



Memorandum

To: Marv Painter, Head of the Department of Management & Marketing,
Edwards School of Business

From: Colin Boyd, Professor of Management

Date: September 24th

Peer Evaluation of Prof. William Murphy

I attended the 1.00 p.m. to 2.20 p.m. session of COMM 102 Introduction to Business taught by Prof. William Murphy on Thursday September 23rd, in room ESB18.

The class was fully attended, with only one seat being vacant out of the 175 in the room. This full attendance is notable in and of itself, given that this is a compulsory class for Engineering students and an elective class for other non-ESB students. Some degree of absenteeism would normally be expected for such a class, but there was evidently negligible absenteeism in this class.

This was the second of 3 sections of 175 students that Prof. Murphy was teaching that day – he is teaching the first five weeks of COMM 102 before handing the class over to two other instructors who will teach the remainder of the term.

Prof. Murphy started the class precisely on time, and used PowerPoint as a teaching aid throughout the class session. The topic of the class was customer centricity and the role of good service for brand building.

Prof. Murphy is a dynamic, exciting and enthralling teacher. Every student paid full attention to the main part of his lecture, although at the start of the class, when there was some content relating to revisiting the structure of an upcoming exam, some students at the back of the class could be seen to be surfing the web on their laptops. They ceased this when the main part of the class lecture started.

Prof. Murphy is a terrific orator. He spoke to a series of PowerPoint slides without any script, effortlessly melding theory with anecdotal material that illustrated the theory. His anecdotes were always rivetingly interesting and often humorous. He exhibited a strong rapport with his student audience, at one point calling them his team. He was exceptionally skilled in getting students to contribute, often getting them to finish off sentences or to finish off the description of some concept that he had previously taught. At one or two points there were dozens of simultaneous identical replies to his request for a student explanation of a concept.

He is a dynamic speaker, moving around the classroom almost continuously, and using excellent gestures to emphasize points. The students were totally attentive during his main presentation, something I have rarely seen at this University.

All in all, Prof. Murphy provided a spectacular display of professional teaching excellence – he is the only faculty member whom I have peer-reviewed whom I would gladly pay money to see in action; such is the power of his teaching. Even I, an old hand, learnt new things in his lecture that I shall never forget.

A handwritten signature in black ink that reads "Colin Boyd". The signature is written in a cursive, flowing style with a large, prominent 'C' and 'B'.

Colin Boyd,
Professor of Management