



CENTER FOR TEACHING EXCELLENCE
Haas School of Business | University of California, Berkeley

Berkeley-Haas'
New Faculty Orientation and
Teaching Excellence Series

July 30-July 31, 2015



New Faculty Orientation and Teaching Excellence Series

The Center for Teaching Excellence (CTE) welcomes new instructors to Berkeley-Haas with our seventh annual New Faculty Orientation and Teaching Excellence Series (TES). Participants will have the opportunity to interact with their entering cohort at Haas and with our best instructors, while learning about the unique challenges and expectations for faculty. The interactive workshops will be presented by outstanding Haas faculty, consultants and CTE staff. The sessions include time to learn, practice and receive feedback, apply new techniques and socialize with new colleagues.

The orientation and TES are an engaging two days of learning. Participants will be welcomed and given an overview of the Center for Teaching Excellence by Todd Fitch, Faculty Director of CTE. Dean Rich Lyons and Senior Assistant Dean for Instruction, Jay Stowsky, will provide an overview of the programs at the Haas School and our strategic vision and plans for the future. To ease the transition for new instructors, participants will be introduced to a wide range of Haas resources such as technology, staff, and faculty support services.

The orientation also allots time for learning about course design and management as well as proven teaching strategies from Haas instructors.

The workshops and orientation for instructors, veteran or novice, delivers concrete benefits for both alike. The orientation will address the needs of new faculty with relevant course content and activities. It will accelerate the learning curve while boosting their confidence and improving instruction. The sessions are interactive and afford a safe arena for practice and feedback.



The Berkeley-Haas Teaching Excellence Series

Day 1	Thursday, July 30, 2015		Room
8:00-8:30 am	Breakfast and Registration		C335
8:30-8:45 am	Welcome and Overview	Todd Fitch	C320
8:45-9:45 am	Berkeley-Haas School of Business	Dean Rich Lyons	C320
9:45-10:00 am	Break		C335
10:00-11:00 am	Review of Haas Resources and CTE Website	Dave Stuckey and Sue George	C320
11:00-12:00 pm	Classroom Technology Overview	Tom Tripp	C320
12:00-1:00 pm	Lunch and Rookie-Year Lessons from Two Lecturers	Dan Simpson and Janet Brady	C320
1:00-1:30 pm	Teaching at Berkeley-Haas: Norms and Expectations	Jay Stowsky	C320
1:30-2:00 pm	Framework	Todd Fitch	C320
2:00-3:00 pm	Learning Goals	Frank Schultz	C320
3:00-3:15 pm	Break		C335
3:15-5:00 pm	Case Method	Frank Schultz	C320
5:00-6:30 pm	Reception	Dean Lyons, Senior Staff, and Faculty	Women's Faculty Club Lounge

Day 2	Friday, July 31, 2015		
8:00-8:30 am	Breakfast		C335
8:30-10:30 am	Instructional Strategies & Experiential Learning	Janet Watson and Todd Fitch	C325
10:30-10:45 am	Break		C335
10:45-12:15 pm	Course Design & Structure	Todd Fitch	C325
12:15-1:30 pm	Lunch		C335
1:30-3:15 pm	Grading & Assessments	David Robinson	C325
3:15-3:30 pm	Break		C335
3:30-4:45 pm	Best Practices Teaching Panel	Greg LaBlanc, Cort Worthington and Bill Fanning	C325
4:45-5:00 pm	Closing	Todd Fitch	C325



The Berkeley-Haas Teaching Excellence Series

The Berkeley-Haas Teaching Excellence Series:

Thursday, July 30, 2015

Breakfast and Registration: C335, July 30, 8:00-8:30 am

Welcome and Overview: C320, July 30, 8:30-8:45 am

Todd Fitch, *Faculty Director, CTE and Lecturer, Berkeley-Haas*

This is the opening session of the Orientation and will welcome the Class of 2015. Introductions will be made and an overview of orientation activities will be given.

Berkeley-Haas School of Business – An Introduction: C320, July 30, 8:45-9:45 am

Richard Lyons, *Dean, Berkeley-Haas*

Dean Lyons will present an overview of the unique position and character of the Haas School. His discussion will include a description of our Strategic Vision and the Defining Principles of the School.

Break: C335, July 30, 9:45-10:00 am

Review of Haas Resources: C320, July 30, 10:00-11:00 am

Dave Stuckey, *Manager, Office of Instructional Services, Berkeley-Haas*

Sue George, *Director of CTE, Berkeley-Haas*

Dave Stuckey will help faculty to get better acquainted with the instructional and office administrative support available to them. After this presentation, instructors will know who to contact for mail, office supplies, copying, textbooks, and just about anything else they need for instruction. Sue George will provide an overview of the resources on the CTE website.

Classroom Technology Overview: C320, July 30, 11:00-12:00 pm

Tom Tripp, *Digital Media Production Specialist, Media Services, Berkeley-Haas*

Tom Tripp will familiarize new faculty with the classroom technology basics as well as demonstrate Blue Jeans Video Conferencing and discuss other classroom services. This is also the time where you will be able to try out your own laptop with the classroom equipment so you are ready for the first day.



Lunch Teaching at Haas-Rookie Year Lessons from Two Lecturers: C320, July 30, 12:00-1:00 pm

Dan Simpson, *Lecturer, Berkeley-Haas*

Janet Brady, *Lecturer, Berkeley-Haas*

In this session, Dan Simpson and Janet Brady, two experienced practitioners who joined the Haas Faculty in 2014, will try to accelerate your learning by sharing tips from their rookie-year experience.

Teaching at Berkeley-Haas – Norms and Expectations: C320, July 30, 1:00-1:30 pm

Jay Stowsky, *Senior Assistant Dean, Berkeley-Haas*

This session provides an introduction to the programs offered at Haas and will include student profiles, broad Haas norms for teaching and resources available to instructors. Our Senior Assistant Dean will cover norms and expectations of instructors that are common across programs (e.g. grade distribution, work quantity and quality, dealing with cheating, laptops) as well as an interactive discussion about student desires for instructors who challenge them.

Framework: C320, July 30, 1:30-2:00 pm

Todd Fitch, *Faculty Director, CTE and Lecturer, Berkeley-Haas*

This session will provide the framework, or overview, of how the remainder of the workshops will be structured.

Learning Goals: C320, July 30, 2:00-3:00 pm

Frank Schultz, *Lecturer (Continuing), Berkeley-Haas*

This hands-on session will focus on how to develop and clearly define a set of learning goals and outcomes for what students should know or be able to do by the end of a course. Instructors will have the opportunity to share, discuss, and reflect on the learning goals they have designed for their own course.

Break: C335, July 30, 3:00-3:15 pm

Case Method Teaching: C320, July 30, 3:15-5:00 pm

Frank Schultz, *Lecturer (Continuing), Berkeley-Haas*

The session will cover the critical steps involved in designing and delivering a case-based course. Topics will include selecting cases, preparing for class, and managing class discussion. Specific teaching strategies and tactics across the value chain of course design and delivery will be discussed. An in-class case simulation will be conducted.

Reception with Dean Rich Lyons: Women's Faculty Club Lounge, July 30, 5:00-6:30 pm

This reception will provide an opportunity for the Dean, senior staff, and selected faculty to welcome new faculty.



Friday, July 31, 2015

Breakfast and Registration: C335, July 31, 8:00-8:30 am

Instructional Strategies and Experiential Learning: C325, July 31, 8:30-10:30 am

Todd Fitch, *Faculty Director, CTE and Lecturer, Berkeley-Haas*

Janet Watson, *Senior Faculty Coach, CTE, Berkeley-Haas*

This hands-on session will focus on instructional strategies and experiential learning to engage students and promote achievement of learning goals. Our presenters will offer suggestions for facilitating exercises in differing class environments to highlight active learning of course material. They will also briefly discuss how to enhance teaching with classroom response systems such as iClicker (a student hand-held device to provide instant feedback, answer questions or vote), Top Hat and Poll Everywhere.

Break: C335, July 31, 10:30-10:45 am

Design and Structure: C325, July 31, 10:45-12:15 pm

Todd Fitch, *Faculty Director, CTE and Lecturer, Berkeley-Haas*

This session focuses on questions at the course level: organizing the course over the semester, creating a syllabus, integrating learning objectives already developed, course policies and procedures and setting expectations.

Lunch: C335, July 31, 12:15-1:30 pm (Professional faculty will meet with Greg LaBlanc in C335 to discuss benefits)

Grading and Assessment: C325, July 31, 1:30-3:15 pm

David Robinson, *Senior Lecturer, Berkeley-Haas*

This session will cover best practices for choosing graded products, how to grade fairly and efficiently and how to manage graduate student graders ("Readers"). There will be an introduction to the online grading system available through bCourses. Lastly, David will cover push-backs, appeals and student satisfaction.

Break: C335 July 31, 3:15-3:30 pm



CENTER FOR TEACHING EXCELLENCE

Haas School of Business | University of California, Berkeley

Best Practices in Teaching Panel: C325, July 31, 3:30-4:45 pm

Greg LaBlanc, *Lecturer (Continuing), Coach CTE, Berkeley-Haas*

Cort Worthington, *Lecturer, Coach CTE, Berkeley-Haas*

Bill Fanning, *Lecturer, Coach CTE, Berkeley-Haas*

The purpose of this session is to give an opportunity to ask questions of several successful instructors, with different approaches to teaching, in the various programs at Berkeley-Haas. Presenters will offer their insights into their individual approaches to their classes and coursework. There will be time for questions and discussion.

Closing: C325, July 31, 4:45-5:00 pm

Todd Fitch will offer concluding comments and will solicit feedback on how to improve the Teaching Excellence Series in the future.



About the presenters:

Janet Brady

Lecturer in Marketing and Organization Behavior, Berkeley-Haas

Janet, who has always lived in the shadow of her famous sister “Marcia, Marcia, Marcia”, joined the Haas faculty in the summer of 2014. Prior to that, she spent 27 years at The Clorox Company ultimately serving as both Chief Marketing Officer and Chief Human Resources Officer. Upon retiring from Clorox, she took several years off to be home with her kids, a decision that they wished they had had a say in, and to serve on both private and public boards. She then reentered the workforce and established her own consulting practice while also pursuing her dream of teaching at her alma mater. Janet holds a BS in Business as well as an MBA, both from the Haas School...or more affectionately known in her day as “the basement of Barrows Hall, that ugly turquoise building.”

Todd Fitch

Faculty Director, CTE and Lecturer, Berkeley-Haas

Todd graduated from San Jose State University with a Bachelor’s degree in Computer Science. He has MBA’s from UC Berkeley and Columbia University which he earned through the Berkeley-Columbia Executive MBA program.

Todd is currently a Lecturer at the Haas School of Business, UC Berkeley where he has taught since 2010, and an Adjunct Professor of Economics at the University of San Francisco where he has taught since 2009. He teaches business math, microeconomics, and macroeconomics. He is also the Faculty Director for the Haas Center for Teaching Excellence.

Outside academia, Todd is a technology and business consultant. He has worked at many Silicon Valley high-tech companies in various capacities and has over 25 years of experience in the software industry in large companies and small startups.

Todd is the inventor or co-inventor on 31 U.S. patents across a variety of disciplines. He is a first-degree black belt in Shotokan karate and is an instructor at a local dojo.

Richard K. Lyons

The Bank of America Dean, Berkeley- Haas

Rich Lyons began as Dean of UC Berkeley’s Haas School of Business in 2008. Prior to joining the faculty at Berkeley in 1993, Rich was an Assistant Professor at Columbia Business School. He received his BS from Berkeley (finance) and PhD from MIT (economics). His research and teaching are mostly in international finance, though his more recent work explores how business leadership drives innovation, an area of strategic importance to Berkeley-Haas. In 1998 Rich received Berkeley’s highest teaching honor and from 2006-08 he was on leave at Goldman Sachs as their Chief Learning Officer, focusing on leadership development for managing directors.



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Haas School of Business | University of California, Berkeley

Principal changes at Berkeley-Haas under Dean Lyons include culture, collaboration space and leadership. Long known for areas like technology, entrepreneurship, strategy and social impact, Berkeley-Haas drove its strengths more deeply into admissions and other critical processes with a set of four defining culture principles: Question the status quo, Confidence without attitude, Students always and Beyond yourself. Collaboration space is another area of heavy investment at the school, including a new courtyard, a new “active library” adjoining the courtyard, a new innovation lab, and a new education building for breakout, flexible-use, event, and gathering spaces. In a world where education is increasingly digital, some parts of education will always be best delivered face-to-face in cutting-edge spaces. On leadership, Berkeley-Haas has pulled together its advantage being in the SF/Silicon Valley area, its distinctive culture and its preeminent faculty into a curriculum designed to deliver a signature brand of more innovative and entrepreneurial leadership.

David Robinson

Senior Lecturer, Berkeley-Haas

David Robinson is a Senior Lecturer at Berkeley-Haas and has taught Marketing at Berkeley since 1995. For 17 years he ran the largest class in the school with more than 1,000 students a year. He has led several travel studies for Berkeley students to Asia. He earned his graduate degree in Education from Oxford, England, his PhD in Psychology from Brown and his MBA at UNC Chapel Hill. He has written several cases for the Haas case series.

Frank Schultz

Lecturer (Continuing), Berkeley-Haas

Frank Schultz is a faculty member in the Management of Organizations and Economic Analysis and Policy groups in the Haas School of Business. He teaches courses in Competitive Strategy and Leadership, as well as leading International Seminars to Brazil and China. Frank is a past director of the Center for Teaching Excellence and coach. His teaching has consistently placed him in Haas’ Club Six for outstanding teaching. He is a past University of California Faculty Teaching Fellow as well as a recipient of the Haas School’s Earl F. Cheit Award for Excellence in Teaching.

His educational background includes a B.A. in Accounting from the University of Washington, an MBA in Finance/General Management from the University of Michigan and a PhD in Strategic Management from the University of Minnesota. Prior to pursuing his PhD, he worked in a variety of functional areas for Fortune 500 companies such as IBM, Chevron and Pillsbury.

Dan Simpson

Lecturer in Strategy, Berkeley-Haas

Dan Simpson joined the Haas faculty in the fall of 2014, teaching strategy in the Evening-Weekend MBA program. Prior to joining Haas, he spent 34 years as an executive at The Clorox Company, a \$6 billion U. S. manufacturer of consumer packaged goods. Dan most recently served as VP - Office of the Chairman. His previous role - held for 15 years - was head of corporate strategy, with responsibility for corporate strategy, strategic planning for business and functional units, and internal strategy consulting. Prior assignments included positions in brand management, corporate



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Haas School of Business | University of California, Berkeley

finance, new business ventures and business development (M&A). Dan holds a B. S. in education from Northwestern University and an MBA from Northwestern's J.L. Kellogg Graduate School of Management.

Jay Stowsky

Senior Assistant Dean for Instruction, Berkeley- Haas

Jay Stowsky PhD is the Senior Assistant Dean for Instruction at UC Berkeley's Haas School of Business, where he oversees the School's six degree programs, as well as the curricula of several topic-focused centers, including the Institute for Business Innovation and the Institute for Business and Social Impact. Jay has held several senior positions at the University of California and teaches courses on public sector management, high tech regions, and science policy. During the Clinton Administration, Jay served as a senior staff economist for the White House Council of Economic Advisers. A graduate of Berkeley and Harvard, Jay is active in community affairs, particularly on the issues of food insecurity and the foster care system, and serves on the boards of two local nonprofits.

Janet Watson

Senior Faculty Coach, CTE, Berkeley-Haas

As the Senior Faculty Advisor at the Center for Teaching Excellence, Janet specializes in delivering personalized, practical and actionable guidance to faculty clients seeking to enhance their teaching skills and classroom engagement. In addition, she is a communications and curriculum development consultant working alongside clients such as Cisco, the Federal Reserve Bank, Mozilla, Swiss Re and Citibank. Recognized as a purist, Janet creates original custom-tailored programs for clients ranging from C-suite execs to nonprofit organizations. As a consultant with People Rocket, a management design firm, Janet specializes in design thinking, innovating, facilitating and coaching teams. Passionate about education, current pedagogy, and developing and sharing best practices, she has been an Adjunct Professor at Sonoma State University for 10 years, combining undergraduate degrees in psychology and communications with her graduate work in multicultural communications. You can find her hiking Mt. Tam or volunteering at the SFSPCA in her off time.