



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

Berkeley-Haas'
New Faculty Orientation and
Teaching Excellence Series

July 22-July 23, 2014



New Faculty Orientation and Teaching Excellence Series

The Center for Teaching Excellence (CTE) welcomes new instructors to Berkeley-Haas with our sixth 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 new instructors deliver concrete benefits for new faculty. The orientation will address the needs of new faculty with relevant course content and activities. It will accelerate the learning curve for new instructors 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

Tuesday, July 22, 2014

Room

8:00-8:30 am	Breakfast and Registration		Koret
8:30-8:45 am	Welcome and Overview	Todd Fitch	Koret
8:45-9:45 am	Berkeley-Haas School of Business	Dean Rich Lyons	Koret
9:45-10:00 am	Break and Move to a Classroom		
10:00-11:00 am	Review of Haas Resources	Dave Stuckey, CTE Website Overview and Program Directors	C125
11:00-12:00 pm	Classroom Technology Overview	Bob Bazydlo	C125
12:00-1:00 pm	Lunch and Teaching at Berkeley Haas: Norms and Expectations	Jay Stowsky	Koret
1:00-2:30 pm	Experiential Exercises For Millennials	Lisa Feldman and Janet Watson	Koret
2:30-3:15pm	Using Tech for Teaching	Holly Schroth and Martin Eyestone	Koret
3:15-3:30pm	Break		
3:30-5:00pm	Making Friends with B-Course (LMS)	Ellie Hoffman and Brian Gothberg	S300T
5:00-6:30pm	Reception	Dean Lyons, Senior Staff and Faculty	Women's Faculty Club Lounge

Day 2

Wednesday, July 23, 2014

8:00-8:30 am	Breakfast		Koret
8:30-10:00 am	Course Design & Structure	Todd Fitch and Frank Schultz	Koret
10:00-10:15 am	Break		
10:15-11:45 am	Engaging Students from the First Day	Janet Watson and Frank Schultz	Koret
11:45-1:00 pm	Lunch		Koret
1:00-3:15 pm	Case Method Teaching	Wasim Azhar	Koret
3:15-3:30 pm	Break		
3:30-4:45 pm	Best Practices in Teaching Panel: Todd Fitch, Moderator	Cris Banks, Yaniv Konchitchki and Holly Schroth	Koret
4:45-5:00 pm	Closing	Todd Fitch	Koret



The Berkeley-Haas Teaching Excellence Series

The Berkeley-Haas Teaching Excellence Series:

Tuesday, July 22, 2014

Breakfast and Registration: Koret-F320, July 22, 8:00-8:30 am

Welcome and Overview: Koret-F320, July 22, 8:30-8:45 am

Todd Fitch, *Faculty Director, Center for Teaching Excellence, Berkeley-Haas*

This is the opening session of the Orientation and will welcome the Class of 2014. Introductions will be made and an overview of orientation activities will be given.

Berkeley-Haas School of Business – An Introduction: Koret-F320, July 22, 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 and Move to C125 Classroom: 9:45-10:00 am

Review of Haas Resources: Cheit 125, July 22, 10:00-11:00 am

This presentation will allow faculty to get better acquainted with Haas Program Directors and selected key administrators at the Haas School of Business. After this presentation, instructors will know who to contact across the Berkeley – Haas eco-system to address your concerns and questions. An overview of the resources on the CTE website will also be provided.

Classroom Technology Overview: Cheit 125, July 22, 11:00-12:00 pm

Dana Lund, *Director, Media Services, Berkeley-Haas*

Haas' Media Services technology staff will familiarize new faculty with how the classroom operates.

Lunch: Teaching at Berkeley-Haas – Norms and Expectations: Koret-F320, July 22, 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 and their colleagues.



Experiential Exercises for Millennials: Koret-F320, July 22, 1:00-2:30 pm

Lisa Feldman, *Interim Co-Executive Director, Center for Responsible Business, Berkeley-Haas*

Janet Watson, *Faculty Coach, Center for Teaching Excellence, Berkeley-Haas*

Please join us for an interactive workshop on how best to work with the millennial generation. What is special about millennial students? What attributes of this generation can be tapped to enhance student learning? What teaching practices and experiential exercises best work with millennials? These questions about millennials will guide the discussion and inform the best practices exchange.

Using Technology for Teaching: Koret-F320, July 22, 2:30-3:15 pm

Holly Schroth, *Faculty Coach, Center for Teaching Excellence and Lecturer (Continuing), Berkeley-Haas*

Martin Eyestone, *Assistant Director, Haas Media Services*

This hands-on session will focus on using technology and new media to engage students and will offer suggestions for when and how to enhance teaching with technology that is available at Haas. Standard technology enhancements (e.g. bCourses, PowerPoint, video, and websites) will be covered. Additionally, the session gives participants instructions for implementing iClicker (a student hand-held device to provide instant feedback, answer questions or vote) and suggestions for using it effectively. New technologies, Camtasia and Blue Jeans, will also be covered.

Break and Move to Computer Lab S300T: July 22, 3:15-3:30 pm

Making Friends with BCourses: S300T, July 22, 3:30-5:00 pm

Ellie Hoffman, *Senior Instructional Designer, Educational Technology Services, UC Berkeley*

Brian Gothberg, *Instructional Designer, Educational Technology Services, UC Berkeley*

This session will begin with creating your summer or fall course site, followed by adding your syllabus and grading framework, using the productive and friendly tools of bCourses. We will then import your resources from bSpace (if necessary) to bCourses and set up your contact and other relevant information.

Bring your syllabus in one of the following formats: .pdf or .docx or html on your laptop, on a flash drive, or accessible electronically (e.g. Box, Google Docs)

Objectives for this workshop:

- Instructors will understand the basic navigation of the bCourses Learning Management System
- Instructors will set up a bCourses site for a real course (or a practice site)



- Instructors will construct a grading framework for a bCourses site
- Instructors will add content to their site, drawing from their syllabi and bSpace sites

Reception with Dean Rich Lyons: Women's Faculty Club Lounge, July 22, 5:00-6:30 pm

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

Wednesday, July 23, 2014

Breakfast: Koret-F320, July 23, 8:00-8:30 am

Course Design and Structure: Koret-F320, July 23, 8:30-10:00 am

Todd Fitch, *Faculty Director, Center for Teaching Excellence and Lecturer, Berkeley-Haas*

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

This session focuses on questions at the course level: organizing the course over the semester, creating a syllabus, developing learning objectives, course policies and procedures and setting expectations. There will also be a discussion of assessment and grading.

Break: July 23, 10:00-10:15 am

Engaging Students from the First Day: Koret F320, July 23, 10:15-11:45 am

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

Janet Watson, *Faculty Coach, Center for Teaching Excellence, Berkeley-Haas*

The first day can be filled with anxiety. In this workshop, participants learn to set the right tone and expectations for their course. We will also cover strategies for maintaining this momentum throughout the semester and ensuring long-lasting learning.

Lunch: July 23, 11:45-1:00 pm

Case Method Teaching: Koret-F320, July 23, 1:00-3:15 pm

Wasim Azhar, *Faculty Coach, Center for Teaching Excellence, 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: July 23, 3:15-3:30 pm

Best Practices in Teaching Panel, Todd Fitch, Moderator: Koret-F320, July 23, 3:30-4:45 pm

Cristina Banks, *Senior Lecturer (Continuing)*, Berkeley-Haas

Yaniv Konchitchki, Assistant Professor, Berkeley-Haas

Holly Schroth, Senior Lecturer (Continuing), Berkeley-Haas

The purpose of this session is to hear perspectives from three 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: Koret-F320, July 23, 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:

Wasim Azhar

Faculty Coach for the Center for Teaching Excellence, Lecturer (Continuing), Berkeley-Haas

Wasim Azhar specializes in International marketing, Pricing strategies and Sales and Distribution channels. He was formerly a Professor of Business Policy and Marketing, and the Pro-Vice Chancellor at Lahore University of Management Sciences in Pakistan. He has held positions at Stanford University, Graduate School of Management, Swarthmore College, Kean University and Winston-Salem State University. Since 2005, Wasim has also taught elective courses Pricing, International Marketing, Managing Sales and Distribution Channels, as well as, the core Marketing course in the MBA and EW MBA programs at UC Berkeley. He has been a member of the elite "Club 6" over many semesters because of his excellent teaching at Haas. He is a recipient of the Haas School's Earl F. Cheit Award for Excellence in Teaching. Wasim is a faculty coach for the Center for Teaching Excellence at Berkeley-Haas.

Cristina Banks

Senior Lecturer (Continuing), Berkeley-Haas

Cristina Banks is a Senior Lecturer at the Haas School of Business and has taught courses in Human Resource Management, Organizational Behavior and Leadership in the undergraduate and MBA programs since 1985. She is also President and Founder of Lamorinda Consulting LLC, which specializes in job and organizational studies for labor and employment litigation. She previously owned and managed Terranova Consulting Group, a management consulting firm, which was sold in 2001 to Manpower. She has also served as a Director on the Board of Whole Foods Market and



Chalone Wine Group. She has a PhD in Industrial-Organizational Psychology from the University of Minnesota, and a BA in Psychology from UC Berkeley.

Todd Fitch

Faculty Director, Faculty Coach & Professional Faculty, Center for Teaching Excellence, Berkeley-Haas

Todd Fitch is a lecturer in the Economic Analysis and Policy Group at the Haas School of Business, UC Berkeley where he has taught since 2010. He is also an assistant professor in the College of Arts & Sciences at the University of San Francisco where he has taught since 2009. In addition to his teaching duties, Todd is the CTO for a local startup which specializes in financing for small businesses. Todd has over 25 years of experience in high-tech and holds 27 U.S. patents across a variety of disciplines. Todd graduated from San Jose State University with a B.S. in computer science and has MBA's from UC Berkeley and Columbia Universities, through the Berkeley-Columbia Executive MBA program.

Lisa Feldman

Interim Co-Executive Director, Center for Responsible Business, Berkeley-Haas

Lisa Feldman is the interim Co-Executive Director of the Center for Responsible Business (CRB). She brings a deep understanding of the millennial generation, generational differences, Haas' resources, operations, and network to the CRB. Most recently, Lisa was the Executive Director of the MBA Career Management Group (CMG). Over her eleven years in various roles on the Career Management team, she saw changes in the student population from Gen X to Millennial and evolved the organization to serve the students' changing needs. She has advised hundreds of employers on their talent acquisition strategies and coached myriad students on networking and interviewing. A 1995 MBA graduate of Berkeley-Haas, Lisa also has an A.B. from Brown University and an M.A. from the University of Toronto. Prior to returning to Haas in 2002, she developed experience in hardware and software services marketing, strategy, and operations.

Brian Gothberg

Instructional Designer, Educational Technology Services, University of California at Berkeley

Brian Gothberg is an instructional designer in Berkeley's Educational Technology Services. Before ETS, he worked in both the Goldman School, and the bConnected roll-out of 2012-13. Brian also has more than a decade's experience teaching history and economics online. Before earning his bachelor's in economics at CSUH in 1999, he had worked for two decades as a programmer.

Ellie Hoffman

Senior Instructional Designer, Educational Technology Services, University of California at Berkeley

Ellie Hoffman is the lead for Instructor-Led training of bCourses, the new Learning Management System for UC Berkeley. As an instructional designer in higher education, Ellie has supported or led several action research projects across multiple domains and institutions that explored engagement of college students and instructors. Ellie also teaches composition and literature at community



colleges in blended and online formats. Previously, Ellie was an operations manager and Human Resources professional in the private sector.

Yaniv Konchitchki

Assistant Professor, Accounting, Berkeley-Haas

With Berkeley-Haas since 2011, Konchitchki teaches the core MBA Financial Accounting class and the PhD Financial Accounting Research class. In 2013, the Haas School awarded him the Earl F. Cheit Award for Outstanding Teaching, the school's highest teaching honor, for his work teaching in the MBA Program. Since joining Berkeley-Haas, Konchitchki has won membership every year in Club Six, an honor given to faculty who receive the most favorable teaching evaluations by students. He is also the recipient of the 2013-2014 Hellman Fellows Fund Award for Research Excellence, selected across UC Berkeley as a "most promising assistant professor." Poets & Quants recently named him to its annual World's Top 40 under 40 list honoring the best young business professors from around the globe.

Konchitchki specializes in interdisciplinary capital markets research, focusing on the usefulness of accounting information through its links to macroeconomics and valuation. His research has helped develop the interdisciplinary area of macro-accounting. Published in top academic journals, Konchitchki was a CPA and senior financial consultant at PricewaterhouseCoopers and senior investment and economic expert at the Securities Authority before earning his PhD from the Stanford University Graduate School of Business.

Richard K. Lyons

The Bank of America Dean, Berkeley- Haas

Richard Lyons is the Dean of the Haas School of Business, U.C. Berkeley. He has been on the faculty at Berkeley since 1993. He served as Acting Dean of the Haas School from 2004 to 2005 and as Executive Associate Dean and Sylvan Coleman Professor of Finance from 2005 to 2006. He received his BS with highest honors from U.C. Berkeley (finance) and his PhD from MIT (economics). From 1987-93, Professor Lyons was on the faculty at Columbia Business School. His teaching expertise is in international finance. In 1998 Professor Lyons received U.C. Berkeley's highest teaching honor, the Distinguished Teaching Award.

From 2006-08, Professor Lyons was on leave from Berkeley serving as the Chief Learning Officer at Goldman Sachs in New York. In that role he was responsible for leadership development among the firm's managing directors. He currently serves as a Trustee for Matthews Asia Funds.

Professor Lyons' early research focuses on currency markets, a focus reflected in his book, "The Microstructure Approach to Exchange Rates" (MIT Press). His recent research explores the links in enterprises between leadership and innovation. These links are of strategic importance to Haas.



Holly Schroth

Senior Lecturer (Continuing), Organizational Behavior, Berkeley- Haas

Holly Schroth is a Senior Lecturer at the Haas School of Business, University of California, Berkeley. Prior to joining the faculty at the Haas School of Business in 1992, she was a visiting scholar at the Kellogg Graduate School of Management, Northwestern University. She received a MA in psychology and a PhD in social psychology from the University of California, Santa Barbara.

She teaches Negotiations and Conflict Resolution and Organizational Behavior to both MBAs and Undergraduates. She has won several awards from MBA and Undergraduate students for teaching excellence and was voted “favorite professor” by a Business Week online poll of undergraduates across the United States. She has published several articles on negotiation and procedural justice in leading journals. She is one of the leading authors of negotiation exercise materials that are used worldwide by educators and trainers.

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.

Jay Stowsky

Senior Assistant Dean for Instruction, Berkeley- Haas

Previously, Dr. Stowsky served as Assistant Vice-Provost for Academic Planning and Facilities at UC Berkeley, where he managed academic program reviews. Before that, he was executive director of the UC Berkeley project on Information Technology and Homeland Security (ITHS) project based at the Goldman School of Public Policy (GSPP) and co-director of research at the Berkeley Roundtable on the International Economy (BRIE), also at UC Berkeley. He has also been a lecturer at Haas, GSPP and in the Departments of Political Science and City and Regional Planning.

Dr. Stowsky’s research interests include information and knowledge management within and between organizations, innovation systems, science and technology policy, economic geography, and the commercial impacts of military-sponsored research, as well as public-sector management and organization theory.



CENTER FOR TEACHING EXCELLENCE

Haas School of Business | University of California, Berkeley

Janet Watson

Faculty Coach, Center for Teaching Excellence, Berkeley-Haas

Janet is a Faculty Advisor at the Center for Teaching Excellence specializing in 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 AT&T, the Federal Reserve Bank, Apple, HP and Citibank. Janet provides communication consulting services to C-suite executives and senior faculty and is recognized for being a purist, creating original custom-tailored programs for each client. Passionate about education and crafting best teaching 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.