

## Edwards School of Business

### Peer Evaluation

To: Marjorie Delbaere, Department Head, Management & Marketing  
From: Vince Bruni-Bossio  
Date: October 23<sup>rd</sup>, 2019  
Re: Peer evaluation

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Evaluation of: Dr. Will Murphy  
Department: Management and Marketing  
Date: Reviewed class on October 23<sup>rd</sup>, 2019 (10:00 am to 11:30 am)  
Course: Comm 358: Sales Management

The class was a 1 hour and 20 min hour class. I attended and evaluated the full class. 37 students attended the class.

#### Overall Rating

Will is a high energy facilitator who fosters high engagement from students in a positive manner. He is able to create high psychological safety among students showcased by student willingness to participate in class discussion and answer direct questions. He ensures that he speaks to all students in the lecture and is open to student perspectives on any issue. His lecture contains relevant and interesting scenarios and exercises for teaching complex topics. This is the second time I have evaluated Will and, when I compare the two experiences, I would say Will continues to refine his approach in an effective way. I would rate him as excellent.

#### Outline

Will provided a course outline to me prior to the class visit. The course outline was well organized and comprehensive.

#### Class Organization

The class was well divided into a series of sections that included lecturing, class discussion and then a group exercise. Will repeated this approach 3 times during the lecture. This is a great approach for Will as it helped students stay engaged by making the material more dynamic.

The approach of combining lecturing, class discussion and a group exercise were supported by Will using a problem/solution format throughout the class. For example, Will presented the students with a sales management problem framed in a question such as: “does adding one more person (incremental change) improve performance?” Will then lectured on a model/theory that helped

address this challenge/problem. He next engaged in class discussion about the problem using real world examples or stories from his own life followed up by an exercise that required group work. Finally, he summarized the solution and returned to the original question. Overall, this problem-solving approach is very effective for the practical material Will teaches on sales management and his style of teaching.

The above approach is a refinement of the approach Will used the last time I evaluated him. At that time, I explained that Will used many scenarios to facilitate learning which place the students in the role of the sale manager. He also used a play by play approach where he led students through s scenario by asking students to think through solving the scenario (e.g. “what would you do next?”). Will continues to use these approaches in the problem-solution approach explained above but this time I found the overall experience to be much more refined. I would say Will has developed more confidence in his abilities to engage students in a scenario-based learning approach.

My only note to Will is that he had too much material for one lecture. Although he timed the class well, the amount of material may have been too much for students to take in. Overall, I felt students were highly engaged and interested in discussing each scenario more. Instead of presenting three rounds of problem-solving material I think Will could scale back to two rounds or even one. Students really like his approach and class and would be excited to go deeper into a scenario and engage in more discussion.

#### Preparation and Delivery

Will was very well prepared for this lecture. Each section was well thought out and delivered with excellent timing. It was obvious that Will had carefully prepared each section including slides, handouts and lecture topics. Will used an outline for the lecture which he continually referred to throughout the class. I would encourage Will to continue doing this as it helped students stay on track with the material.

#### Appropriateness of Material Presented

This course was a sale management course. Will used relevant examples that were based on his own experiences in the field. He often used story telling as a way of reinforcing the need for students to pay attention to specific topics. I would say Will’s knowledge and choice of material was excellent and one reason the course was engaging.

### Clarity of Communication

Will's communication was clear and direct, and he always paid close attention to the students in the room. His body language was relaxed yet energized creating a feeling that something exciting was happening in the room.

### Ability to Stimulate Students' Interest

Will is a high energy facilitator and teacher. Throughout the class he engaged the students through his animated approach and his ability to listen to students. His rapport with students was by far one of the best I have seen. He continues to be fearless in asking students probing questions to which students react positively too. He does this by engaging the student as a co-problem solver where he and the student are figuring out things out together. I was intrigued by the way students trusted him in these problem-solving discussions.

### Responsiveness to Student Questions and Concerns

Will was exceptional at engaging students and answering their questions. Throughout the lecture I noted that Will had created an environment of high trust where students felt they could ask questions and respond to him in a psychological safe environment. I think creating this type of environment is a rare skill that Will seems to innately have. This was showcased in the way he ensured students felt good about their contributions. On more than one occasion he praised students for raising new perspectives and questions.

### Fairness in Dealing with Students

Will is very fair to his students. As explained above he engages students in discussion in an open manner and creates an environment that is safe for all to express themselves. I believe he was well liked and respected by his students.



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Vince Bruni-Bossio, Associate Professor