

University of Nebraska at Kearney

OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors

Mountain Plains Business Conference

Oct 5th, 9:00 AM - 9:50 AM

Business Course Design - Can We All Agree? A Stakeholder Approach

Daniel L. Tracy

University of South Dakota, dan.tracy@usd.edu

Rand E. Wergin

University of South Dakota, Rand.Wergin@usd.edu

Follow this and additional works at: <https://openspaces.unk.edu/mpbc>



Part of the [Operations and Supply Chain Management Commons](#)

Tracy, Daniel L. and Wergin, Rand E., "Business Course Design - Can We All Agree? A Stakeholder Approach" (2024). *Mountain Plains Business Conference*. 2.

<https://openspaces.unk.edu/mpbc/2024/operations-supply-chain/2>

This Abstract is brought to you for free and open access by OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors. It has been accepted for inclusion in Mountain Plains Business Conference by an authorized administrator of OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors. For more information, please contact weissell@unk.edu.

Business Course Design - Can We All Agree? A Stakeholder Approach

By

Daniel L. Tracy, Professor
dan.tracy@usd.edu
Rand Wergin, Associate Professor
rand.wergin@usd.edu

University of South Dakota
Beacom School of Business
Vermillion, SD 57069

Abstract

This study demonstrates a method of creating a better supply chain between business and academia via improvement of the course design process. Data was collected from key stakeholders in business education, including students, professors, business managers, and state legislators. Subjects were asked their preferences with regard to certain controllable course design features. These preferences were then examined based on their relative ranked importance and relative intensity by each group of stakeholders. A decision tree was subsequently created with those stakeholders' preferences in mind to aid in the selection of each course design feature, resulting in an improved business/academe supply chain.

Business Course Design - Can we all agree? A Stakeholder Approach

Abstract

This study demonstrates a method of creating a better supply chain between business and academia via improvement of the course design process. Data was collected from key stakeholders in business education, including students, professors, business managers, and state legislators. Subjects were asked their preferences with regard to certain controllable course design features. These preferences were then examined based on their relative ranked importance and relative intensity by each group of stakeholders. A decision tree was subsequently created with those stakeholders' preferences in mind to aid in the selection of each course design feature, resulting in an improved business/academe supply chain.