



Program Handouts

2001 Continuous Improvement Symposium

"The Scholarship of Teaching"

October 7 - 9, 2001

Adam's Mark Hotel

St. Louis, Missouri, USA

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Monday, October 8	
1:30 p.m. – 3:00 p.m.	<p>Concurrent Sessions</p> <p>"Education/Business Partnering on Steroids: Creating High-Impact ROI for Students, Faculty and Business" The University of Connecticut may have re-defined the B-school model for experiential learning. The University's edgelab, the result of a multi-million dollar investment by GE Capital, is a state-of-the-art high end information technology/eBusiness facility that co-locates students, faculty, and business executives in an environment that engenders new ideas, solutions to live business problems, and myriad feedback loops through cutting edge research and curricula development.</p> <ul style="list-style-type: none"> ✦ Richard Dino, executive director, MBA Programs, School of Business, University of Connecticut ✦ Chris Kalish, presiding technologist and chief technology officer of the GE Applied Research Facility, University of Connecticut ✦ Joseph Kitamirike, senior MBA student, University of Connecticut ✦ James Marsden, head, Information Management Department, School of Business, University of Connecticut ✦ Peter Ngondo, senior MBA student, University of Connecticut <hr/> <p>"Student Feedback Improves Curriculum Design" The US Air Force Academy Department of Management relies heavily on student feedback to improve curriculum design. Using student assessment metrics to continuously improve our well-integrated curriculum is a hallmark of our overall Assessment Suite. This session will go well beyond how we use</p>

traditional course critiques covering student satisfaction surveys, the major field test, intra-course assessment techniques, and more. The session will highlight how structured student focus groups abet curricular improvement.

- ≈ **William Jennings**, assistant professor of finance, Department of Management, U.S. Air Force Academy
 - ≈ **Rita Jordan**, colonel, Department of Management, U.S. Air Force Academy
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"Deans on Deaning: The Making of the New Deans Seminar"

Continuous improvement of the management of business schools and career development for business deans are the focus of this workshop. The presenters have recently been involved in the development of AACSB International's New Deans Seminar, to be offered October 28 to 31, 2001 in Las Vegas. This CIS workshop provides participants with an opportunity to discuss critical issues and challenges facing business deans and factors leading to their successful resolution. The workshop will also offer attendees the opportunity to preview some of the highlights of the forthcoming New Deans Seminar, including selections from more than two dozen videotaped interviews with successful business deans.

- ≈ **Otis W. Baskin**, professor of management, The George L. Graziadio School of Business and Management, Pepperdine University
 - ≈ **Ronald F. Green**, associate dean, College of Business, East Tennessee State University
 - ≈ **Ridley J. Gros, Jr.**, dean, College of Business Administration, Nicholls State University
 - ≈ **Allan D. Spritzer**, Allen and Ruth Harris Chair of Excellence in Business College of Business, East Tennessee State University
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"Exploring Small Schools' Advantages and Disadvantages in Creating and Delivering Customized Assessment Programs"

Birmingham Southern College, a small private liberal arts college, has developed a holistic assessment system tailored to the college's mission. This session will explore how small business schools can use assessment for program improvement and how to design a holistic assessment program. The session also will explore the pros and cons of such programs.

- ≈ **E. Byron Chew**, dean, Division of Business and Graduate Programs, Birmingham Southern College
 - ≈ **Cecilia McInnis-Bowers**, Birmingham Southern College
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"Creating Community in a Distributed Environment"

The Graziadio School of Business and Management was interested in creating a classroom information management system that could be used to enhance instruction in a distributed environment and give students an opportunity to interact with real-world business technology. This workshop will focus on

development of GraziadioNet - an information system based on portal and collaboration technologies - and will help attendees understand how flexible portal and collaboration technologies can be used to enhance instruction, improve school administrative processes, and give students access to real-world business tools.

- ✧ **Charla Griffy-Brown**, director, Center for Innovative Business, Graziadio School of Business and Management, Pepperdine University
 - ✧ **Michael D. Hamlin**, educational technologist, Graziadio School of Business and Management, Pepperdine University
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"The Use of Leadership Teams to Achieve Quality Education"

Following receipt of AACSB International accreditation, the Perdue School of Business moved from a governance structure based on 14 committees, to one directed by five cross-disciplinary teams. The committee structure led to a situation of narrow committee focus, "bogged down" decision making and faculty over-commitment as the number of committees grew. For schools interested in streamlining the organizational and management structure, this session will provide insights on the critical issues of team mission and accountability and the equally important issues around selecting and charging team members and building trust within and across teams.

- ✧ **Richard F. Bebee**, campus dean, Ohio University-Chillicothe
 - ✧ **Gerald R. DiBartolo**, associate dean, Franklin P. Perdue School of Business, Salisbury State University
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"Integrating Technology, Corporate Partners and Affiliated Institutions to Improve Instruction 1"

"Integrating Technology, Corporate Partners and Affiliated Institutions to Improve Instruction 2"

"Integrating Technology, Corporate Partners and Affiliated Institutions to Improve Instruction 3"

This session will explore three ways for faculty to integrate technology, corporate partners and affiliated institutions to improve both undergraduate and graduate instruction. The first example demonstrates a hybrid course model that uses a combination of traditional classroom and the internet for delivering an undergraduate and graduate course. The second presentation demonstrates how second year MBA student teams can identify and develop a strategic analysis for local companies on 'how to create value.' The final example illustrates how affiliated campus faculty members teaching similar courses can create student teams which include students from different campuses to work on common projects.

- ? **Kathryn Verreault**, moderator, dean, College of Management, University of Massachusetts-Lowell
- ? **Valerie Kijewski**, associate professor, College of Management, University of Massachusetts-Lowell

sophomore class.

- ≈ **Jana Goodrich**, instructor, Management and Marketing, School of Business, The Pennsylvania State University at Erie, The Behrend College
- ≈ **John Magenau**, director, School of Business, The Pennsylvania State University at Erie, The Behrend College
- ≈ **Diane Parente**, assistant professor of management, School of Business, The Pennsylvania State University at Erie, The Behrend College
- ≈ **Mary Beth Pinto**, assistant professor of marketing, School of Business, The Pennsylvania State University at Erie, The Behrend College

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