



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

Berkeley-Haas'
New Faculty Orientation

July 27, 2016



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New Faculty Orientation

The Center for Teaching Excellence (CTE) welcomes new instructors to Berkeley-Haas with our eighth New Faculty Orientation. 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 will be an engaging day of learning. Participants will be welcomed by Dean Rich Lyons and Senior Assistant Dean for Instruction, Jay Stowsky. They 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 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 New Faculty Orientation

Wednesday, July 27, 2016

Time	Session	Presenter	Room
8:00-8:20 am	Breakfast and Registration		C335
8:20-8:50 am	Welcome and Overview	Dean Rich Lyons	C325
8:50-9:30 am	Rookie Lessons	Dan Simpson and Janet Brady	C325
9:30-9:50 am	Break		C335
9:50-10:35 am	"For Faculty" Website and Resources	Sue George	C325
10:35-11:15 am	Assignments & Grading	David Robinson	C325
11:15am-12:00 pm	Course Design 1.0 (Learning outcomes, design and structure)	Todd Fitch and Janet Watson	C325
12:00-1:00 pm	Lunch & Teaching at Berkeley-Haas: Norms and Expectations with Jay	Assistant Dean Jay Stowsky	C325
1:00-2:00 pm	Classroom Technology Overview	Tom Tripp	C325
2:00-3:45 pm	Case Study Exercise	Frank Schultz	C325
3:45-4:00 pm	Break		C335
4:00-5:00 pm	Experiential Classroom Strategies	Todd Fitch and Janet Watson	C325
5:00-6:30 pm	Reception	Dean Lyons, Senior Staff, Program Directors and Faculty	Women's Faculty Club Lounge



The Berkeley-Haas New Faculty Orientation

The Berkeley-Haas New Faculty Orientation: Wednesday, July 27, 2016

Breakfast and Registration: C335, July 27, 8:00-8:20 am

Welcome and Overview: C325, July 27, 8:20-8:50 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.

Haas-Rookie Year Lessons from Two Lecturers: C325, July 27, 8:50-9:30 am

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.

Break: C335, July 27, 9:30-9:50 am

CTE Website and Resources: C325, July 27, 9:50-10:35 am

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

Sue George will provide an overview of the teaching resources available on the Haas website. In addition, this session 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.

Assignments & Grading: C325, July 27, 10:35-11:15 am

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.

Course Design 1.0: C325, July 27, 11:15-12:00 pm

Todd Fitch, *Lecturer, Berkeley-Haas*

Janet Watson, *Teaching and Presentation Consultant*



This 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 also learn about organizing the course over the semester, creating a syllabus, integrating learning objectives already developed, course policies and procedures and setting expectations.

Lunch Teaching at Berkeley-Haas – Norms and Expectations: C325, July 27, 12:00-1:00 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.

Classroom Technology Overview: C325, July 27, 1:00-2:00 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 as well as 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.

Case Study Exercise: C325, July 27, 2:00-3:45 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.

Break: C335, July 27, 3:45-4:00 pm

Experiential Classroom Strategies: C325, July 27, 4:00-5:00 pm

Todd Fitch, *Lecturer, Berkeley-Haas*

Janet Watson, *Teaching and Presentation Consultant*

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.

Reception with Dean Rich Lyons: Women's Faculty Club Lounge, July 27, 5:00-6:30 pm

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



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

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. 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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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, Berkeley-Haas

Dan joined the faculty in the fall of 2014 and teaches strategy in the 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. He was Clorox’s Chief Strategy Officer for 14 years, and also served as Vice President - Office of the Chairman. Previous assignments included positions in brand management, corporate finance, new business ventures and business development (M&A). Dan



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holds a B. S. in education from Northwestern University and an MBA from Northwestern's 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 Haas, 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

Teaching and Presentation Consultant

Janet specializes in delivering personalized, practical and actionable guidance to faculty clients seeking to enhance their teaching skills and classroom engagement. 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.