

Fram Focus volume 5:8 - March 2020

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Focus on Saunders College of Business

Being a business leader requires business-critical thinking! One of the methods that Saunders College of Business uses to develop student application of Applied Critical Thinking is through project-based courses integrated throughout the core business curricula where students work on ill-defined problems. This opportunity for business-critical thinking begins in the first year. Students work in teams to engage in a business simulation, develop their business ideas and a full business plan. Saunders also offers several discipline-specific capstone courses, where students work on industry-inspired projects through their major courses. The effort culminates in the capstone Business Strategy course, where students work in teams to engage with captive simulation to run a business. At the graduate level, several MS programs have also integrated capstone experiences.

Cosponsored Events

Gray Matters Discussion: "Who deserves to be here at RIT? In the US?"

Date: Friday, March 6, 2020
Time: 12:00 p.m. - 1:00 p.m.
Location: NTID / SDC-1300

Gray Matters is a monthly discussion series at RIT designed to promote critical exploration of provocative topics related to higher education and the RIT campus community. More information [HERE](#).

Speaker Series with Saunders College of Business

Date: Friday, March 20, 2020

Time: 11:00 a.m. – 12:00 p.m.

Location: Magic Spell Theater

A reception will immediately follow.

Fram Speaker Series: ***Driving Success with Business-Critical Thinking***, featuring panelists **Stacey Lake** (BS '05 marketing, MBA '07), corporate communications manager at Bergmann; **Anthony Barone** (EMBA '10) enterprise architect at Excellus Blue Cross Blue Shield; **Alexandra Myers** (BS '17, new media marketing and management information systems) OSC360 account manager, L-Tron; and **Zachary Sweet** (BS '17, management information systems) project coordinator, Wegmans Food Markets.

Critical thinking is something companies place great value on as they work to achieve their business goals. All functional areas in business rely on critical thinking to make decisions and drive results. The difference between success and failure can often hinge on what data is collected, how it is analyzed and what decisions result. The panelists will share some of the experiences with the impact critical thinking has had on their careers and share thoughts on how they developed these skills at RIT and in the workplace. Come find out why critical thinking is such an important component of success in the business environment. More information [HERE](#).

Jam for a Cause

Date/Time: 5:00 p.m. Friday, March 20 - 7:30 p.m. Saturday, March 21, 2020

Location: GOLS 1400

A 24-hour Game Jam is aimed to give students the opportunity to express and develop their creative abilities, development talent, and communication skills in a short amount of time. All funds raised during the event will be donated to Flower City Pickers, a local non-profit that redistributes surplus and unsold produce to local homeless shelters, soup kitchens, food pantries, etc. If you are interested in supporting the event, please contact Coehl Gleckner at crg5646@rit.edu. More information & sign-up [HERE](#).

Fram Speaker Series: Global Issues Forum

Date: Thursday, March 26

Time: 2:00-3:30 pm
Location: SUS Auditorium – SUS-1130
A reception will immediately follow.

Ever wonder how ready our communities and our infrastructures are for global changes that are already upon us? We have the experts coming to RIT. [Dr. John Hummel](#) of Argonne National Lab and [Ms. Suzanne Frew](#) (RIT Alum) of the Frew Group will be here March 25 & 26 to share and discuss the critical thinking that is part of assessing and building our resilience to meet these challenges locally and globally. Come & be a part of the discussion. More information [HERE](#).

Teachers on Teaching: Marcos Esterman on Making Pedagogical Choices

Date: Tuesday, March 31, 2020
Time: 12:00 p.m. - 1:00 p.m.
Location: WAL-A650

Flipped classrooms, collaborative- and problem-based learning, active learning student response systems, online and blended learning, inclusive and social-impact teaching and learning....but how does one navigate them? The main focus is on reducing ambiguity and uncertainty in product definition, which has proven an ideal setting in which to experiment with and evaluate the impact of pedagogical choices. More information and registration [HERE](#).

Gray Matters Discussion: “Stop stealing my culture!”

Date: Friday, April 3, 2020
Time: 12:00 p.m. - 1:00 p.m.
Location: MOSAIC Center, SAU-2510

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Fram Excellence in Applied Critical Thinking (ACT) Awards

The ACT awards seek to recognize excellence in the *application of critical thinking* that was used in the preparation and creation of an exhibit at Imagine RIT. This recognition is NOT for the exhibit itself, but the thought processes used to arrive at or create the exhibit.

Eligibility:

Each application must include at least one actively enrolled RIT student. Names of all RIT contributors (RIT students, faculty, and staff) must be listed on the response, and the group type (small group, large group) must be specified.

Small group: 1-5 participants / Large group: 6 or more participants

Timeline:

- The deadline for 2020 submissions is **Friday, April 10, 2020**, at 12:00 p.m.
- Winners will be announced prior to Imagine RIT and awards presented at Imagine RIT

Award:

Win up to \$250 Tiger Bucks!

Get more information and apply [HERE](#).

A Few Thoughts

With this issue of the Fram Focus we meet Clyde Hull and Rajendran Murthy.

Clyde Hull, Ph.D., is a professor in the Department of Management, International Business and Entrepreneurship. This month, he shares with us how he teaches his students to apply critical thinking in both strategy and ethics. Read his answers to a few critical thinking questions [HERE](#).

Rajendran Murthy, Ph.D., is the J. Warren McClure Research Professor of Marketing and Director, Saunders Consulting Group. In this issue, he describes how he works with students to illustrate how data-driven decision making provides a framework for informed decisions. Read his answers to a few critical thinking questions [HERE](#).

From Gene Fram

“Our Business Leaders Must Think Critically” by Associate Professor Martin Davies and Dr. Angelito Calma, University of Melbourne. Read more [HERE](#).

McKinsey Quarterly Five Fifty: **“Soft Skills for a Hard World”**. Read more [HERE](#).

