Presenting Basic Concepts of Statistics with a Simple Card Trick

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ABSTRACT

A simple card trick is used to introduce the concepts of a binomial distribution, independent events, joint probability, constructing a null hypothesis, calculating a p-value, and rejecting a null hypothesis at a given level of significance. Details are provided such that any instructor can perform this card trick with very little preparation.

Keywords: statistics class exercise, card trick, basic statistical concepts

Fostering Transformational Leadership in Business and Health Administration Education through Appreciative Inquiry Coaching

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ABSTRACT

Although the leadership skills of *visioning, empowering*, and *encouraging* are qualities essential to inspiring and developing the workforce, they are particularly rare and difficult to develop. This article presents business and healthcare educators with a methodology for developing these competencies through the practice of Appreciative Inquiry (Ai) and specifically the technique of Appreciative Coaching. This study tests a method of teaching Appreciative Coaching in the classroom for developing early transformational leadership skills and demonstrates that it can be done. Business Management and Healthcare administration students can benefit by 1) understanding the principles behind appreciative inquiry and how they affect leader performance and 2) participating in specific activities, exercises, and methods contributing to their ability to optimize these skills. Educators can benefit by using methods based upon adult-learning theories that will create greater visionary and empowering skills. While there has been research focused on problem solving leadership behaviors in the organizational setting, this study helps fill the gap in understanding of how to develop visionary and enabling leadership behaviors in the university setting.   By providing experiential, appreciative techniques, faculty members are able to enable students to learn to be more visionary and empowering.

Keywords: Leadership, Business Education, Transformational Leadership, Appreciative Coaching, Training.

The Role of Supplemental Instruction in Success and Retention in Math Courses at a Hispanic-Serving Institution

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ABSTRACT

Student retention has been a challenge for higher education institutions, an urgent issue that must be reassessed and improved at these institutions. One of the biggest challenges is not only increasing retention at Hispanic-serving institutions (HSIs), but additionally supporting the Science, Technology, Engineering, and Math (STEM) courses at these institutions. Supplemental Instruction (SI) has been confirmed by multiple researchers to increase retention and academic success among students in higher education, particularly among minority students. The purpose of this study was to evaluate and discover the impact SI had on retention and academic success for Hispanic students in mathematics courses at a south Texas HSI. The results showed a significant difference in final course grades and course completion for Hispanic students between select groups. The significant main effect that impacted academic success and course completion among Hispanic students at an HSI was SI participation.

Keywords: student retention, supplemental instruction, Hispanic-serving institutions, STEM

Dispute Resolution (ADR) as an Undergrduate Business Subject

©Peter Geoffrey Bowen, Ph. D., 2012, The University of Denver, Denver, CO

ABSTRACT

Problem Statement and Approach: This article describes a course on alternative dispute resolution (ADR) which is offered as an elective to upper division undergraduates at Daniels College of Business, The University of Denver. It is taught as a management course, therefore in addition to the ADR processes, consideration of mitigating sources of conflict within or among business is an important part of the content. The course is interactive with simulations of ADR processes by students.

Keywords: Conflict, disputes, management, form contracts, measurement, alternative dispute resolution (ADR), simulation, negotiation, mediation, arbitration, interaction, methodology, roles, process.

Integrating an Executive MBA Program

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ABSTRACT

Recent literature suggests that business schools need to do more to integrate their curricula. This paper describes the development and delivery of an integrated Executive MBA program with the goal of providing a possible model for other schools looking to address this need. The paper reports that designing layers of integration into the curriculum – at the course level, at the semester level, and at the program level – appears to be necessary to realize real and comprehensive integration. Assessment data on the integrated model presented is included.

Keywords: integrated curriculum, executive MBA, program integration

iTeaching: Using an iPad to Go Green while Supporting Teaching Efficiency

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ABSTRACT

The iPad can be used to support teaching in many facets. The author has encountered many fellow professors who perceive that an iPad could be useful to present a Powerpoint to a class, but fail to realize the other opportunities for

teaching efficiency and student learning. In fact, an iPad can be used to support an instructor with preparing for lectures, managing administrative tasks outside of class, grading, supporting in-class cooperative learning, as well as presenting lectures. An added benefit is the reduction in paper that needs to be printed and transported.

The Rewards and Challenges of a Required Freshman Business Seminar at an Open Admissions, Public University

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ABSTRACT

Begun as an experiment 15 years ago, Exploring Business has become the cornerstone of the undergraduate business degree. Created to meet the needs of our students, the course aims to introduce students to the world of business, the Williamson College of Business Administration, and their future careers. Results indicate that the course is achieving its objectives in terms of providing knowledge about business and careers along with building skills needed for the students' educational and career success. However, the course has also presented a number challenges.

The *e*persona: Improving online communication, and developing *e*friendships

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ABSTRACT:

This paper examines how college students use the online world as a communication medium, and create *e*personas to navigate that world. The authors surveyed students to determine how Facebook, Twitter, YouTube, blogging and other social media phenomena impact the type of friends they make, what qualities they look for in traditional friends (versus online *e*friends), and indeed, the very definition of friendship in today's world. Findings show that there is a clear distinction between how students define *e*friendships and traditional friendships.

Reducing Textbook Costs: An Unconventional Approach

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ABSTRACT

While college tuition and textbooks continue to rise and state appropriations decline, students shoulder the growing financial burden. The authors examine the reasons for higher textbook costs, legislative inroads to control textbook prices and alternatives to purchasing. A unique way to lower textbook expense and directly involve students in the learning process is to have the students write the book or certain parts that improve comprehension. How the student-written textbook project was initiated, customized, continued into future semesters and reduced costs are

discussed. Students responded to survey questions giving an overall rating to the student-written textbook, comparing it to commercial textbooks and whether the project should continue.

Using Video Capture Technology to Enhance Student Performance

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ABSTRACT

A variety of technological advances have made it easier to deliver course content to students both in person and in archived formats. Lecture capture technology (LCT) platforms enable instructors to capture and post class materials with very little effort. Several studies have shown that students strongly favor the use of such technology. These facts help explain why the use of LCT has increased dramatically in recent years. This paper examines the experience of two business faculty members who used lecture capture technology in their classes. In addition to promoting the use of LCT, we also examined the relationship between lecture capture viewing and student performance on extra credit quizzes. The results suggest that while offering incentives to students did increase viewing of lecture captures, enthusiasm quickly faded, and the impact on quiz performance was not significant. We conclude with lessons learned and suggestions for future research and practice.

MBA Concentration Assessment Using Knowledge Management

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ABSTRACT

For-profit organizations understand that knowledge management plays a critical role in new product and service development and environmental adaptation. Yet, the entire process has yet to utilize to support course development. This omission may be revisited, as some critiques argue that graduate management education has not adapted to the changing environment and does not prepare students to practice management. The goal of this paper is depict how knowledge management can be used to assess an MBA concentration. Knowledge management provides a framework through which knowledge can be acquired and integrated into course and concentration design to complement existing management education techniques to create a vision-centered, environmentally responsive, and competency-driven course. This paper puts forth a four-phase knowledge management assessment that involves acquiring knowledge from competitive and internal environments, updating competency listings, and soliciting stakeholders' inputs.

Quality Control Tools for Project Management: A Classroom Exercise

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ABSTRACT

In order to properly educate project management students about the benefits associated with a sustained focus on quality and continuous improvement, instructors should help students build the perspective that quality processes are an integral part of all organizational work, including work that is temporary in nature (e.g., projects). This paper presents an in-class exercise to demonstrate the application and value of quality control tools for use by project managers.

Keywords: quality control, project management, management education

Measuring Retailers' Success
At Achieving Supply-Chain Economies

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ABSTRACT

The primary subject of this case is the introduction of a metric, Excess Days, that can be used to gauge the degree to which retailers have reduced their working-capital levels by achieving supply-chain economies. Students learn how to recognize the multiple strategies that Best Buy and Bed Bath & Beyond implemented to achieve success in this area. In addition, they discover how to calculate the reductions in working capital that resulted when these firms simultaneously decreased their days' sales in inventory and increased their days' purchases in accounts payable. Finally, data are provided to allow students to contrast these firms' success against that of two firms that liquidated in early 2009: Circuit City (a direct competitor of Best Buy) and Linens 'n Things (a direct competitor of Bed Bath & Beyond). This case is appropriate for accounting, finance, and marketing courses that address liquidity analysis, working-capital management, and power shifts away from manufacturer-suppliers and toward large retailers.

Keywords: liquidity analysis, working capital management, inventory, accounts payable, supply-chain economies, retailers, Best Buy, Bed Bath & Beyond, Circuit City, Linens 'n Things

Bringing Social Media to Small Business:
A Role for Employees and Students in Technology Diffusion

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ABSTRACT

Social media such as Facebook and Twitter have been adopted by many large corporations for marketing and promotion, but small businesses have been slow to follow suit, typically because of limited resources to devote to mastering this new marketing media. Employees who have grown up with information technology and social media represent a latent resource that could help small employers incorporate social media into their marketing efforts. In particular, college students in fields like Marketing, Information Technology or Communication among others, who may already be working for a small firm or will become employees after graduating, could play an active role in facilitating adoption of social media by small firms. Entrepreneurship and small business programs especially could support this process by

preparing students to act as agents in a process of diffusion of social media within the small business economy.

Measuring Multiple Instructional Interventions for Improving Student Writing

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ABSTRACT

This article presents the results of three assurance of learning instructional interventions designed to improve student writing: providing students with detailed writing assignment instructions, a writing tips checklist of common student errors, and a compulsory intervention requiring spelling and grammar review. The study used a sample of 151 students enrolled in a business ethics course and regression analysis to estimate scores on writing assignments as a function of the interventions and other individual student characteristics. Our findings indicate it is appropriate to consider differences in student characteristics when evaluating the effectiveness of instructional interventions.

Best Practices in Initiating Online Programs at Public Institutions

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ABSTRACT

Online enrollments continue to increase with growing demand, perceived flexibility, and widespread use of technology being major contributing factors. As enrollments increase, new trends and issues are emerging for the student in this educational environment, and even more challenges for the instructor and administrator. This article briefly presents a literature review of online education trends, particularly in higher learning. It then examines best practices in developing and sustaining online education programs, from the experience of the authors in a public university. The article also describes successful methods the authors have adopted through experience in teaching online courses at a small AACSB-accredited business school in the United States

The Integration of Portable Technology to Enhance Lifelong Learning Skills

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ABSTRACT

The purpose of this research was to evaluate whether or not Arabic female students perceived some benefits of using iPods as a learning tool. The project was conducted over a six week period. Female students from the College of Business and Economic and the English Foundation program were provided with an iPod Nano to use anytime at their convenience as a learning tool. The task required that all student access iTunes to select audio-visual resources that they thought would be suitable to deepen their understanding of the course materials. Using case study research methods, the data collection approach included a weekly survey to record their daily use of the iPod. Four hypotheses targeting iPod use were defined. The findings indicate that for these particular groups of Arabic female students using iPod as a learning tool was beneficial. The evidence warrants further research in the constraints and affordances of mobile technology, as experienced by Arabic students.

Key words: iPod, Mobile Technology, System Acceptance, Information Technology, Persian Gulf Cooperation Countries, Arab female student