

Yum! Brands Case Session Evaluation
Christopher Poliquin

Number of responses: 16

Did you find the case intellectually engaging?

- Very 50.0%
- Fairly 50.0%
- Marginally 0.0%
- Not at all 0.0%

What is your overall rating of the case session? (1 = High to 4 = Low)

- 1 = Highest Rating 43.8%
- 2 = Good 56.3%
- 3 = Fair 0.0%
- 4 = Lowest Rating 0.0%

The instructor had a good understanding of the subject matter.

- Completely Agree 100.0%
- Somewhat Agree 0.0%
- Somewhat Disagree 0.0%
- Completely Disagree 0.0%

The presentation was clear and well-structured.

- Completely Agree 87.5%
- Somewhat Agree 12.5%
- Somewhat Disagree 0.0%
- Completely Disagree 0.0%

The instructor was able to guide class discussion.

- Completely Agree 87.5%
- Somewhat Agree 12.5%
- Somewhat Disagree 0.0%
- Completely Disagree 0.0%

Overall Instructor Rating (1 = High to 4 = Low)

- 1 = Highest Rating 68.8%
- 2 = Good 31.3%
- 3 = Fair 0.0%
- 4 = Lowest Rating 0.0%

Do you have any comments of feedback regarding the instructor or case session?

He was very attentive and knowledgeable!

He was totally in control of the material.

Prolong the bursts of enthusiasm; they're contagious!

He was a very good leader and guided the discussion in the right way, while also being very organized. He clearly knows the material well, and I learned a lot today!

Excellent Lead! Great update on the news related.

Discussion seemed somewhat forcefully guided by a pre-determined set of questions that sort of disrupted the natural flow

I really liked the way you structured the case; I think the wrap up could have been a little more clear.

Maybe begin with introducing time/contextualize? Draw people in?

More info on competition maybe (KFC vs McDonalds, Pizza Hut vs Dominos)

Very informative – great interjection of theory. Good whiteboarding/organization. Could try to build more on students' ideas