

**Edwards School of Business**  
**Peer Evaluation**

Faculty Member: Will Murphy  
Department: Management and Marketing  
Date: October 9, 2008  
Course: Comm 102 (01): Introduction to Business

**Evaluation Criteria**

**Course Outline:** The course outline is very well organized and comprehensive. The detail includes the planned class activities for each class day during the semester.

**Examinations:** No exams had been administered at this time.

**Class organization:** The class started at 11:30 am and Dr. Murphy arrived a few minutes early to set up his presentation. This class had 170 engineering students registered and the room was full (room seats 175). Will started the class with a review of what had been covered last class and then proceeded with a continuation of that topic. The students had copies of the presentation notes so everything appeared to be very organized and prepared.

**Preparation for class:** Will has a very energetic presentation style. This is a big classroom and he covers all of it, using all of the aisles. He is on the move as he presents and he is constantly engaging students by asking questions (by moving around he engages all students). Students are very quick to answer questions and seemed to be very enthusiastic about the material Will was presenting. For the first 20 minutes Will was not using any power point slides, yet because he was constantly moving, asking and answering questions, putting a lot of energy into the presentation, it took me 10 minutes to realize he wasn't using slides. He did write certain key points on the blackboard and then began using slides (sparingly) at 11:50. Overall, he was very prepared and knew exactly where he wanted to take the students.

**Appropriateness of material:** This is an intro business and entrepreneurship class for engineering students. Will was very effective at using examples that engineering students could easily relate to. He presented marketing from an engineering perspective, talked to students about their own engineering careers, and how marketing was important to their prospective employers and to them as potential entrepreneurs. Students seemed interested and involved and each time Will asked a question, one or more and sometimes many students were ready to answer. Very clearly, the students were learning marketing concepts, as was intended.

**Clarity of communication:** Dr. Murphy uses a very energetic presentation style along with a power point presentation. Students had copies of the slides in advance so they were not pre-occupied with taking notes and were expected to participate in the discussion. Will speaks loud enough, has very good eye contact with the students while explaining concepts, and effectively uses body language and voice inflection to make his presentation interesting and engaging (he is definitely not a boring presenter). His pace of presentation is good (not too fast) and he is very easy to understand.

**Ability to stimulate students' interest:** Dr. Murphy's rapport with the students is very good. He has a very personable style, injecting humor which has the students laughing at times, and seems very effective in holding the students' interest. He engages students by asking questions and there seemed to be an easy flow of answers from students (even though these are 1st year students). He didn't hesitate to point to a student for an answer but the classroom atmosphere was very non-threatening and students were easily engaged.

**Responsiveness to students' questions:** I did not observe many students asking a question. Many (likely 50%) responded to Will's many questions. The few student questions I observed were handled well in that the students did not feel threatened (indeed, gave the student credit for asking) as Will answered and blended the response into the discussion.

**Overall:** Will is very organized and prepared for his class. He has a good rapport with his students and communicates very well. I expect that the students will rate him very highly on student evaluations. In my opinion, he is one of the best teachers I have seen.

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Marv Painter, Professor