Course Description
This course seeks to build foundational understandings of business, as well as the skills necessary to thrive within the business world and as a business student. It is designed for students transferring or transitioning into the College of Business or exploring links between business and non-business specializations. The course provides an acclimation to the Lindner College of Business’s PACE framework by emphasizing professionalism, academics, character and engagement with a focus on business networking, professional ethics, and the core business disciplines.

Course Objectives
The learning objectives for this course are designed to closely align with the Lindner College of Business PACE guiding principles in order to help develop the complete business professional:

- **Professionalism**: Students will acquire and refine the soft skills necessary to effectively lead and perform in business and social situations. This course will also provide a solid knowledge base in the practice of business to help students in determining their career path.
- **Academics**: Students will gain a breadth and depth of knowledge of business functions and general education, developing and applying strong analytical and problem-solving skills. This course will provide students with an understanding of the major business disciplines.
• **Character:** Students will build a solid base of mental and cultural competencies necessary to contribute to their organizations, professions, and the global community. This course will provide a foundation of business ethics, social entrepreneurship, and civic engagement.

• **Engagement:** Students will understand the importance of commitment to and active participation in experiences valued in their professional fields and for personal growth and development. This course will provide opportunities for students to learn about, and participate, in specific student engagement avenues.

**Course Textbook**

**Electronic Devices & Kahoot**
Students are required to bring an electronic device (smartphone, tablet, or laptop) to each class for purposes of group work on the Big Idea Project as well as in-class Kahoot tournaments (more info below). Electronic devices are permitted in class exclusively for these purposes.

**Class Attendance**
Students are strongly encouraged to attend all class sessions, particularly as part of each student’s grade is based upon active engagement and involvement, both individually and as part of their PACE Team.

**Grade Disputes**
Students who wish to dispute a grade must submit for consideration a written dispute to the instructor explaining the rationale for a different grade within one week of the grade being posted to Blackboard. Students have 24 hours to submit a written dispute for any grades input during the last week of the semester as well as the final course grade.

**Late Assignments**
Assignments submitted late for any purpose other than a pre-approved reason permitted by university policy will be assessed a penalty of a 20% grade reduction for each day that it is late. Assignments submitted beyond five days of the due date will not be accepted, and missed exams or Kahoots cannot be retaken.

**Syllabus Changes**
This syllabus, and included course schedule, is tentative and subject to change. The instructor will notify students as far in advance as possible of any changes. It is your responsibility to check Blackboard, e-mail and to attend class in order to stay apprised of any changes that may occur.

**Additional Course Policies**
1. **Withdrawal/Drop.** According to university policy, you must drop the course by the date stated by the UC Registrar for it to not to appear on your academic record.
2. **Canceled Classes.** If the university cancels classes on a regularly scheduled class day, any assignments will be due on the next regularly scheduled class.
3. **Incomplete.** Incompletes will be given only in rare cases where students make arrangements in advance. Otherwise, students who do not complete all course requirements will be assigned the letter grade corresponding to the number of points they have received.

4. **Academic Dishonesty.** Academic dishonesty as defined by University policy (e.g., plagiarizing, cheating, etc.), will not be tolerated in any form. This policy is detailed online here: [http://www.uc.edu/ucinfo/conduct.html](http://www.uc.edu/ucinfo/conduct.html). Any violation, including academic misconduct, will be subject to the college review process, and could result in dismissal from the program.

5. **Special needs policy.** If you have a disability which may influence your performance in this course, you must meet with the Disability Services Office (DSO) to arrange for reasonable accommodations to ensure an equitable opportunity to meet all the requirements of this course. If you require accommodations, contact DSO at 556-6823, Campus Location: 210 University Pavilion. You will be provided an Accommodation Form indicating your accommodation needs for the term. Please present this Form to me AS SOON AS POSSIBLE to ensure your accommodation needs are discussed and agreed upon.

### Evaluation Criteria

#### Points & Grades

Points listed below are maximums. Grades are assigned using the scale below based upon total number of points earned throughout the course.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Idea Project</td>
<td>150</td>
<td>(30%)</td>
</tr>
<tr>
<td>PACE Portfolio</td>
<td>125</td>
<td>(25%)</td>
</tr>
<tr>
<td>Exams (2 @ 50 points each)</td>
<td>100</td>
<td>(20%)</td>
</tr>
<tr>
<td>Kahoot Tournaments (5 @ 20 points each)</td>
<td>100</td>
<td>(20%)</td>
</tr>
<tr>
<td>Elevator Pitch</td>
<td>25</td>
<td>(5%)</td>
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</tbody>
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**TOTAL POSSIBLE**  
500 points

Final grades for the class will be assigned as follows:

- 93% - 100% = A  
- 83% - 86% = B  
- 73% - 76% = C  
- 63% - 66% = D  
- 90% - 92% = A-  
- 80% - 82% = B-  
- 70% - 72% = C-  
- 60% - 62% = D-  
- 87% - 89% = B+  
- 77% - 79% = C+  
- 67% - 69% = D+  
- 59% and below = F  

*Final grades will be based strictly on your point total. For the sake of fairness to all students, no “rounding up” will occur. Please plan/prepare accordingly and do not ask for extra points to “bump up” to the next grade level. Requests for a grade bump, extra credit or a curve will be ignored.*

#### Big Idea Project

One of the objectives of this course is to expose students to the various business fields. To achieve this, and to hone the critical skills of teamwork and professional writing, students are required to complete a business plan development group project. Students will be placed into PACE Teams, which will work together under the mentorship of a PACE Leader throughout the semester. See Blackboard for details and grading rubric for the Big Idea Project.

#### PACE Portfolio

Throughout the semester, students will be provided with various opportunities to learn about ways to personally integrate the guiding principles of PACE: professionalism, academics, character and engagement. Students must submit their individual portfolios printed in hard copy form on the due date. The PACE Portfolio document is available on Blackboard.

#### Exams

A midterm and final exam will be administered in class, covering textbook and in-class material. The final exam is not cumulative.
**Kahoot Tournaments**
Several unscheduled tournaments will be held at various points in class using the Kahoot platform, which requires that a student use a smartphone, tablet or computer. It is during these tournaments that use of electronic devices is permitted. At the end of the semester, six of the tournaments will be randomly selected and applied toward the students’ total Kahoot grade (the lowest grade of the six will be dropped). Kahoots may be administered during the beginning, middle or end of class, and missed Kahoots *cannot* be made up.

**Elevator Pitch**
At the end of the semester, all PACE Team groups will be asked to deliver a focused 2–3 minute elevator pitch that presents their business idea. Visual aids are not required, other than the company logo, which should be brought in hardcopy form. All team members must dress in business professional attire and stand at the front of class during the presentation, but it is not necessary for all team members to speak.

**Course Schedule**
The course schedule is available on Blackboard and is subject to change. Any schedule changes will be announced in class and also posted to Blackboard.