

Barcley A Johnson  
Fall 2018 - Fall 2023  
StandardCV  
Instructor  
Schneider Hall  
barcley.johnson@wmich.edu

## Contact Information

No activities entered.

## Current Position

- Position: Instructor-Management
- Current Academic Rank: Instructor
- Faculty Rank: Instructor

## Degrees

1996 M.B.A., Policy Studies - With Honors, University of Chicago - Booth School of Business, Chicago, Illinois, United States

1984 B.B.A., Management, Western Michigan University, Kalamazoo, Michigan, United States

## Courses

### Fall 2023

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Fall 2023	BUS	4750	130	Craft & Implement Strategy	
Fall 2023	MGMT	3350	100	Build the Entrepreneurial Bus	
Fall 2023	MGMT	4646	100	TrekNext	
Fall 2023	MGMT	4950	950	Independent Study	

### Summer I 2023

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Summer I 2023	BUS	4750	105	Craft & Implement Strategy	
Summer I 2023	BUS	4750	110	Craft & Implement Strategy	
Summer I 2023	MGMT	4950	100	Independent Study	

### Spring 2023

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Spring 2023	BUS	4750	105	Craft & Implement Strategy	
Spring 2023	BUS	4750	130	Craft & Implement Strategy	
Spring 2023	MGMT	4350	100	Grow the Entrepreneurial Bus	
Spring 2023	MGMT	4740	100	Entrepreneurial Strategy	

### Fall 2022

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Fall 2022	BUS	4750	120	Craft & Implement Strategy	
Fall 2022	CIS	5550	100	Tech Next Projects	
Fall 2022	MGMT	3350	100	Build the Entrepreneurial Bus	
Fall 2022	MGMT	4950	953	Independent Study	

### Summer I 2022

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
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Summer I 2022	BUS	4750	100	Strategic Business Solutions	Diversity and Inclusion Are Major Components, Globalization Is A Major Component, General Education Course
Summer I 2022	BUS	4750	105	Strategic Business Solutions	Diversity and Inclusion Are Major Components, Globalization Is A Major Component, Interdisciplinary or Interprofessional In Nature

### Spring 2022

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Spring 2022	BUS	4750	950	Strategic Business Solutions	Sustainability Is A Major Component, Diversity and Inclusion Are Major Components, Globalization Is A Major Component, Interdisciplinary or Interprofessional In Nature
Spring 2022	MGMT	2140	100	Exploring Entrepreneurship	Sustainability Is A Major Component, Diversity and Inclusion Are Major Components, Globalization Is A Major Component, Interdisciplinary or Interprofessional In Nature
Spring 2022	MGMT	4740	100	Entrepreneurial Strategy	Diversity and Inclusion Are Major Components, Globalization Is A Major Component, Interdisciplinary or Interprofessional In Nature

### Fall 2021

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Fall 2021	BUS	4750	100	Strategic Business Solutions	Diversity and Inclusion Are Major Components, Globalization Is A Major Component, Interdisciplinary or Interprofessional In Nature
Fall 2021	CIS	5550	100	Tech Next Projects	Other, Diversity and Inclusion Are Major Components, Globalization Is A Major Component

Fall 2021	MGMT	2140	100	Exploring Entrepreneurship	Diversity and Inclusion Are Major Components, Globalization Is A Major Component, Interdisciplinary or Interprofessional In Nature
Fall 2021	MGMT	3340	100	Business Model Design	Diversity and Inclusion Are Major Components

#### Summer II 2021

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Summer II 2021	MGMT	4950	951	Independent Study	Other

#### Summer I 2021

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Summer I 2021	MGMT	2140	950	Exploring Entrepreneurship	

#### Spring 2021

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Spring 2021	BUS	4750	951	Strategic Business Solutions	
Spring 2021	BUS	4750	952	Strategic Business Solutions	
Spring 2021	BUS	4750	950	Strategic Business Solutions	
Spring 2021	MGMT	2140	953	Exploring Entrepreneurship	

#### Fall 2020

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Fall 2020	BUS	1750	105	Business Enterprise	
Fall 2020	BUS	1750	114	Business Enterprise	

Fall 2020	MGMT	2140	951	Exploring Entrepreneurship
Fall 2020	MGMT	4000	100	Seminar In Management
Fall 2020	MGMT	4950	950	Independent Study
Fall 2020	MGMT	6950	950	Adv Independent Study

#### Summer I 2020

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Summer I 2020	BUS	4750	100	Strategic Business Solutions	Globalization Is A Major Component
Summer I 2020	MGMT	4380	100	Entrepreneurship Practicum	Globalization Is A Major Component

#### Spring 2020

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Spring 2020	BUS	4750	SA	Strategic Business Solutions	Globalization Is A Major Component
Spring 2020	MGMT	4000	105	Seminar In Management	Sustainability Is A Major Component, Diversity and Inclusion Are Major Components, Globalization Is A Major Component
Spring 2020	MGMT	4950	102	Independent Study	Globalization Is A Major Component

#### Fall 2019

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Fall 2019	MGMT	2140	110	Exploring Entrepreneurship	Globalization Is A Major Component, Interdisciplinary or Interprofessional In Nature
Fall 2019	MGMT	4000	100	Seminar In Management	Sustainability Is A Major Component, Diversity and Inclusion Are Major Components, Globalization Is A Major Component

Fall 2019	MGMT	4950	105	Independent Study	Other
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Summer I 2019

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Summer I 2019	MGMT	2140	100	Exploring Entrepreneurship	
Summer I 2019	MGMT	4380	105	Entrepreneurship Practicum	
Summer I 2019	MGMT	4950	100	Independent Study	

Spring 2019

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Spring 2019	HNRS	4990	103	Hnrs College Thesis	
Spring 2019	MGMT	2140	105	Exploring Entrepreneurship	
Spring 2019	MGMT	3010	SA	Project Management	
Spring 2019	MGMT	4360	100	Technology Entrepreneurship	
Spring 2019	MGMT	4950	100	Independent Study	

Fall 2018

Semester	Course Prefix	Course Number	Section	Course Title	Course Attributes/Classification
Fall 2018	HNRS	4990	165	Hnrs College Thesis	
<b>Fall 2018</b>	MGMT	4000	105	Seminar In Management	
Fall 2018	MGMT	4650	SA	Managing For Quality	
Fall 2018	MGMT	4950	105	Independent Study	

Fall 2018	MGMT	6800	RA	Mgmt Of Innovation & Technolg
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## Course Development Activities

### Spring 2017 - Ongoing

Course Name: MGMT6800, Type: Significant Revision of Existing Course, Was this based on student learning outcomes?: Yes, Description: Significant ongoing research for updating curriculum to reflect current technology usage and its impact on society via innovation.

### Fall 2016 - Ongoing

Course Name: MGMT4360, Type: Significant Revision of Existing Course, Was this based on student learning outcomes?: Yes, Description: Total re-work of curriculum to reflect the current state of the "Technology Space" in relationship to entrepreneurial ventures. This class requires constant updating given the constant dynamic changes in Technology availability and its usage.

Spring Term 2018 this class made research visits to Microsoft, Dropbox and Amazon in Seattle

### Fall 2016 - Summer II 2019

Course Name: MGMT4000, Type: New Course Development, Was this based on student learning outcomes?: Yes, Description: Development of new experiential course on "Technology Immersion" in the Silicon Valley and San Francisco Bay area. The current MGMT 4000 is a beta class to more fully develop the curriculum. A significant part of this class is developing relationships with successful WMU alumni in the tech space.

### Fall 2018 - Ongoing

Course Name: MGMT4000, Was this based on student learning outcomes?: Yes, Description: Developed Curriculum in AI, AR and Blockchain to engage with alumni funded startups in California.

### Fall 2017 - Ongoing

Course Name: MGMT4360, Type: Significant Revision of Existing Course, Was this based on student learning outcomes?: Yes, Description: Updated Course based on significant research with tech Alumni in California and Washington

### Fall 2021 - Ongoing

Course Name: CIS5550, Type: Significant Revision of Existing Course, Was this based on student learning outcomes?: Yes, Description: Revised CIS 5550 to a new new Focus on "Deep Technologies" including DLT, AV, and AR/VR.

The class includes a trip to Silicon Valley.

Thesis/Dissertation/Equivalent Special Project Committees

Spring 2018 - Fall 2018

Name of Student: Kirsten Settle, Date/expected date of completion: 2018-12-15, Degree Sought:  
Bachelor's

Student Advising

**Fall 2016 - Ongoing**

Any Other Contribution

Fall 2021 - Ongoing

Activity Description:

On-Going Research with Tech VC firms Like IQT.org in providing better student knowledge of the  
the Tech Industry

Spring 2018 - Ongoing

Activity Description:

Development of WMU-TechNext student team in coordination with Chair Landeros and Dean  
Deshpande.

Fall 2017 - Ongoing

Activity Description:

Dvelopment of Alumni integration in experiential learning. Specifically focused on Microsoft,  
Google, Amazon and In-QTel in California and Washington state.

Fall 2015 - Ongoing

Activity Description:

- Non-Required Advising

Significant time outside of class, advising how entrepreneurship courses can integrate with  
students current programs of study and/or obtaining E major or University wide minor

Activity Description:

- Grand Angels Meetings

I have represented HCOB and WMU at several of these events in Grand Rapids.