

September 2025

Constance L. Ferrell
The University of West Georgia
Lecturer
Management
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Professional Positions

Lecturer, University of West Georgia. (2019 - Present).

Education

MBA, University of North Alabama, 1997.
Major: Business Administration

BBA, University of Mississippi, 1983.
Major: Business Administration

Awards and Honors

Which teacher in the Management Department had the most positive impact on you during your studies at UWG?, Management Department Senior Exit Survey. (May 2024).

Beta Gamma Sigma Faculty Inductee, Beta Gamma Sigma Honor Society. (April 2024).

Beta Gamma Sigma Professor of the Year, Beta Gamma Sigma Honor Society. (April 2024).

Publications

Green, K. M., & Ferrell, C. L. (2022). Spreadsheet check figures and guided errors for problem-solving instruction. *Journal of Instructional Pedagogies*, 28.

Presentations

Ferrell, C. L., Distance Learning Conference, "AI Proficiency: The Skills Defining Success in the Digital Age. AI Proficiency: The Skills Defining Success in the Digital Age," Jekyll Island, GA, United States. (2025).

Ferrell, C. L., USG Teaching & Learning Conference, "Generative AI-based Teaching and Projects in Quantitative Classes: Real-World Applications and Innovative Learning," Columbus, GA, United States. (2025).

Green, K. M. (Presenter/Author), Ferrell, C. L. (Author), UWG Innovations in Pedagogy Conference 2025, "Guided Role Plays for In-class Experience," UWG Institute for Faculty Excellence. (May 2025).

Ferrell, C. L. (Author), McWilliams, D. L. (Author), Green, K. M. (Presenter/Author), Society for Advancement of Management SAM 2025 Conference, "Results of Course Redesign to Integrate Technical and Workplace Skills," Society for Advancement of Management. (March 2025).

Ferrell, C. L., Women in Learning & Leadership, "Effective Communication: Giving and Receiving Effective Feedback," Carrollton, GA, United States. (September 4, 2024).

Ferrell, C. L., Green, K. M., Distance Learning Administration - 2024, "Helping Students Succeed with Experiential Learning in Online Classes," Jekyll Island, Georgia. (July 27, 2024).

Ferrell, C. L., Dodd, J. (UWG Continuint Education - Program Manager), Innovations in Pedagogy - 2024, "Practical Tips and Strategies for Student Success & Career Readiness," Institute for Faculty Excellence. (May 14, 2024).

Ferrell, C. L., Thomas, T. H., Green, K. M., Innovations in Pedagogy, "Scavenger Hunt Designs to Facilitate Learning and Classroom Community," Institute for Faculty Excellence, Carrollton, Georgia. (2023).

Ferrell, C. L., White, S. D., Reaves, J. P., Meaningful Living & Learning in a Digital World, "Metacognition- Creating Content and Generating Student Buy-In," Savannah, GA. (April 2023).

White, S. D., Ferrell, C. L., Innovations in Pedagogy, "Utilizing Mid-Semester Feedback for Improved Experiences in Online Courses," UWG, Carrollton, GA. (April 2023).

Green, K. M., Ferrell, C. L., University System of Georgia Teaching & Learning Conference, "Using spreadsheet functions and errors to develop problem-solving skills," University System of Georgia, Athens, GA. (2022).

Reaves, J. P., White, S. D., Ferrell, C. L., Distance Learning Administration Conference 2022, "Better Metacognition - Better Understanding - Better Grades," Jekyll Island, Georgia. (July 2022).

Reaves, J. P., Ferrell, C. L., White, S. D., Conference on Meaningful Living & Learning in a Digital World, "Applying Metacognition for Improved Learning: Framework for Application in Online Courses." (April 2022).

Teaching Experience

CISM 2201, section E01, Found of Spreadsheet Analysis. 3 credit hours. 37 enrolled.

CISM 2201, section E02, Found of Spreadsheet Analysis. 3 credit hours. 44 enrolled.

CISM 2201, section 01D, Found of Spreadsheet Analysis. 3 credit hours. 35 enrolled.

CISM 2201, section 91D, Found of Spreadsheet Analysis. 3 credit hours. 12 enrolled.

CISM 2201, section E01, Found of Spreadsheet Analysis. 3 credit hours. 47 enrolled.

CISM 2201, section E02, Found of Spreadsheet Analysis. 3 credit hours. 46 enrolled.

CISM 2201, section E03, Found of Spreadsheet Analysis. 3 credit hours. 43 enrolled.

CISM 2201, section 01, Fdn of Bus & Spreadsheet Ansys. 3 credit hours. 45 enrolled.

CISM 2201, section 02D, Fdn of Bus & Spreadsheet Ansys. 3 credit hours. 33 enrolled.

CISM 2201, section E01, Fdn of Bus & Spreadsheet Ansys. 3 credit hours. 47 enrolled.

CISM 2201, section 91D, Found of Spreadsheet Analysis. 3 credit hours. 9 enrolled.

MGNT 3400, section E01, Intro to Project Managment. 3 credit hours. 40 enrolled.

CISM 2201, section E01, Found of Bus & Sprsht Analysis. 3 credit hours. 39 enrolled.

CISM 2201, section E02, Found of Bus & Sprsht Analysis. 3 credit hours. 37 enrolled.

MGNT 4686, section E04, Management Internship. 1 credit hours. 1 enrolled.

CISM 2201, section 01D, Foundations of Spreadsheet Analysis. 3 credit hours. 30 enrolled.

CISM 2201, section 91D, Foundations of Spreadsheet Analysis. 3 credit hours. 9 enrolled.

CISM 2201, section E01, Foundations of Spreadsheet Analysis. 3 credit hours. 42 enrolled.

CISM 2201, section E02, Foundations of Spreadsheet Analysis. 3 credit hours. 41 enrolled.

CISM 2201, section E03, Foundations of Spreadsheet Analysis. 3 credit hours. 40 enrolled.

CISM 2201, section 02D, Foundations of Spreadsheet Analysis. 3 credit hours. 30 enrolled.

CISM 2201, section 1, Foundations of Spreadsheet Analysis. 3 credit hours. 39 enrolled.

CISM 2201, section 91D, Foundations of Spreadsheet Analysis. 3 credit hours. 10 enrolled.

CISM 2201, section E01, Foundations of Spreadsheet Analysis. 3 credit hours. 39 enrolled.

CISM 2201, section E05, Foundations of Spreadsheet Analysis. 3 credit hours. 35 enrolled.
CISM 2201, section E01, Foundations of Spreadsheet Analysis. 3 credit hours. 39 enrolled.
CISM 2201, section E02, Foundations of Spreadsheet Analysis. 3 credit hours. 33 enrolled.
CISM 2201, section 1, Foundations of Spreadsheet Analysis. 3 credit hours. 48 enrolled.
CISM 2201, section 2, Foundations of Spreadsheet Analysis. 3 credit hours. 35 enrolled.
CISM 2201, section 91, Foundations of Spreadsheet Analysis. 3 credit hours. 10 enrolled.
CISM 2201, section E02, Foundations of Spreadsheet Analysis. 3 credit hours. 53 enrolled.
CISM 2201, section E03, Foundations of Spreadsheet Analysis. 3 credit hours. 52 enrolled.
CISM 2201, section 01D, Foundations of Spreadsheet Analysis. 3 credit hours. 42 enrolled.
CISM 2201, section 1, Foundations of Spreadsheet Analysis. 3 credit hours. 41 enrolled.
CISM 2201, section E02, Foundations of Spreadsheet Analysis. 3 credit hours. 41 enrolled.
CISM 2201, section E03, Foundations of Spreadsheet Analysis. 3 credit hours. 37 enrolled.
CISM 2201, section E02, Foundations of Spreadsheet Analysis. 3 credit hours. 23 enrolled.
CISM 2201, section 1, Foundations of Spreadsheet Analysis. 3 credit hours. 38 enrolled.
CISM 2201, section N01, Foundations of Spreadsheet Analysis. 3 credit hours. 40 enrolled.
CISM 2201, section N02, Foundations of Spreadsheet Analysis. 3 credit hours. 39 enrolled.
CISM 2201, section N03, Foundations of Spreadsheet Analysis. 3 credit hours. 39 enrolled.
CISM 2201, section 01, Foundations of Spreadsheet Analysis. 3 credit hours. 44 enrolled.
CISM 2201, section 1, Foundations of Spreadsheet Analysis. 3 credit hours. 45 enrolled.
CISM 2201, section N01, Foundations of Spreadsheet Analysis. 3 credit hours. 44 enrolled.
CISM 2201, section N02, Foundations of Spreadsheet Analysis. 3 credit hours. 44 enrolled.
CISM 2201, section N03, Foundations of Spreadsheet Analysis. 3 credit hours. 39 enrolled.

Directed Student Learning

Internship Advisor. (June 2024).
Advised: Carson Trotter

Non-Credit Instruction Taught

Continuing Education, UWG. (2025).
Continuing Education, UWG Continuing Education. (January 2024 - December 2024).

Teaching Innovation and Curriculum Development

New Course. MGNT 3400 Intro to Project Management. August 2024 - December 2024.
Adopt textbook and develop curricula for new course
Includes student interviews and project charter development

Faculty Development Activities Attended

"IFE - Communicating with Students," Carrollton, GA.
Faculty Meeting, "2025 Spring Faculty Meeting," UWG, Carrollton, GA, United States. (2025).

IRB Study Approval, "Impact of Generative AI in CISM 2201 or MGNT 3400 Courses," UWG, Carrollton, GA, United States. (2025).

Workshop, "QEP Faculty Kickoff," UWG, Carrollton, GA, United States. (2025).

Self-Study Program, "FY 25 Compliance Refresher Training," UWG, Carrollton, GA, United States. (November 2024).

Tutorial, "Watermark Training," Richards College of Business, Carrollton, GA, United States. (November 2024).

Workshop, "Feedback Fix," Institute for Faculty Excellence, Carrollton, GA, United States. (October 2024 - November 2024).

Seminar, "Economic Forecast Breakfast," Carrollton, GA, United States. (October 2024).

College meeting, "RCOB - Fall Meeting 2024," Richards College of Business, Carrollton, GA, United States. (August 2024).

College meeting, "RCOB - Spring Meeting 2024," Richards College of Business, Carrollton, GA, United States. (April 2024).

Workshop, "Design Thinking Workshop," Stone Center for Family Business, Entrepreneurship & Innovation, Carrollton, GA, United States. (April 2024).

"Mental Awareness," Carrollton, GA. (March 8, 2024).

Seminar, "Why Not Now?," Carrollton, GA. (February 1, 2024).

"RCOB Faculty Workshop," Carrollton, GA. (November 15, 2023).

"McCalman Round Table," Carrollton, GA. (November 8, 2023).

"USG ChatGPT," Online, GA. (October 31, 2023).

"USG Women's Business Summit: Carrollton," Carrollton, GA. (September 13, 2023).

"RCOB Faculty Workshop," Carrollton, GA. (August 2023).

"RCOB Faculty Workshop," Carrollton, GA. (August 25, 2023).

"Women Empowering Women," Carrollton, GA. (March 31, 2023).

"IFE - What Do Our Students Need to Succeed," Carrollton, GA. (February 28, 2023).

"Enrich Your Classroom Culture," Carrollton, GA. (January 27, 2023).

"ChatGPT AI Webinar." (January 6, 2023).

"Faculty Learning Community." (February 25, 2022 - April 29, 2022).

"QPR Training." (March 29, 2022).

"YuJa Training," GA. (January 4, 2022).

University Service

Innovations Lab. (2023 - Present).

Title IX. (2023 - Present).

Faculty Marshall. (2022 - Present).

Mgmt Dept - A Day. (2022 - Present).

Advisor, RCOB - Internal Case Competition. (2025).

Beta Gamma Sigma Induction Ceremony. (2025).

Member, Increasing Student Enrollment Committee. (2025).

RCOB - Spring Showcase. (2025).

RCOB Ambassador Interviews. (2025).

Active Listening, UWG HR Employee Learning week. (December 2024).

Faculty Representative, Graduation. (2024).

Marketing Focus Group. (2024).

Member, Scholarship Committee. (2023 - 2024).

Member, Teaching & Learning Assessment Committee. (2021 - 2024).

Management Club - Advisor. (2019 - 2024).

Work with faculty in Tanner School of Nursing. (November 2024).

Welcome Back to Business Social, Richards College of Business. (August 2024).

Session Chair, Innovations in Pedagogy/Institute for Faculty Excellence. (May 2024).

RCOB - Spring Showcase. (April 2024).

Early Executive Track. (2023).

Interviews for Marketing Student Competition. (2023).

Member, Advisor Search Committee. (2023).

Member, Increasing Student Enrollment - Management Department. (2023).

Member, Management Dept - Student Recruitment Committee. (2023).

UWG Academics Fair. (2023).

Graduation. (2022).

Member, PAAA Advisory Committee. (2022).

Preview Day. (2022).

Stone Center Family Business Luncheon. (2022).

Public Service

Attendee - in support of student, Scholar's Day, Carrollton, GA. (2025).

Volunteer, Carrollton High School, Carrollton, GA. (February 2024).