




Duke University - Course Evaluations




Pratt EGRP Course Evaluations - Fall 2024

Course: EGRMGMT-590-12: ADV TOPICS IN ENG MGMT.EGRMGMT-590-12.
Instructor: Robb Olsen *




1 - Thank you for completing an evaluation.Your constructive comments and ratings will be helpful to the faculty for improving this course for future students, helpful to the Duke administration for faculty promotion and awarding teaching-based recognitions, and helpful to other students considering enrolling in this course.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|---|--------|-----------|---------|---|---|---|--------|--|
| I understand the purpose of course evaluations. | (1) | 10 | 100.00% |  |  |  | | |
| | | | | | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | Mean | STD | Median | |
| 10/19 (52.63%) | 1.00 | 0.00 | 1.00 | 1551 | 1.00 | 0.00 | 1.00 | |




2 - The goal of evaluations is to help instructors identify which aspects of the course are most effective and which aspects could be productively changed. Please do your best to focus on the course components and learning environment, and avoid superficial comments that are not relevant to the learning environment (for example, comments about the appearance of the instructors or personal attacks are not helpful or appropriate).

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|---------------------------------------|--------|-----------|---------|---|---|---|--------|--|
| I will do my best to be constructive. | (1) | 11 | 100.00% |  |  |  | | |
| | | | | | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | Mean | STD | Median | |
| 11/19 (57.89%) | 1.00 | 0.00 | 1.00 | 1611 | 1.00 | 0.00 | 1.00 | |






3 - Prior research has identified biases in course evaluations related to instructor gender, age, race, ethnicity, sexuality, or other aspects of identity. Keep this in mind when reflecting on your course experience, and do your best to minimize the influence of any particular instructor identities on your evaluation.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|--|--------|-----------|---------|---|---|---|--------|--|
| I will do my best to avoid potential biases. | (1) | 11 | 100.00% |  |  |  | | |
| | | | | | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | Mean | STD | Median | |
| 11/19 (57.89%) | 1.00 | 0.00 | 1.00 | 1610 | 1.00 | 0.00 | 1.00 | |

4 - When answering questions that refer to "learning," please consider the relevant aspects of learning that are specific to this course (for example, acquisition of skills and methodology, retention of course content, new ways of thinking, or anything else that the course offered).

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-----------------|--------|-----------|---------|---|---|---|--------|--|
| I understand. | (1) | 11 | 100.00% |  |  |  | | |
| | | | | | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | Mean | STD | Median | |
| 11/19 (57.89%) | 1.00 | 0.00 | 1.00 | 1598 | 1.00 | 0.00 | 1.00 | |

5 - Overall AppraisalGive an overall rating for the quality of this course (e.g., content, structure, approach, educational value).

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-----------------|--------|-----------|---------|---|---|---|--------|--|
| Very poor | (1) | 0 | 0.00% | |  |  | | |
| Poor | (2) | 0 | 0.00% | | | | | |
| Adequate | (3) | 2 | 18.18% |  | | | | |
| Good | (4) | 8 | 72.73% |  | | | | |
| Excellent | (5) | 1 | 9.09% |  | | | | |
| | | | | | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | Mean | STD | Median | |
| 11/19 (57.89%) | 3.91 | 0.54 | 4.00 | 1616 | 4.20 | 0.88 | 4.00 | |

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6 - Please elaborate on your impressions of the quality of the course.

Response Rate 8/19 (42.11%)

- The fact that you are working for actual clients enables significant learning
- The course quality is great, i really enjoyed Alpha Innovation Hypothesis framework as well as the Jobs to be done framework.
- The course is good from Product Management point of view.
- I thought this course was interesting and opened my eyes to the fast moving consumer goods industry.
- The Eluminate Studio course offers a well-designed structure with comprehensive content and a practical approach. Its focus on creativity and hands-on projects provides immense educational value and enhances the overall learning experience.
- The course had high-quality content, and I really enjoyed when we worked together as a team in class. It would be great if the professor could allocate one hour for content delivery and one hour for practice and activities.
- Good Quality, Nice introduction to product management live industry example from P&G
- The course overall had a good experience through the project we were assigned, however the learnings in classroom did not go hand in hand with the project requirements all the time.

7 - Give an overall rating for quality of the instructor, Robb Olsen (e.g., presentation, knowledge, fairness, responsiveness). -

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-----------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| Very poor | (1) | 0 | 0.00% | | | | | |
| Poor | (2) | 0 | 0.00% | | | | | |
| Adequate | (3) | 2 | 18.18% | | | | | |
| Good | (4) | 6 | 54.55% | | | | | |
| Excellent | (5) | 3 | 27.27% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 4.09 | 0.70 | 4.00 | 1880 | | 4.48 | 0.78 | 5.00 |

8 - Please elaborate on your impressions of the quality of the instructor, Robb Olsen. -

Response Rate 8/19 (42.11%)

- Professor rob us extremely helpful and takings time out to discuss each and every case specific pain points
- Prof. Robb is amazing, he explaind all the concepts in detail and tried to make the class enagaging as possible.
- Prof Robb clearly highlighted all the frameworks required for the Product Management domain.
- Robb Olsen is passionate about innovating and you can see his wealth of knowledge through his experience at P&G.
- Professor Olsen demonstrates outstanding presentation skills, deep subject knowledge, and a fair and approachable teaching style. His responsiveness and ability to create an engaging learning environment make him an exceptional instructor.
- Professor Robb is an excellent mentor who also spends time outside of class hours to help us feel comfortable in very complex situations.
- Very interactive and Helpful
- Professor Robb Olsen has a unique way of teaching and uses his experience at p&g and frameworks to teach us.

9 - Would you recommend this faculty member, Robb Olsen, for a Pratt Teaching Award? -

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|--|--------|-----------|---------|------------------------|----------------------------|----------------------------|------|--------|
| Yes | (1) | 9 | 81.82% | <div><div></div></div> | <div><div>1.18</div></div> | <div><div>1.22</div></div> | | |
| No | (2) | 2 | 18.18% | <div><div></div></div> | | | | |
| 02550100 | | | | | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 1.18 | 0.40 | 1.00 | 1834 | | 1.22 | 0.42 | 1.00 |
| <div><div></div><div><div></div><div></div><div></div></div></div> <ul style="list-style-type: none">• He is an amazing instructor.• Nice Curriculum designed and presented by prof Olsen. He explains his experience at working in world's biggest FMCG company which really gives information how these industry work• Professor Robb Olsen has put in a lot of effort to bring in inventors to work with us, and assigned us mentors from corporate to guide us in the right path of the project. | | | | | | | | |

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10 - Self-EvaluationHow many hours per week, on average, did you spend outside of scheduled class (including labs) on this course?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|----------------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| 3-6 hours per week | (1) | 1 | 9.09% | | | | | |
| 6-9 hours per week | (2) | 7 | 63.64% | | | | | |
| 9-12 hours per week | (3) | 2 | 18.18% | | | | | |
| 12-15 hours per week | (4) | 1 | 9.09% | | | | | |
| 15+ hours per week | (5) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 2.27 | 0.79 | 2.00 | 1606 | | 2.05 | 1.16 | 2.00 |

11 - How difficult was this course for you?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|----------------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| Very low difficulty | (1) | 0 | 0.00% | | | | | |
| Low difficulty | (2) | 0 | 0.00% | | | | | |
| Moderate difficulty | (3) | 6 | 54.55% | | | | | |
| High difficulty | (4) | 5 | 45.45% | | | | | |
| Very high difficulty | (5) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 3.45 | 0.52 | 3.00 | 1606 | | 2.92 | 0.98 | 3.00 |

12 - What level of critical thinking did this course require?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-----------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| Very low | (1) | 0 | 0.00% | | | | | |
| Low | (2) | 0 | 0.00% | | | | | |
| Moderate | (3) | 5 | 45.45% | | | | | |
| High | (4) | 5 | 45.45% | | | | | |
| Very high | (5) | 1 | 9.09% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 3.64 | 0.67 | 4.00 | 1601 | | 3.63 | 1.00 | 4.00 |

13 - What was your interest level in this course topic at the beginning of the semester?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-----------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| Very low | (1) | 0 | 0.00% | | | | | |
| Low | (2) | 0 | 0.00% | | | | | |
| Moderate | (3) | 3 | 27.27% | | | | | |
| High | (4) | 6 | 54.55% | | | | | |
| Very high | (5) | 2 | 18.18% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 3.91 | 0.70 | 4.00 | 1603 | | 3.57 | 1.02 | 4.00 |

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14 - What is your interest level in this course topic now?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-----------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| Very low | (1) | 0 | 0.00% | | | | | |
| Low | (2) | 1 | 9.09% | | | | | |
| Moderate | (3) | 6 | 54.55% | | | | | |
| High | (4) | 1 | 9.09% | | | | | |
| Very high | (5) | 3 | 27.27% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 3.55 | 1.04 | 3.00 | 1601 | | 3.76 | 1.04 | 4.00 |

15 - How often did you attend class (either live or asynchronously)?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|---------------------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| More than 95% of the time | (1) | 10 | 90.91% | | | | | |
| 85-95% of the time | (2) | 1 | 9.09% | | | | | |
| 75-85% of the time | (3) | 0 | 0.00% | | | | | |
| 50-75% of the time | (4) | 0 | 0.00% | | | | | |
| 0-50% of the time | (5) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 1.09 | 0.30 | 1.00 | 1601 | | 1.26 | 0.66 | 1.00 |

16 - What grade do you expect to receive in this class?

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-----------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| A | (1) | 11 | 100.00% | | | | | |
| B | (2) | 0 | 0.00% | | | | | |
| C | (3) | 0 | 0.00% | | | | | |
| F | (4) | 0 | 0.00% | | | | | |
| Other | (5) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 1.00 | 0.00 | 1.00 | 1586 | | 1.25 | 0.73 | 1.00 |

17 - Appraisal of Learning

The readings supported the objectives of this course.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-------------------|--------|-----------|---------|-------------------|----------|--------------|------|--------|
| Strongly agree | (5) | 5 | 45.45% | | | | | |
| Agree | (4) | 4 | 36.36% | | | | | |
| Neutral | (3) | 1 | 9.09% | | | | | |
| Disagree | (2) | 1 | 9.09% | | | | | |
| Strongly disagree | (1) | 0 | 0.00% | | | | | |
| N/A | (0) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 4.18 | 0.98 | 4.00 | 1595 | | 4.42 | 0.80 | 5.00 |


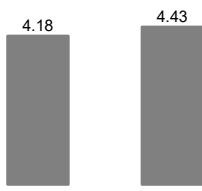
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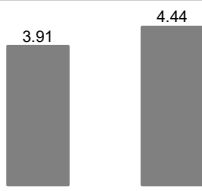
17 - Appraisal of Learning

The assignments and projects supported the objectives of this course.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-------------------|--------|-----------|---------|---|---|--------------|------|--------|
| Strongly agree | (5) | 3 | 27.27% |  |  | | | |
| Agree | (4) | 7 | 63.64% | | | | | |
| Neutral | (3) | 1 | 9.09% | | | | | |
| Disagree | (2) | 0 | 0.00% | | | | | |
| Strongly disagree | (1) | 0 | 0.00% | | | | | |
| N/A | (0) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 4.18 | 0.60 | 4.00 | 1589 | | 4.43 | 0.83 | 5.00 |


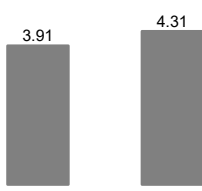
17 - Appraisal of Learning

The class discussions and/or lectures supported the objectives of this course.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-------------------|--------|-----------|---------|--|--|--------------|------|--------|
| Strongly agree | (5) | 4 | 36.36% |  |  | | | |
| Agree | (4) | 3 | 27.27% | | | | | |
| Neutral | (3) | 3 | 27.27% | | | | | |
| Disagree | (2) | 1 | 9.09% | | | | | |
| Strongly disagree | (1) | 0 | 0.00% | | | | | |
| N/A | (0) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 3.91 | 1.04 | 4.00 | 1589 | | 4.44 | 0.81 | 5.00 |


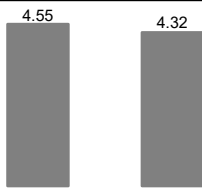
17 - Appraisal of Learning

I would recommend this course to future students.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-------------------|--------|-----------|---------|---|---|--------------|------|--------|
| Strongly agree | (5) | 4 | 36.36% |  |  | | | |
| Agree | (4) | 3 | 27.27% | | | | | |
| Neutral | (3) | 3 | 27.27% | | | | | |
| Disagree | (2) | 1 | 9.09% | | | | | |
| Strongly disagree | (1) | 0 | 0.00% | | | | | |
| N/A | (0) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 3.91 | 1.04 | 4.00 | 1592 | | 4.31 | 0.94 | 5.00 |

17 - Appraisal of Learning

The evaluation method (exams, homework, etc.) matched the objectives and content for the course.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | |
|-------------------|--------|-----------|---------|---|---|--------------|------|--------|
| Strongly agree | (5) | 6 | 54.55% |  |  | | | |
| Agree | (4) | 5 | 45.45% | | | | | |
| Neutral | (3) | 0 | 0.00% | | | | | |
| Disagree | (2) | 0 | 0.00% | | | | | |
| Strongly disagree | (1) | 0 | 0.00% | | | | | |
| N/A | (0) | 0 | 0.00% | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | |
| Response Rate | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | 4.55 | 0.52 | 5.00 | 1588 | | 4.32 | 0.90 | 5.00 |

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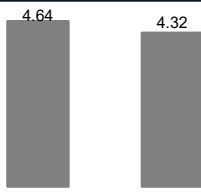
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17 - Appraisal of Learning

The evaluation method (exams, homework, etc.) for this course was fair.

| Response Option | Weight | Frequency | Percent | Percent Responses | Means | | | | |
|-------------------|--------|-----------|---------|---|---|--------------|------|------|--------|
| Strongly agree | (5) | 7 | 63.64% |  |  | | | | |
| Agree | (4) | 4 | 36.36% | | | | | | |
| Neutral | (3) | 0 | 0.00% | | | | | | |
| Disagree | (2) | 0 | 0.00% | | | | | | |
| Strongly disagree | (1) | 0 | 0.00% | | | | | | |
| N/A | (0) | 0 | 0.00% | | | | | | |
| | | | | 0 25 50 100 | Question | EGRP Overall | | | |
| Response Rate | | Mean | STD | Median | EGRP Overall | | Mean | STD | Median |
| 11/19 (57.89%) | | 4.64 | 0.50 | 5.00 | 1585 | | 4.32 | 0.91 | 5.00 |

18 - Open-Ended QuestionsWhat parts of the class were most useful for you? Why?

| | |
|---|---------------|
| Response Rate | 6/19 (31.58%) |
| <ul style="list-style-type: none">• The primary research tool was very useful• Alpha Innovation Hypothesis and Jobs to be Done• All the frameworks provided in the course are very useful.• I enjoyed the case studies, and actual examples of innovation.• The Practical part where we worked as a team during the class hours. like 100 shots on goals etc.• Product Management Experience | |

19 - What parts of the class were least useful for you? Why?

| | |
|--|---------------|
| Response Rate | 4/19 (21.05%) |
| <ul style="list-style-type: none">• NA• The lectures should have been shortened to allow more time for working on the Client Project.• I did not like how much time was spent on the frameworks, Would rather see the frameworks in play and given through case studies.• Almost everything made sense. Our project was medical device had it been any FMCG product I would be more than happy. But yes the learning curve remained the same. | |

20 - Please add any additional comments or suggestions for improving the learning experience in this course.

| | |
|---|---------------|
| Response Rate | 3/19 (15.79%) |
| <ul style="list-style-type: none">• The in class teaching can utilise specific case study to individual topics instead of just theory• The lectures could have been reduced to alternate lectures every week and provide more time for working on the Client Project.• The class will focus more on practical activities, including 100 shots on goal. It would be great if the professor could incorporate simulations similar to those used in the DTI class. | |