

## Teaching portfolio

Teaching portfolio Stephen Mark Rosenbaum

Formal education in teaching methods and pedagogical practice:

I successfully completed the 2010 Teacher-Training Programme at the University of Southern Denmark.

Teaching experience:

I have 12 years of experience teaching on a variety of courses at different levels at the University of Southern Denmark. For bachelor students, I teach on the MMA course entitled "Comparative Business Environments", which examines the different economic systems which prevail in different parts of the world.

In addition, I have taught the course "International Marketing Channels" (IMC) primarily to international students on the MSc. Economics and Business Administration ("cand.merc") level for the last 12 years. The principal topics covered by the IMC course include the design and implementation of international marketing channels, the resolution and avoidance of conflicts, choice of organizational form and governance structure, and internationalization strategies. I have also previously taught a number of modules on the "International Entrepreneurship" and "Foundations of International Business" courses on Master's level.

Furthermore, I taught the module "Markedsrelationer" (the equivalent of "Inter-organizational Relations" in English) on the MBA programme at SDU for 10 years. The module is predominantly concerned with case-based teaching of the design and implementation of marketing channels, and choice of organizational form. I have also previously taught on the Master in IT course.

In this regard, my teaching areas sit well not only with the present teaching portfolio of the IBE group (covering both International Business and Entrepreneurship courses), but also with future plans to incorporate more international economics (trade theories, exchange rate policies, and so forth) into our teaching. Finally, I supervise approximately 5 Master's theses per semester within the general field of International Business. Since spring 2005, I have supervised in excess of 120 successfully-completed Master's theses.

Tests and exams:

Consistent with the pedagogical principle of alignment, I endeavour to ensure that the students' form of examination to all intents and purposes matches the aims of each course, as expressed in the respective SOLO taxonomy of each subject. Specifically, as I strive to offer case-based teaching to promote the use of theories and models to address "real-world" problems, I prefer exams which assume the form of a case describing the background situation and challenges faced by a specific company, which forms the background for a series of questions regarding strategy. My questions tend to be open-ended to allow students to widely discuss strategic options with reference to the specific context described in the case. The exams are typically (digital) take-home exams. Depending on the requirements of the course, the exams range from 6 hours to 2 weeks, and can be answered either individually or in groups.

Teaching methods:

As noted above, my teaching tends to be case-based. The curriculum contains articles which provide overviews of the principal theories, giving the students a solid theoretical foundation with which to address the issues faced by the case firms. I prefer to introduce a broad range of theories to engender a more holistic perspective. I try to encourage class discussions and promote deep learning among my students.

Evaluations:

During the course of my teaching at the University of Southern Denmark, I have been evaluated a number of times. The results are summarized in the table below.

Course	Semester	Evaluation of pedagogical level (average, scale 1-6)	Number of respondents	Evaluation of scientific level (average, scale 1-6)
"IKT og Markedsstrategi"	Master I IT	Autumn 2006	5.60005	800010
"Markedsrelationer"	Flexible MBA	Autumn 2008	4.47625	2.2273 21/22
"Markedsrelationer"	Flexible MBA	Autumn 2009	4.8571	5.0476 21
"Markedsrelationer"	Flexible MBA	Autumn 2010	5.1481	5.4815 27
International Marketing Channels	Spring 2010	5.70375	7.703727	

International Marketing Channels Spring 2011 15.65715.628635  
"Markedsrelationer"  
Flexible MBAAutumn 2011 15.00005.303033  
International Marketing Channels Spring 2012 15.80565.666736  
International Marketing Channels Spring 2013 15.72165.833360  
"Markedsrelationer"  
Flexible MBASpring 2013 15.385.4826/27  
"Markedsrelationer"  
Flexible MBASpring 2014 15.58/54.58/533

#### Basic teaching philosophy:

My overarching aim is to train students in applying theories and models to identify, analyse, discuss, and solve practical problems facing managers in a global context. Specifically, my teaching is very case-based. I try to encourage students to identify the problems or challenges in a particular situation/case, identify pertinent theories or models which may intuitively provide an understanding of the problem and its attendant context, and examine what prescriptions the theory/model may offer as potential strategic solutions. Naturally, I endeavour to tailor my teaching to the level of the audience. In this regard, the complexity of the problem situation and relevant choice of theory/model may differ, but the above teaching philosophy remains the same. To achieve this, I regularly intersperse my formal teaching with short cases and exercises as a prelude to class discussions. The cases, stemming from a variety of industries, are typically Danish companies for Danish students, and well-known foreign companies for international classes. Either way, my goal is to create an environment in which as many students as possible are encouraged to participate actively in the lessons by relating to the generics of the case and its specific issues. My earnest hope is that my students will be willing (and hopefully, also able) to contribute to these discussions.

In terms of my background, I am an economist with 18 years of experience in private industry in different countries, and I have worked on assignments throughout the world. My economics training means that I appreciate students who can ground their strategies in solid theoretical backgrounds. Furthermore, I am a theoretical eclectic, teaching and supervising in a whole host of economic, sociological, political science, and organizational theories and models. I find that a more holistic theoretical approach tends to lead to more nuanced practical solutions. My international business experience means that I value contributions that can identify creative solutions to practical problems in global settings.

#### Study programme development:

I have assumed a number of administrative responsibilities during my period as Assistant- and then later, Associate Professor. First, I have been involved in the reform of the bachelor (HA) courses, assuming responsibility for the new "International Business" line. This included decisions regarding subject composition on HA-International Business, promoting the line to prospective bachelor students, and assessing student applications to study abroad for a semester. Relatedly, I am also involved in the preliminary stages of reform of the MSc. Economics and Business Administration. Second, I am Subject Director ("fagansvarlig") for the following four subjects: "International Marketing Channels", "Markedsrelationer" (MBA). I am Study Leader for the MBA programme, and was awarded "Teacher of the Year" prize at the Faculty of Social Science in 2012.