

Faculty Professional Development Grant Final Report

Grant to Attend AACSB Seminar
Faculty Conference on Learning: Building Towards Success
June 6 – 8, 2007
Orlando, Florida

Submitted
by

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Professional Enhancement Opportunity

B. Restatement of problem researched, creative work, or professional enhancement opportunity

The professional development grant received was to attend an AACSB conference on teaching effectiveness. In support of the mission statement for the School of Business, the grant was intended to provide new ideas and practical application of instructional tools for the business classroom. My goal for the seminar was to obtain feedback regarding my current teaching approach and find ways to increase the value-add to my students.

C. Brief review of the professional enhancement opportunity, creative work, or research procedure.

My first choice of AACSB teaching conferences was not available, so I attended the Faculty Conference on Learning in Orlando, Florida. This turned out to be a positive as AACSB headquarters are located in Tampa which enabled accreditation officials to attend the seminar. As chair of the School of Business Faculty Development committee, I found their presentation on AACSB standards for professionally and academically qualified faculty (AQ/PQ) particularly helpful. Our committee had just finished writing the local qualification standard and I was able to bring that to the meeting for feedback and additional comments from participants. The responses included thoughts from faculty and deans at other teaching institutions along with the accreditation staff from AACSB. Even with our standard in place, AQ/PQ continues to evolve at the national level and warrants regular review within our school.

D. Summary of findings, outcomes, or experiences had.

Joe Hoyle from the University of Richmond offered an opportunity for participants to critically evaluate teaching effectiveness in several sessions. He introduced me to several new ideas to enhance not only my teaching ability but also student engagement. He caught my attention with the statement “I never lecture.” Instead, he presents his students in advance with questions that represent the key concepts from the chapter that is about to be covered. The next class then takes the form of discussion from those questions. I have added this to my Management and Organizational Behavior (MOB) class, although it took a few classes to get results, I have found it helpful. Another suggestion, which I have also incorporated into class, is to add a follow-on activity where the students apply the concepts that have just been presented. For MOB, that means an applied assignment due at the next class period. The results for this activity were immediate and quite positive. He had several other great suggestions which challenged me as a teacher – particularly with how I use class time and what I want to be accomplished in class. Frankly, it will take a couple of semesters just to incorporate the most relevant ideas. I have included, with this report, a copy of his “teaching diary” which I have found very useful.

Other presentations on classroom technology and active learning proved beneficial. Of significance to me were the suggestions/ideas for enhancing online business courses by changing the way I used things like Camtasia videos and online discussion boards. Since these are tools I already use, the goal for me now is to increase the educational value to the students. One idea that I am using in my preparation for my online class in the spring is to have short, more topic specific videos. Another idea is audience response technology which something that I have been contemplating for use in my sections. The research presented was supportive of using clickers to enhance student learning outcomes. The findings indicated that the faculty time needed to implement the technology was well worth the effort.

E. Conclusions and recommendations

The dialogue with participants and presenters was motivational for me as an instructor and as an individual. It was thought provoking and has inspired me to try new techniques in the classroom this semester and in the future. The conference is one that I would recommend to any business faculty member focused on improving teaching effectiveness.

Joe Hoyle- [Tips and Thoughts on Improving the Teaching Process in College—A Personal Diary](#)