

QPE

Another Look at Teaching Quality in the CoB

A number of reports here at USMNEWS.net have examined teaching quality in USM's College of Business. Many of these have used the data available at ratemyprofessors.com. The main statistic from RMP is "overall quality," which, in theory, should be a good measure of teaching quality. However, those familiar with higher education understand that good evaluations of teaching can be "bought" by "easy graders," which is a phenomenon that is, according to USMNEWS.net sources, prevalent in the CoB. For this reason, this report looks at "overall quality per unit of *easy*," which is equal to each CoB professor's "overall quality score" (1 to 5) divided by his or her "easy" score (1 to 5, with 1=very hard and 5=very easy). The top 10 CoB faculty using this standard are reported in Table 1 below.

Table 1

Top 10 QPE CoB Faculty

<u>Rank</u>	<u>Faculty</u>	<u>Unit</u>	<u>QPE</u>
1	Hood, Matthew	FIN	2.67
2	Smith, William	MKT	2.33
3	Green, Trellis	ECO	1.83
4	Lai, Fujun	DS	1.75
5	Gunther, Wm.	ECO	1.67
6	Fennell, Wanda	MGT	1.54
7	Davis, Donna	DS	1.50
8	Smith, Robert	ACC	1.45
9	King, Ernest	LS	1.42
10	DePree, Marc	ACC	1.41

It is no surprise that MKT's William Smith sits at number 2, with a QPE score of 2.33. Smith is the winner of the *2009 AT&T Outstanding CoB Faculty Award*, and his teaching is thought to be a big reason for his victory. This report supports that logic. Interestingly, assistant professor of finance Matthew Hood sits atop the CoB, with a QPE score of 2.67. In some sense, however, this is not a surprise. Sources indicate that Hood has tunnel vision with regard to teaching. (Some data indicate that his research is suffering as a result.)

ECO's Trellis Green and LS' Ernest King are numbers 3 and 9, respectively. These two CoBers are currently leading the race for the *2011 Louis K. Brandt Award*, which was won this year by DS' Fujun Lai. Lai also places 4th in Table 1 above. MGT's Wanda Fennell is a good example of someone who doesn't score well using "overall quality" alone. She does, however, rank highly – 6th in fact – when her "overall quality" score is indexed by her "easy" rating.

Table 2
Bottom 3 QPE CoB Faculty

<u>Faculty</u>	<u>Unit</u>	<u>QPE</u>
Doty, Harold	MGT	0.40
Chen, Kuo Lane	DS	0.36
Drake, Erin	FM	0.33

Finally, Table 2 above lists the three worst CoB faculty, at least using the available RMP data on QPE. At the bottom is fashion merchandising's Erin Drake, the second year hire from Florida State University. Drake's QPE score is a dismal 0.33. It is not surprising to find DS' Kuo Lane Chen one spot up from the bottom, with a QPE of only 0.36. Just above Chen is outgoing MGT professor Harold Doty, the former CoB dean who declared himself (during his 2003 CoB interview) to be an "average" teacher. Not so, at least according to Doty's 0.40 QPE score, which says he is only as good (in the classroom) as Kuo Lane Chen, who is herself *infamous* for low-quality instruction. As reported here at USMNEWS.net, Doty is now (as of 11-May-09) the dean of business at the University of Texas – Tyler.