tr>
<td>Individual Assignments (Homework, Activities) + Career Fair</td>
<td>80</td>
</tr>
<tr>
<td>Project Innovation (Written Business Plan + IQ E-Pitch Competition)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Maximum Points (100%)</strong></td>
<td><strong>500 Total</strong></td>
</tr>
</tbody>
</table>

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Letter</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% (465 &amp; above)</td>
<td>A-</td>
</tr>
<tr>
<td>90% (450-464)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>87% (435-449)</td>
<td>B</td>
</tr>
<tr>
<td>83% (415-434)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>87% (435-449)</td>
<td>B-</td>
</tr>
<tr>
<td>83% (415-434)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>77% (385-399)</td>
<td>C</td>
</tr>
<tr>
<td>73% (365-384)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>77% (385-399)</td>
<td>C-</td>
</tr>
<tr>
<td>73% (365-384)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>67% (335-349)</td>
<td>D</td>
</tr>
<tr>
<td>60% (300-334)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>60% (300-334)</td>
<td>F</td>
</tr>
<tr>
<td>Below 60% (300 or less)</td>
<td></td>
<td></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 be 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 Assignment</th>
<th>Grade Impact</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>
</tr>
</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 professionalism (see below) is vital. This analogy may clarify: You are expected to show up to work everyday. Merely showing up, 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:

- **Interactive Exercises/Quizzes/Tests:** 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.

Individual Assignments:

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

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 research.
SS 2018 Project Innovation Description & Details:
Create & Develop Your Team Business Plan for a New Business Concept

**Objective:** Your major project for the term is the development and writing of your first Business Plan. Individually or as a team, you will come up with (identify), develop, detail and then finally “sell” your new, viable business concept (goods or service) as part of your new organization (your choice of Commercial or Social Enterprise.)

**NOTE:** There is one special stipulation - Your business concept must add value to your project team’s business academics path, applying your newly acquired managerial and entrepreneurship skills and course concepts.

**Outcomes:** Project results will include a Written Project and a Presentation, each counting as 100 Grading Points.

1. The Written Business Plan (Written Project)** should be 15-20 pages double-spaced (or 8-10 pages single spaced), excluding all references, figures, visual aids, graphs, tables & appendices (i.e. all the Product Design & Schematics, Financial Statements, Budgets, etc.) Use headings as appropriate. The final report should be professional – coherent, concise and compelling, with no grammatical errors.

2. The Public Presentation portion of your project will constitute your team’s participation in this year’s Innovation Quest Elevator Pitch Competition (IQ E-Pitch). Your task is to quickly present (90 seconds or less) your business concept (good or service), try to persuade the judges using all necessary tools (product model/prototype, visual aids, posters, etc.) and try to convince them to “invest” in your new business model.

**NOTE:** Again, you may use ANY/ALL form of helpful visuals & media (e.g. product model/prototype as well as Visual Aids - Video or PPT Presentations, Website, Posters, Brochures, etc.). Presentation should be fast and professional – focused, logically structured and engaging. Business attire is mandatory.

**Written Project Submission Format Guidelines (please follow accordingly)**

- **Cover Page & Executive Summary (2-3 pages)**
- **New Business Concept Overview** (2-3 pages): What the business will do; What kind products it will provide; What’s unique about it; Who are its customers; How will it operate; Where it will be located? (Please explain your information, choices and/or findings as detailed as possible)
- **Industry Analysis** (1-3 pages): Other major players in the industry; Competitors’ size (in terms of total sales or gross income); Outlook (whether growing or shrinking); Expected future influences on industry
- **Mission Statement and Core Values** (1-2 pages)
  - Mission Statement: Purpose and/or mission of the company
  - Core Values: Fundamental beliefs about what is/isn’t appropriate
- **Management Plan** (2-3 pages): Description and Qualifications of the Management Team (MT) – list information (no CVs/Resumes are needed); Explain your choice for the people and positions held on the MT; Explain MTs ability to turn a business concept into a profitable venture and how; Describe and explain the choice for the Legal Form of Organization (Type of Company – e.g. LLC, LLP, C-Corp, S-Corp)
- **Goods or Services Offered** (2-4 pages) (include the Production Process, if and when applicable): Detailed description of proposed goods or service (If tangible goods, detail the full line of production & process); Explains the organizational USP (Unique Selling Proposition & the needs that it fulfills); Try to present a detailed Competitive Advantage picture (comparative info of the new venture vs. existing competitors)
- **Marketing & Development Strategy** (2-4 pages): Describe your Target Market and then the strategic planed approach and engagement; Pricing structure & details; Distribution, sales & promotion channels; Advertising strategy
• **Financial Plan & Financial Statements Overview** (1-2 pages): Quick summary/overview of your financial projections covering the following items: Pricing Model, Expected Sales, Costs, Profits, Cash Needed for start-up and operations, Funding Sources; Detailed Budget and Expenses (more detailed information required as part of your Appendices – see below **Financial Statements - Expanded**)

• **Conclusions** (1-3 pages): Future steps and/or growth strategy; Challenges; Opportunities; Exit Strategy

• **Required/Expected Appendices:**
  - All necessary and/or applicable detailed Financial Statements *(please see next bullet – Financial Statement - Expanded)*;
  - All Visual Aids and Schematics related to Product Design and Functionality (if existing/applicable), Branding Elements, Marketing, Sales Strategy and Promotional materials;
  - Supplemental Information; Research Data & Info

• **Financial Statements - Expanded**: Detailed information and data (Excel spreadsheets) relative to
  - Pricing *(detailed Pricing Model)*
  - Sales, Costs & Profits, Budget and Expense Reports (monthly data for 3-5 years period);
  - Cash Flow Statement (monthly data for 3-5 years period);
  - P&L Statement (monthly data for 3-5 years period), etc.

• **References & Sources**

---

**Project Innovation - Resources & Reference List**


• The additional, instructor provided project documents (please check your **Project Files** section and link under your **meta_course** section link)

• UC Business Libraries ([www.libraries.uc.edu](http://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 for example of Business Plans, and especially when it comes to the **Appendices** presented above)

• Innovation Quest Elevator Pitch Competition website: [www.iqepitch.com](http://www.iqepitch.com)
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 or your LC’s Blackboard Send Email tool) when communicating with the instructor for this course! When sending a direct email, you must include as reference your Section #, PACE Leader and/or Company.

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.

**Important 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, direct participant in class, during lecture time as well as breakout sessions. Meaningful questions and comments are expected. *Class participation scores will be based on effort and effectiveness of direct interaction, comments, questions, other contributions to class, plus evidence of advanced preparation of all reading and materials required in advance.*
- 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](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](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.
UC Uptown Campus Student Help Services & Information

Counseling Services:

Students have access to counseling and mental health care through the University Health Services (UHS), which can provide both psychotherapy and psychiatric services. In addition, Counseling and Psychological Services (CAPS) can provide professional counseling upon request; students may receive five free counseling sessions through CAPS without insurance.

Students are encouraged to seek assistance for anxiety, depression, trauma/assault, adjustment to college life, interpersonal/relational difficulty, sexuality, family conflict, grief and loss, disordered eating and body image, alcohol and substance abuse, anger management, identity development and issues related to diversity, concerns associated with sexual orientation and spirituality concerns, as well as any other issue of concerns.

After hours, students may call UHS at 513-556-2564 or CAPS Cares at 513-556-0648. For urgent physician consultation after-hours, students may call 513-584-7777.

Title IX:

Title IX is a federal civil rights law that prohibits discrimination on the basis of your actual or perceived sex, gender, gender identity, gender expression, or sexual orientation. Title IX also covers sexual violence, dating or domestic violence, and stalking. If you disclose a Title IX issue to me (the instructor), I am required forward that information to the Title IX Office.

They will follow up with you about how the University can take steps to address the impact on you and the community and make you aware of your rights and resources. Their priority is to make sure you are safe and successful here. You are not required to talk with the Title IX Office.

If you would like to make a report of sex or gender-based discrimination, harassment or violence, or if you would like to know more about your rights and resources on campus, you can consult the website www.uc.edu/titleix or contact the office at 556-3349.
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 read, 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.

______________________________________________________________________________

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

Term: Spring 2018

Course ID: MGMT 1052 - Essentials of Business - Fast Track II

Your Name (Print): ________________________________________________

UC Username: _____________________________________________________

Date Reviewed: ______________________________________________________

Signature: _________________________________________________________