

**Business Fast Track I & II**  
**22-Mgmt-151 & -152**

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*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 often 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. At the UC College of Business (CoB), this two-quarter course, called *Business Fast Track*, plays the same role.

To serve this purpose, Business Fast Track is closely linked to the broader learning objectives of your UC experience, namely those of UC Gen Ed (General Education) and the CoB Undergraduate Program. This course also is interdependent with your Business Pathways course. Together, Business Fast Track and Business Pathways enable your integrative first-year experience. While *Business Fast Track* emphasizes the fundamental concepts of business, *Business Pathways* focuses on developing your professional skills through your own academic choices, strategic planning and personal development.

**Course Learning Objectives:**

- Develop your foundational business mindset and capabilities by learning fundamental skills and language at three, interwoven levels:
  - *Organizations and their environments* – knowledge of economic factors, social responsibility, globalization, innovation/entrepreneurship, technology and strategy.
  - *Business functions* – understanding strategic roles of and interdependence among accounting, finance, marketing, management, information systems and operations.
  - *Professional capabilities* – develop personal and interpersonal skills in areas of teamwork, communication, and ethical and strategic decision making.
- Build a base understanding of the pillars of *UC Gen Ed* (critical thinking, knowledge integration, effective communication, social responsibility), and their vital roles in business.
- Understand the strategic role of varied business specializations and their interactions, and thereby begin achieving the CoB Undergraduate Program learning objectives:
  - Express ideas clearly, logically and persuasively in both oral and written formats.
  - Recognize ethical and social responsibility issues in a business environment and know how to apply a process of ethical inquiry.
  - Apply functional and cross-functional knowledge to critically assess business problems.
  - Use analyses to inform and develop integrative solutions that improve business outcomes.
  - Show how operating in a global market creates business opportunities and challenges.

- Work cooperatively and effectively in a cross-disciplinary team.
- Begin forming routines and expectations that will support achievement of your academic, professional and personal goals by leveraging links with your Business Pathways course.

### **Text**

Poatsy & Martin, 2009, *Better Business*, Pearson Prentice Hall

Additional materials may be provided by the instructor via the Blackboard website

**Fast Track Partner Organization** – In this course, we will examine varied examples, but your Fast Track Partner offers a “living” case study. Your Fast Track section has been paired with a leading, Cincinnati organization, which will provide an exceptional context for applying business concepts, tools and perspectives. This skill and resume building experience will truly place you on the fast track. You will have 2-3 scheduled visits with your firm liaison(s) in Fall Quarter. It is your section’s responsibility, if you so choose, to schedule a company tour by communicating with your liaison. Keep thorough notes during all liaison visits because your fall team project will require tapping into accumulated knowledge of your partner firm.

**MyBizLab** - visit <http://www.mybizlab.com> if you wish to have access to additional student resources to help improve your grades in this course. If you bought a new book at the bookstore, it came with an access code to MyBizLab. I have created 18 sections within MyBizLab that correspond to your Fast Track section number. Example: if your Fast Track section is 001, sign up for MyBizLab, section 01.

**Blackboard** - In addition to your section blackboard site, you have access to a meta site that links all 18 sections of Fast Track. On this site, you will find your course documents, homework assignments and announcements pertaining to the freshman class as a whole. Your grades will be posted on your section site.

### **Effort versus Performance**

Although effort is applauded and valued, it is not graded or rewarded. You must earn your grade in this course. Therefore, extra credit will not be offered.

**Course Attendance:** The class is conducted under the assumption of perfect attendance and it is assumed that class has priority over other activities including work or social engagements. The instructor will not supply notes or personalized instruction to students who do not attend class. Merely showing up, however, does not constitute working, let alone good performance. The same is true of college in general. Only you can enable your learning.

### **Course Policies**

- Assignments may not be turned in late. Late submissions will receive a zero.
- All assignments **must be typed**. If they are not, they will receive a zero. No exceptions!
- Attendance will be taken at every class. Excessive tardiness or early departures will be treated as absences. If you miss class, it is your responsibility to find out from your classmates what material was covered. **Do not ask your professor.**

## Learning Preparation

- **Assignments:** exercises, homework, case studies
- **Quizzes:** see the daily schedule. If you come late to class, you will not receive extra time to complete the quiz. There will be no make-up quizzes. However, if you have a legitimate excuse that will cause you to miss class on the day of a quiz, you must make arrangements with your peer leader to take the quiz BEFORE the scheduled date and you **must provide written documentation** to your peer leader **and** professor at the time you make the arrangements. Legitimate excuses include illness (confirmed in writing by a physician) or a family tragedy (with appropriate documentation). UC athletes who will miss class because of an out-of-town sporting event must provide the peer leader with a calendar of scheduled events at the beginning of each quarter; please make sure your name is on it.

## Team Project

- **Fall – Project Fast Track:** you will study your Fast Track partner organization in depth. Your liaison(s) will meet with your team 2-3 times during the quarter.
- **Winter - Business Plan:** Working in smaller, sub-teams, you will develop a business plan. Detailed instructions will be given at the beginning of winter quarter. This integrative project will require application of your managerial skills and course concepts. .

**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 appropriately 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. **Please turn off cell phones, pagers, and other devices that may cause distractions, and avoid unnecessary conversation.**

## Grading

Your course grades will be based on your performance in the following areas:

<b>Course Contribution (attendance + contribution + professionalism)</b>	<b>~25 points</b>
<b>Learning Preparation (Assignments, Quizzes)</b>	<b>20 points per assignment</b>
	<b>25 points per quiz</b>
<b>Team Project</b>	<b><u>150 points</u></b>
<b>Approximate total points possible</b>	<b>~330 points</b>

## **Grading Scale**

94% and above = A	90% = A-	
87% = B+	84% = B	80% = B-
77% = C+	74% = C	70% = C-
60% = D	Below 60% = F	

**Academic Integrity** – As with all CoB activities, this course will uphold the college’s high ethical standards and values for professionalism. 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>)

\*The instructor reserves the right to change the syllabus and schedule as necessary. Any changes will be announced as far in advance as possible. It is your responsibility to check the course blackboard site and your email for any notification of change.