

**1. Please comment on the individual instructors with regard to effectiveness and attitude toward students:****Strengths**

- Professor Gibbons is very organized and engaging in class. He is always available to speak after class, and is a pleasure to talk to.
- Prof Gibbons and both TA's were very helpful and always interested in our progress. Prof. Gibbons has a vast amount of experience and insight into course topics.
- Fred is very good at being that bridge between engineering and business.
- Very good at encouraging participation from less active members, always tried to be fair, set up good reward systems, often available to talk outside of class
- Great communication skills
- The instructor was wonderful and did a great job interacting with the students.
- Extremely engaging in classroom discussions, great memory, paid great attention to students and chose very insightful case studies. Excellent -- approachable, understanding, and always available to talk and answer questions. Highly inspiring, very knowledgeable about the industry.
- Fred Gibbons is an excellent instructor. He is skilled at reframing people's ideas and provides significant experience in the field. He was always positive, welcoming and challenging.
- The teaching team puts an ungodly amount of time into their lessons and it really shows. They work 10x harder than the students.
- Prof. Gibbons has a lot of experience and it really shows in the class. I've learned a lot from his insights into running businesses
- lecturing
- Prof. Gibbons was very approachable and easy to reach after class. His course is very well-organized and structured from the start, which I liked. I loved that the whole course calendar was online from day one so you could work ahead.
- A real privilege to work with and learn from, always enthusiastic, open to discussion and ideas, much appreciated.

**Suggestions for Improvement**

- It would be nice to incorporate more guest speakers from local startups and companies into the class, regardless if we read a case study about them. There are so many nearby companies to hear insight from.
- Sometimes would have trouble with names, noticing people raising their hands
- None
- N/A
- N/A
- Controlling a discussion based class is challenging, but sometimes the discussion became too anecdotal or emotional, instead of logical and factual. I would enjoy the discussion being guided back when this happens.
- none
- .
- none
- Too much of the content was "repeat back to me what was said in the case." It should be assumed that we read the case already. It would be more helpful to spend more time on analysis and evaluation of the actions taken in the case.
- It'd be nice if classes had a bit more direction or objective for exploration, but I'm not sure how one would achieve this.

**2. Please comment on the strengths and weaknesses, if any, of the textbook(s) and reading(s).****What materials were most and least valuable? Why?****Strengths**

- Great assortment of case studies. I definitely enjoyed the reading in this class.
- Most of the readings and case studies were very interesting.
- The 5 forces article was the best.
- Comprehensive and coherent set of case studies. A lot of thought went into selecting the material.
- All the case studies in general were very interesting
- The reading material was interesting and I enjoyed discussing it in class and with other students. I also learned a ton from it.
- Most case studies chosen were very relevant and insightful. They were high quality (Harvard Business Review,

- mostly) and I learned a great deal from them. Extremely grateful!
- Reading materials were very good for the most part. Feedback for this was provided in external survey.
- Readings were all useful, and were always enhanced by classroom discussions,.
- The materials are all top-notch.
- good coverage
- Generally good, topics selected well.

### **Suggestions for Improvement**

- Sometimes the discussion on a particular topic seemed stretched and took too long.
- I'll let you know which of the readings were only so-so on the feedback form.
- Ask students to write down thoughts & feedback about the cases as we progress. We filled out a final survey but I had forgotten the details of the older cases by the end.
- None
- N/A
- A few (very few, though) case studies were extremely dense and dragged on, seeming to belabor the same points over and over or seeming boring.
- N/A see above
- none
- .
- none
- Clockdiddle was boring and not a very good example of successful entrepreneurship, Nintendo was pretty esoteric - I don't care about video games, so that case was boring and alienating.
- The discussion questions were generally of very little use. Would rather have fewer, deeper, more relevant questions.

### **3. Please comment on assignments and exams (difficulty, length, frequency, usefulness, and their success at testing conceptual understanding rather than recall):**

#### **Strengths**

- The assignments really emphasized strategic thinking and how to work on projects in groups of varying size.
- They definitely were necessary in preparing for the in-class part.
- Good assignments
- Perfect.
- Assignments (midterm and final paper) were great at testing our knowledge of concepts and tools studied in class and teamwork. Very demanding written papers with strict criteria encouraged us to put our best into these papers.
- Back Bay Battery was a lot of fun and a great learning experience! Papers were enjoyable too.
- None
- The assignments are quite useful.
- ease
- Expectations somewhat clear, first case could be vague but second case was good.
- I thought that the assignments solidified information that we learned and helped with our analytical business skills

#### **Suggestions for Improvement**

- Writing a paper with 3 people is so much easier than writing a paper with 6 people. If the point is to make us struggle to write a cohesive paper together, then keeping the teams of 6 is fine. If the point is to have a us write a really good paper, I would do both the midterm and final paper as teams of 3.
- Possible interaction with SCPD students? Or online discussions.
- None
- N/A
- N/A
- If anything I would prefer more freedom to add more analysis or use more data for the papers. Another simulation would be fantastic!
- none
- .
- none
- Both case studies and simulation made sense, though I'm not sure how fair grading on the simulation is going to be... it was kind of a crapshoot in many ways. I did not think the CaseWiki was a good use of anyone's time - instructors, students, everyone.
- A bit more direction about the thought process involved in building a case, and how to identify what topics are/aren't important, would be useful.

#### 4. Do you have any additional comments on the course over-all?

##### Strengths

- One of my most rewarding and valuable classes at Stanford. I would definitely recommend this course to other students. Thanks for putting this together.
- Overall this was one of my favorite courses in Electrical Engineering that I have taken at Stanford.
- Coming from an engineering background, this class was an excellent overview of business topics. I am interested in taking other business classes because of EE204.
- Great course, learned a lot, and it definitely stimulated my interest in the material. A lot of work was put into organizing the course and as students we really appreciate that. One of the few classes at Stanford that really focus on student learning.
- None
- I enjoyed this course and felt it added immensely to my education.
- Excellent! Loved the classroom discussions. Gave me a great opportunity to think creatively and analytically about business management. Very relevant for someone like me who loves to talk/make my point and is interested in pursuing a career in Product Management.
- Great class, very enjoyable!
- By far the most useful and fun classes during my time here at Stanford. I really felt like this class created a community. I left with new friends, and a new appreciation for business--which, heads up engineers--isn't as easy as you all think. I know this class is a black sheep in the department, but I think it is an integral one and I wish I could take more like it.
- The course is a must-take for all people interested in business.
- none
- A very well-run course overall.
- Great class and learned many valuable skills
- One of the best courses I have taken at Stanford. Would recommend to all.

##### Suggestions for Improvement

- More intermediate feedback
- None
- N/A
- Great class! Class feedback on papers we read can be used to present a slightly better selection of papers next time -- not complaining too much though, since this year's selection was pretty impressive too.
- none
- .
- none
- I would have liked for the class to be a little more startup focused Also, I wish that the class was smaller or had a discussion section so we could discuss our ideas more in depth. (make the class 1.5 hrs with an additional one hour section) but this would require a lot of restructuring and may not improve the class for everyone