

Julie Emontspool
Institut for Virksomhedsledelse (IVL)
Consumption, Culture and Commerce (CCC)
SDU Climate Cluster
E-mail: juli@sam.sdu.dk
Telefon: +4565503239



Teaching Portfolio

Teaching philosophy: promoting research-based, participatory learning

Focus on students' active, independent learning at the highest level to promote the students' knowledge and understanding. I assume the dual role of facilitator and mentor taking the students' rhythm and strengths as starting point. As a facilitator, I challenge the students while providing them with the support and tools that enable them to live up to the challenges. As a mentor, I engage the students' enthusiasm in the subjects I teach, highlighting not only the courses' academic purposes, but also their societal importance and their personal use for the students, whether as consumers, future managers or citizens.

As Vice-Head of Department for Education, I support and promote research-based, efficient teaching of high pedagogical quality, which enables our graduates to contribute to wider society both as competent workforce and as critically engaged citizens.

Teaching experience

- Solvay Brussels School of Economics and Management, Université Libre de Bruxelles. Marketing case supervisor (2006 – 2011)
- Information and Communication Science Department, Université Libre de Bruxelles. Teaching assistant (2007 – 2011), Substitute teacher (2011)
- Department of Marketing and Management, University of Southern Denmark Postdoc/Assistant Professor (2012-2017), Associate Professor (2017- to date)
- Ecole de communication (Communication School), Université Catholique de Louvain, Part-time lecturer (2014-2015)
- Participation in the lecturer training programme (2012-2013).

Teaching languages

English and French

Teaching methods maximizing the students' potential

Teaching methods alternate between lectures, class discussions and exercises in smaller groups. I use academic journal articles and high-level book publications as study materials. My students come to class prepared due to the way I organize my courses, which enables me to focus on comprehension and application of the course material. Examination forms that allow for active and reflexive student work and that are aligned with the corresponding course goals (open-question written exams, oral exams and term papers)

Supervisions

I encourage students' individual initiative and reflexivity, while maintaining checkpoints that guarantee the quality and coherence of their work. I promote academic excellence by transforming the strongest Master theses into academic publications in co-authorship with the students (Emontspool and Georgi 2017).

Course and programme development

- Development of 6-week academic writing workshop for Introduction to Globalization, MMA programme
 - Co-conception of "Master in Communication" programme at Université de Hanoi (Vietnam).
- Social Science coordinator for the BA in Business, Language and Culture, January 2018 – to day

Administrative roles

- Vice-Head of Department for Education (Viceinstitutedler for uddannelse, SDU, 2018 - 2021)
- Social Science Faculty coordinator for the BA in BUiness, Language and Culture (SDU, January - September 2018)
- Studyboard membership: Business, Language and Culture programme (SDU, 2012-2016); Medievidenskab (SDU, January - September 2018)

(Co)authored course materials

- Theories of corporate and institutional communication (Course compendium co-authored with Francois Lambotte, ULB)
- Acculturating to diversity: The changed meaning of consumer acculturation in globalization

Pedagogic knowledge dissemination to peers

- Pedagogic ambassador for blended learning and participative pedagogy at SDU's pedagogic unit

Pedagogic communication

- "Balancing quality and efficiency: the use of blended learning in large classrooms", presentation at the Teaching for Active Learning Conference (TAL 2017), November 7th, 2017, SDU Odense
- "Blended learning with small and large classes", Interview for Newsletter "The Good Example" (SDU Centre for Teaching and Learning), August 2016
- "The university of the future", Interview about cross-cultural differences between Scandinavian and Francophone pedagogic contexts (Journalist: Philippe Boucher), Aired 18/03-30/03/2014, TV8 and Euronews
- "Koopertativ læring på store hold", Interview for Newsletter "The Good Example" (SDU Centre for Teaching and Learning), June 2013

Aktiviteter: Pædagogik og uddannelseskvalitet

SDG Camp 2022: Growing Sustainability

Emontspool, J. (Arrangør), Dahl, C. E. (Arrangør) & Henriksen, M. P. (Arrangør)
5. nov. 2022 → 6. nov. 2022

Postcolonial theory in management and marketing

Emontspool, J. (Underviser)
12. nov. 2021

SDG Camp 2021

Dahl, C. E. (Arrangør), Emontspool, J. (Arrangør), Henriksen, M. P. (Arrangør) & Mee, R. (Arrangør)
16. okt. 2021 → 17. okt. 2021

From Fanon to Spivak: The uses and relevance of postcolonial theory in CCT

Emontspool, J. (Foredragsholder)
27. aug. 2021

Saïd's postcolonialism - a virtual appetizer lecture

Emontspool, J. (Foredragsholder)
27. nov. 2020

SDG CAMP

Dahl, C. E. (Taskforce medlem), Henriksen, M. P. (Taskforce medlem), Emontspool, J. (Arrangør), Klausen, G. S. (Taskforce medlem) & Hermansen, J. (Taskforce medlem)
24. okt. 2020 → 25. okt. 2020

SDG CAMP

Woermann, K. (Deltager), Henriksen, M. P. (Arrangør) & Emontspool, J. (Arrangør)
24. okt. 2020 → 25. okt. 2020

AEU Masterclass om styring af og på universiteterne

Emontspool, J. (Deltager)
18. nov. 2019 → 19. nov. 2019

NOKUT Expert committee member

Emontspool, J. (Konsulent)
nov. 2019 → dec. 2019

AACSB Europe, Middle East, and Africa Annual Conference

Emontspool, J. (Deltager)
16. okt. 2019

Fra 120 gange feedback på en dag til studentercentreret læring

Emontspool, J. (Oplægsholder)
26. sep. 2019

Reflexive peer feedback in large classrooms

Emontspool, J. (Oplægsholder)
24. apr. 2019

Postcolonial theory – Saïd, Bhabha and Spivak

Emontspool, J. (Foredragsholder)
27. jun. 2018

Balancing quality and efficiency: the use of blended learning in large classrooms

Emontspool, J. (Oplægsholder)

7. nov. 2017

Undervisning og vejledning

Anthropological Fieldwork

Kuever, E.

01/09/2014 → 31/01/2018

Consumer Behaviour

Emontspool, J.

01/09/2015 → 31/01/2016

DS822: Thick Data Analytics

Dahl, C. M., Kristensen, D. B., Emontspool, J. & Baumann, O.

01/09/2020 → 31/01/2022

Globalization and Entrepreneurship 2

Emontspool, J.

01/09/2013 → ...

Globalization Processes

Emontspool, J.

01/02/2013 → ...

Globalization Processes

Emontspool, J.

01/02/2020 → 31/08/2023

Globalization Processes

Kjeldgaard, D.

01/02/2018 → 31/08/2018

Introduction to Globalization

Emontspool, J. & Woodward, I.

01/09/2013 → 31/01/2018

Introduction to Globalization

Woodward, I.

01/09/2018 → 31/01/2023

Master Theses in Cand. Merc and Cand. Negot

Emontspool, J.

02/01/2012 → ...

PDI Globalization of Markets

Emontspool, J. & Blindbæk, H. L.

04/09/2017 → 31/01/2018