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Unintentional Bias in Management Based on Perception

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Logo option

Project Abstract

Students in the College of Business are taught to be effective managers, by challenging coursework. Yet part of being a strong leader is being aware of intentional or unintentional biases based on stereotypes. This project will offer students the opportunity to evaluate how to become equitable managers in the future by bringing to their attention current issues they have experienced in the workplace and asking them to reflect and finally to propose solutions.

Project Goal

- To make students aware of biases in business caused by stereotypical perceptions of groups of people.
- To help students become aware of biases they may have.
- Offer faculty opportunities to learn from student feedback and use it in their classrooms

Project Inspiration

Experience with the Publishing Industry's perception of Latino Authors.

Methods

By analyzing an organization or business where student worked or frequented as a customer/client, they will identify an equity, diversity, or inclusion issue and offer a solution. Then they will reflect on what they learned and how this will impact their behavior as future managers.

Students will write individual business proposals to address an equity, diversity or inclusion issue.

Student will offer a solution/recommendation and a conclusion depending on what they found.

Faculty will analyze what students have learned from the project

Faculty will provide opportunities for students to learn about the effect of negative perception and DEI:

- Ted Talk: Truth vs. Perception vs. Reality <https://ed.ted.com/on/AsddeXsA>
- Read Forbes article: "Diversity Without Inclusion is Useless" <https://www.forbes.com/sites/janicegassam/2019/02/04/diversity-without-inclusion-is-useless/#6e93e3005685>
- Read: "Belonging: A Conversation about Equity, Diversity, and Inclusion" <https://medium.com/@krysburnette/its-2019-and-we-are-still-talking-about-equity-diversity-and-inclusion-dd00c9a66113>
- Read: "The diversity and inclusion revolution: Eight powerful truths" <https://www2.deloitte.com/us/en/insights/deloitte-review/issue-22/diversity-and-inclusion-at-work-eight-powerful-truths.html>
- Activity: We Each See The World Differently: Perception Cards
- Activity: "F" game

Results

Based on student reflections, students showed:

- Increased awareness of DEI issues in the workplace
- Change in attitude about how businesses should treat employees and customers.
- Determination to meet the needs of others
- A greater understanding of Diversity, Equity, Inclusion

	Negative Unconscious Perception has an effect and prevents business success, lowers motivation, etc.	Hard to prove if it is a DEI issue, but understand need to be fair	DEI issues have no effect on the success of a business or no comment
Class 1	23	3	1
Class 2	22	2	3
Class 3	23	1	3

Implications

1. Faculty in the school of business might want to use the results gathered by this project to continue making students aware of DEI issues in the workplace, since students are receptive and enthusiastic about becoming fair and open-minded leaders.
2. The more exposure students have to DEI issues, the more aware they become, and the more willing they are to find solutions to problems.
3. Meeting the needs of others, leads businesses to become more profitable since employees are happier, work harder, feel accepted and cared for, and in return want the business to succeed.