

In regard to your academic program, is this course best described as:

(N=18)

In your major	A core/distribution requirement	An elective	In your minor	A program requirement	Other
78%		22%			

STANDARD FORMATIVE ITEMS

	N	Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)	Very Poor (0)	Median	DECILE RANK	
									Inst	College
Course organization was:	19	21%	37%	32%	11%			3.7	3	5
Sequential presentation of concepts was:	19	21%	53%	21%	5%			4.0	4	5
Explanations by instructor were:	18	28%	28%	22%	22%			3.7	2	3
Instructor's ability to present alternative explanations when needed was:	19	26%	26%	37%	11%			3.6	1	3
Instructor's use of examples and illustrations was:	19	32%	37%	21%	11%			4.0	3	4
Quality of questions or problems raised by the instructor was:	19	16%	32%	42%	11%			3.4	1	2
Contribution of assignments to understanding course content was:	19	21%	32%	32%	16%			3.6	2	3
Instructor's enthusiasm was:	19	47%	37%	11%	5%			4.4	3	4
Instructor's ability to deal with student difficulties was:	19	26%	26%	32%	16%			3.6	2	2
Answers to student questions were:	19	42%	21%	26%	11%			4.1	3	5
Availability of extra help when needed was:	19	26%	26%	42%	5%			3.6	1	2
Use of class time was:	19	26%	26%	37%	11%			3.6	2	3
Instructor's interest in whether students learned was:	19	42%	26%	21%	11%			4.2	3	5
Amount you learned in the course was:	19	21%	21%	37%	21%			3.3	1	1
Relevance and usefulness of course content were:	19	21%	21%	42%	11%	5%		3.3	1	1
Evaluative and grading techniques (tests, papers, projects, etc.) were:	19	21%	26%	37%	16%			3.4	1	3
Reasonableness of assigned work was:	19	21%	47%	26%	5%			3.9	3	5
Clarity of student responsibilities and requirements was:	19	26%	42%	21%	11%			3.9	3	5

CSS 371 A, Joint with B EE 371 A
The Business Of Technology
Course type: Face-to-Face

Evaluation Delivery: Online
Evaluation Form: D
Responses: 19/42 (45%)

Taught by: Nicole Hamilton

Instructor Evaluated: Nicole Hamilton-Lecturer

STANDARD OPEN-ENDED QUESTIONS

Was this class intellectually stimulating? Did it stretch your thinking? Why or why not?

1. I understand that the topics covered need to be covered for the course, but almost none of the topics relate at all the my major. Not much we did extended my learning even in ways outside of my major.
2. Yeah. Class discussions were pretty decent, talking about material we were suppose to have read was nice since it gave us more insight about what we had just learned. I will definitely remember the key points from Jack Dorsey's story, like including a story, finding something you're passionate about, importance of having a strong team etc.
3. Quite a bit. Was different than what I expected going into it, but it was very interesting to learn about running a software entrepreneurship from someone who has actually done it. Additionally, the time value money content was something that can be useful in normal life outside of trying to run your own business.
4. This comment isn't directed at the instructor; she did an excellent job with the course. The class itself really needs to be reconsidered as a requirement for EE/CS students who have come from industry or have 5+ years of professional work experience. Compared to the typical EE/CS courses, the amount of material from this course that I considered "new learning" was marginal -- certainly not worth the \$1400 I spent on the course. This is not the fault of Nicole. For many students, much of the material was new and relevant, but as a working professional, it was not a wise use of my limited time, but rather a hoop to jump through towards receiving the degree. This could be a course that might be offered in an online format, or could be outsourced through a community college equivalency. I would have been willing to spend \$500 on the course, but not \$1400. But again, the instructor did a fantastic job of keeping the students engaged.
5. Yes, I learned lot of thing and Nicole was great this quarter. The course made me thinking about creating some kind of business.
6. I thought certain aspects of the class were intellectually stimulating and some were not. I didn't really think the material was so much that it had to really stretch my thinking but it was not so easy that I could do the work without even thinking.
7. The class was a type of material that I am not familiar with, so it definitely stretched my thinking.
8. The class overall was somewhat challenging as I had not heard of several business, especially finance related terms. It stretched my thinking in the sense that I had to figure out how to negotiate properly (learn tactics), figure out calculations using a financial calculator, which I had never done before. Overall, it was a decent learning experience.
9. Yes, it taught me to look at the business side of things and understand why putting money to good use is important.
10. Yes, it is quite interesting to know something I didn't know before, especially on negotiation, business plan, and compound interest.
12. For others, yes. For business majors, no.

What aspects of this class contributed most to your learning?

1. Relating topics to stories and actual life events. Time value of money and spending lots of time going over the calculators. Giving examples of business plans and relating topics to live events and other stories. Giving real examples of how these things have come up in your life.
2. Attending lectures. Having slides that were easy to study.
3. Learning from and listening to someone who has done it. Having the class engaged and interested in the content.
4. The instructor had many excellent stories to contribute to our understanding. Class discussions were interesting. The business plan project was the best part of the class -- it allowed us to apply some of the concepts we'd learned in lecture.
5. The business plan that we had.
6. I thought the time value money aspect contributed the most to my learning because I felt that the material presented was more relevant towards real world situations (mortgages, loans, etc.).
7. Lectures, class examples such as how to calculate situations.
8. Negotiation exercises, Finance related aspects when we started using the financial calculators, and discussing particular issues. Discussions on videos we watched such as the Jack Dorsey video really made me want to feel engaged in discussions and they also taught me a lot.
9. The class discussions when everyone read the readings and there are a lot of good opinions, especially if they're all different - helped me gain more perspective
10. Your enthusiasm keeps the class more lively
12. Just a different take on business concepts

What aspects of this class detracted from your learning?

1. This can't really be changed but two hours is a long time to spend in a class with mostly dull concepts that don't relate to my major. If the lectures were three days a week for a shorter time I think people would have an easier time staying focused on the topics and get more out of it.
2. Not having measurable goals. Parts of the class felt wishy-washy without having a measurable goal to move toward. I think having a metric would help the class feel more important and interesting.
3. I think my group took on a business plan a big larger than is realistic, which made that project more difficult and probably less successful than it needed to be.
- 4.
5. English is my second language so I did not take part the discussions as I should although I tried my best
6. I didn't really think the first part of the class contributed to my learning as it felt like the class was structured more as a business major class than an actual engineering class. I have a hard time understanding why the information we are learning is really relevant towards being an engineer (at least at an entry level perspective). I also thought the business plan project was kind of hard to grasp what was expected of the students for each part.
7. Some concepts were unclear and could have been explained better.
8. Overall, I think the book Technology Ventures detracted from my learning. I was excited to purchase the book but did not read it much since I knew we would end up going over every part of the chapter in detail. That also made the lectures often seem more dry and less exciting. It would have been better to pick out key parts from each chapter and simply focus on those.
9. Endless slides, when we get on lecture days feels like its just scrolling through endless slides and I lose focus around 40min in.
10. We did not have a lot of homework to prepare for exams. Just PowerPoint was a bit dull.
12. Nothing

What suggestions do you have for improving the class?

1. Keep adding in stories and examples. Maybe give more previous examples of things like was done for the business plans. Make it as entertaining as possible to keep people interested the entire class.
2. Maybe include clear milestones for the business project. I feel like I didn't really know what I was doing. And I don't know how well my business plan will do until I turn it in a get a grade which makes me feel uneasy. Maybe having due dates for certain sections like executive summary, market analysis, etc. would be okay. I also feel that if we had the grading rubric that we got during the presentations during the quarter to use a reference our business plan would have been more concise and complete.
3. It may seem like busy work to the students and instructor, but it would have been nice to have checkpoints throughout the quarter in regards to the business plan. Make sure we're on the right track throughout the quarter and make sure everyone is somewhat accountable for what needs to get done. While I'm sure we could have gotten feedback if we brought something in and asked, discussing with other students, it sounds like a lot of us put off the project till near the end of the quarter and then were struggling a bit to put it all together.
4. The exam format needs to be reconsidered. Massive rote memorization of terminology doesn't accurately reflect a student's understanding of the material, but rather, the ability to memorize large quantities of information for short amounts of time. That said, the final had more "application", "analyze", "evaluate" problems from Bloom's taxonomy than the midterm. I would also question the necessity of purchasing the HP calculator, when so many free emulator options are available. The honor code should suffice when working on the exam.
5. I think it was great, the only exams were long and covered lot of things, so since English is my second language I memorized lot of terms.
6. I would suggest perhaps breaking the business plan into multiple pieces that each team works on and turns in. I found while working on the business plan that more than half of the time my group and myself found ourselves scratching our heads because we weren't exactly sure if the each section was approached correctly. It would be nice if we could turn in each piece separately and receive a grade or recommendation on how we can improve each piece before finalizing it in the actual plan.
7. Not many.
8. The class was interesting and I did have some key takeaways. However, as mentioned it would be much more exciting and engaging if your lectures include only key components from the chapters and that you don't go over majority of each chapter. Similarly with video discussions it is good to ask for instance, "how long it was until Jack Dorsey got a job", but I would recommend just going over what is more critical to learning rather than just learning about someone. Additionally, if you incorporate more colorful visuals and some color to your slides in general it will look much better. Having more in class exercises to cover some technology venture topics would also be great because negotiation exercises really helped to retain the information faster. Also, having about 10-15 minutes every class at the end would have been helpful for groups to meet and maybe work together for a bit especially since sometimes it is hard to meet outside of class. Lastly, I would recommend showing the business plan example ahead of time (when you have students pick the idea, right after it) so they know what is expected. It did not seem as helpful to see the business plan only a few days before the due date. Besides this all thank you for teaching the class. Good luck with your negotiation also :)
9. I think students can review the slides for content on their own. I think discussions or activities can be meshed together with the slide's topics to further concretize new concepts.
10. The business plan a big part of the class. I think you should have a few assignment tab on canvas to remind students to finish which part by when. Good work.
11. 50 short answer questions is too much for exam.
12. Better planning of business presentation times.

