

Using Vision Statements to Enhance Course Design

Rita Shea-Van Fossen, Associate Professor of Management
Wayne H. Huizenga College of Business and Entrepreneurship
Nova Southeastern University, Fort Lauderdale, FL
Email: R.Shea@Nova.edu

Template to Develop Your Course Vision

For more information: Shea-Van Fossen, R. (in press) Using vision statements to enhance course design and improve student outcomes, *Journal of Education for Business*. <https://www.tandfonline.com/action/showAxaArticles?journalCode=vjeb20>

Structure based on: Collins, J.C. & Porras, J.I. (1996). Building your company's vision. *Harvard Business Review*, September/October 1996, 65-77.

Question	Answer
Name of Course	
Core Ideology – Reflects a deep understanding of the course's value and purpose	
<p>YOUR Core Values This is YOUR enduring, guiding principles that do not change from course to course</p> <ul style="list-style-type: none"> • 3-5 values that define your teaching 	<p>For assistance: Beatty, J. E., Leigh, J. S. A., & Dean, K. L. (2009). Finding our roots: An exercise for creating a personal teaching philosophy statement. <i>Journal of Management Education</i>, 33(1), 115–130. https://doi.org/10.1177/1052562907310642</p> <p>Vision Questions in Collins & Porras (1996)</p>
<p>Course's Core Purpose What do you want your students to remember about this course years from now?</p> <ul style="list-style-type: none"> • Goal is to guide & inspire (not how to get a good grade) 	<p>For assistance: Five Whys Approach (Serrat, 2017)</p>

	<ul style="list-style-type: none"> • “I teach x course” “Why is this important?” x5
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Envisioned Future – <i>Finding inspiring goals and a vivid depiction of what you want your students to achieve from this course.</i>	
BHAGs – Big Hairy Audacious Goals Bold goals that create a daunting challenge that is a unifying focal point of effort. <ul style="list-style-type: none"> • A clear and compelling goal with a finish line • Should require effort to achieve 	
Vivid Description of Achieving the BHAGs <ul style="list-style-type: none"> • Should create a memorable model for students 	
Your Course Vision	



Resource for additional assistance:

Kantabutra, S. & Avery, G.C. (2010). The power of vision: Statements that resonate. *Journal of Business Strategy*, 31(1), 37-45. <https://doi.org/10.1108/02756661011012769>