



**COURSE SUMMARY REPORT**  
Numeric Responses

Univ. of Washington, Bothell  
Computing & Software Systems  
Computing and Software Sys.  
Term: Spring 2015

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

Evaluation Delivery: Online  
Evaluation Form: D  
Responses: 20/30 ( 66%)

Taught by: Nicole Hamilton

**Instructor Evaluated: Nicole Hamilton-Lecturer**

**Overall Summative Rating** represents the combined responses of students to the four global summative items and is presented to provide an overall index of the class's quality:

<b>Median</b>	<b>College Decile</b>
<b>4.4</b>	<b>7</b>
(0=lowest; 5=highest)	(0=lowest; 9=highest)

**Challenge and Engagement Index (CEI)** combines student responses to several *IASystem* items relating to how academically challenging students found the course to be and how engaged they were:

<b>CEI: 4.6</b>
(1=lowest; 7=highest)

**SUMMATIVE ITEMS**

	N	Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)	Very Poor (0)	Median	DECILE RANK Inst	College
The course as a whole was:	20	30%	40%	25%	5%			4.0	3	5
The course content was:	20	45%	20%	25%	10%			4.2	5	7
The instructor's contribution to the course was:	20	55%	30%	10%	5%			4.6	5	7
The instructor's effectiveness in teaching the subject matter was:	19	53%	37%	5%	5%			4.5	5	8

**STUDENT ENGAGEMENT**

	N	Much Higher (7)	(6)	Average (5)	(4)	(3)	(2)	Much Lower (1)	Median	DECILE RANK Inst	College
<b>Relative to other college courses you have taken:</b>											
Do you expect your grade in this course to be:	20	15%	35%	20%	20%	10%			5.5	5	7
The intellectual challenge presented was:	20		30%	35%	30%	5%			4.9	1	2
The amount of effort you put into this course was:	20	15%	20%	25%	35%	5%			4.9	1	2
The amount of effort to succeed in this course was:	20	10%	35%	25%	25%	5%			5.3	2	3
Your involvement in course (doing assignments, attending classes, etc.) was:	19	16%	32%	21%	32%				5.4	1	3

On average, how many hours per week have you spent on this course, including attending classes, doing readings, reviewing notes, writing papers and any other course related work?

**Class median: 7.2 Hours per credit: 1.4 (N=20)**

<b>Under 2</b>	<b>2-3</b>	<b>4-5</b>	<b>6-7</b>	<b>8-9</b>	<b>10-11</b>	<b>12-13</b>	<b>14-15</b>	<b>16-17</b>	<b>18-19</b>	<b>20-21</b>	<b>22 or more</b>
5%	5%	10%	40%	15%	15%	5%			5%		5%

From the total average hours above, how many do you consider were valuable in advancing your education?

**Class median: 5.2 Hours per credit: 1 (N=20)**

<b>Under 2</b>	<b>2-3</b>	<b>4-5</b>	<b>6-7</b>	<b>8-9</b>	<b>10-11</b>	<b>12-13</b>	<b>14-15</b>	<b>16-17</b>	<b>18-19</b>	<b>20-21</b>	<b>22 or more</b>
5%	15%	35%	20%	10%	5%		5%			5%	

What grade do you expect in this course?

**Class median: 3.4 (N=20)**

<b>A (3.9-4.0)</b>	<b>A- (3.5-3.8)</b>	<b>B+ (3.2-3.4)</b>	<b>B (2.9-3.1)</b>	<b>B- (2.5-2.8)</b>	<b>C+ (2.2-2.4)</b>	<b>C (1.9-2.1)</b>	<b>C- (1.5-1.8)</b>	<b>D+ (1.2-1.4)</b>	<b>D (0.9-1.1)</b>	<b>D- (0.7-0.8)</b>	<b>E (0.0)</b>	<b>Pass</b>	<b>Credit</b>	<b>No Credit</b>
15%	25%	35%	20%											5%

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

(N=20)

In your major	A core/distribution requirement	An elective	In your minor	A program requirement	Other
55%	5%	35%		5%	

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**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	16%	47%	26%	11%			3.8	3	5
Sequential presentation of concepts was:	20	35%	40%	15%	10%			4.1	6	5
Explanations by instructor were:	20	25%	55%	15%	5%			4.0	3	4
Instructor's ability to present alternative explanations when needed was:	20	35%	40%	20%	5%			4.1	3	5
Instructor's use of examples and illustrations was:	20	50%	35%	10%	5%			4.5	5	7
Quality of questions or problems raised by the instructor was:	20	35%	40%	20%	5%			4.1	3	5
Contribution of assignments to understanding course content was:	20	20%	50%	15%	10%	5%		3.9	3	2
Instructor's enthusiasm was:	19	53%	32%	11%	5%			4.5	3	4
Instructor's ability to deal with student difficulties was:	20	40%	30%	20%	10%			4.2	4	4
Answers to student questions were:	19	37%	42%	16%	5%			4.2	3	5
Availability of extra help when needed was:	19	32%	32%	26%	11%			3.9	2	3
Use of class time was:	19	32%	37%	21%	5%	5%		4.0	3	6
Instructor's interest in whether students learned was:	20	50%	30%	15%	5%			4.5	4	6
Amount you learned in the course was:	20	25%	40%	20%	15%			3.9	2	3
Relevance and usefulness of course content were:	20	35%	35%	15%	15%			4.1	3	4
Evaluative and grading techniques (tests, papers, projects, etc.) were:	20	25%	30%	15%	25%	5%		3.7	2	4
Reasonableness of assigned work was:	20	40%	35%	20%	5%			4.2	5	7
Clarity of student responsibilities and requirements was:	20	20%	30%	30%	15%	5%		3.5	1	3



**COURSE SUMMARY REPORT**  
Student Comments

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**STANDARD OPEN-ENDED QUESTIONS**

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

1. Yes, we as EE's aren't normally exposed to business concepts of the real world nor are we exposed to handling investments and accounts and so forth.
2. Excellent use of examples. Posed many great questions for the class. Tried to involve everyone and succeeded.
3. no
4. Yes, I had not taken a business class before so a lot of the material was still new to me. The topics covered were interesting as well.
5. I loved the class participation portion of the lectures. While I may not have participated as much as I would have liked, it was great to hear others' perspectives on what we were talking about.
6. Yes, It was fun and interesting to learn.
7. Yes, because it help me look at skills like negation, and simple accounting as necessary skills towards my future.
8. yes, I have learned how to prepare business plan before starting a business.
9. I like the negotiation lecture.
10. Yes. Numerous questions with seemingly obvious answers were presented in class. In the majority of these instances, the correct answers were the opposite and the concept and explanation to the correct answer was usually difficult to understand. The instructor was patient and explained in several ways to ensure students' complete understanding.
11. Yes, because it was the first business class I have taken.
12. This class has a alot of fun
13. I liked Nicole a lot and her experience is probably the most important aspect she shared with her class
14. The class discussions were probably the best part about this course. It was fun to have a conversation, as a class, about each topic.
15. Class was intellectually stimulating. Stretched my thinking. Nicole is very candid and blunt. Often Nicole would pose questions that no student could easily answer, forcing us to think harder and come up with a solid answer.
16. The class was interesting, but I wouldn't say that it stretched my thinking. The content made sense when you think about the context, so the only difficulty is in thinking about problems in the correct way.

**What aspects of this class contributed most to your learning?**

1. The group work contributed the most. That was the most fun and engaging parts fo the class and truly brought us to think like business people.
2. The class discussions. The many questions.
3. none
4. Lecture slides for sure, sometimes in class it is hard to really get everything on the first run, but being able to go over the slides at home a second time is very useful
5. The lectures were extremely well-written and were easy to follow along with.
6. The negotiations were fun and interesting. Attitude of Instructor was engaging and not so strict. Lectures were topical - if we talked about it the lectures could change to keep us interested.
7. The activities and class discussion were great ways to enforce ideas and knowledge.
8. business plan project and the time value of money calculations.
9. More class discussion.
10. The instructors' real life experiences that directly relate to the course material.
11. The games and examples were very helpful.
12. business
13. Nicol's experience

14. Writing the business plan really helped me to understand what goes into trying to start a business. The class discussions and lecture.
15. Definitely the hands on learning, specifically the financial calculation exercises and negotiation exercises. I really enjoyed them and found them to be very useful in my own life. In learning how to use a financial calculator, I was able to compute how long it'd take to pay off the mortgage. I determined if we paid more than just the minimum payment, we could realize savings of almost \$20K.
16. - In-class activities - Plentiful opportunities to ask questions and for clarification

#### What aspects of this class detracted from your learning?

1. The exams, this is because everyone crammed to learn it all in the last couple days or so and will just end up forgetting it, rather than the group work which put us to the test and made us utilize the terms we learned.
2. I like the business plan assignment, but think there should have been a drafting process where we could receive back our business plans with pointers and suggestions on how to improve it.
3. very monotone voice
4. I was not fond of the spontaneous activities, and I also had a hard time forming a group at the beginning of the quarter. It seems like if you do not know people in the class, you just get stuck with the first people that come your way.
5. The instructor did not have clear guidelines for individual assignments, and expected the student to already know the expectations without having heard or read them.
6. Nothing
7. No aspects
8. the video shows and case studies
9. My poor english
10. Lectures were dry and boring but the sharing of the instructor's knowledge, intelligence, and real-life experiences kept my attention.
13. none
14. Nicole doesn't grade based off of a rubric. If she likes the work, but doesn't follow the instructions, a good grade will be given; if she doesn't like the work, and the work meets or exceeds the criteria for the assignment, a poor grade will be given. Another example of this is the "class participation" aspect of the class. 30% of a student's grade is based off of "student participation." I put this in quotes because she holds this over your head to basically say: if I don't like you or you do something I don't like I am going to give you a poor grade. She implied this on many occasions and even says that she does this so that she has "final say" on what each student gets in the class. In class she has a tendency to talk down to students as if they are beneath her. There were a number of times this quarter where I left the room fuming because of the way she talked to me.
15. Honestly, I enjoyed the class as a whole, especially the business planning. I feel these are things that can be applied to the real world. Right now it is difficult for me to find something that detracted from my learning...
16. - Slide decks got boring after a few weeks

#### What suggestions do you have for improving the class?

1. More group work would be nice.
3. be a better lecturer
4. More sample problems, a sample exam, or homework assignment for the material we covered on the second half. As of this moment, I feel vastly unprepared for the upcoming final exam.
5. Make a course outline and put it in the syllabus. Also, have clearer directions and provide a grading rubric so students know how they will be graded and areas they can improve on for future assignments.
6. Better scheduling and maybe deadlines for certain parts of business plan to be done at.
7. Keep up the good work
8. the instructor should squeeze the course to most important chapters
9. Take more time on time value
10. None. As dry and boring as the lectures were, the instructor would go over certain materials more than once and if it super important, then more than twice. The important concepts were made clear.
12. this class should have quizzes every week so the material need to be reviewed in midterm and final is so much
13. more negotiations like problems
14. I think she should talk to each student with respect and also follow more structure on the grading. She also needs to consider revising the "student participation" aspect of the grade. 30% of the grade is way too much power to hold over each student. If a student does all the work, comes to class each day and participates they should get a good grade regardless if Nicole likes them or not. I think Nicole has a lot of potential as a professor because she is obviously very enthusiastic and knowledgeable about what she is teaching. However, she needs to rethink how she addresses students and also rethink how she considers a student's grade.

15. I felt the grading scheme could be clearer. I never understood why I got average scores on my passions essay and my Artemis images essay. It's not like there was a rubric that spelled out what a A+ paper would be. At the same time I realize Nicole is just role-playing as the customer and my paper is the product. To win customers, sometimes you need a great product. My product was just not great enough for a 100/100 I suppose.

16. I don't want the business plan to be basically a hand-holding experience where we are required to complete certain parts by certain dates. (I think having everything done at once is a good format.) But I do think there needs to be a better explanation of what the final business plan will look like. We were told what should be in the business plan and what the instructor was expecting, but without any concrete examples. Even just providing a group's plan from a previous class that got a B grade would have been great to study and would have been helpful.