

Teaching Portfolio

Introduction to Teaching Portfolio

During my career, I have gained extensive experience with most, if not all, forms of teaching, supervision, and examination. I have taught across various levels, including undergraduate, graduate, master's, executive courses, and Ph.D.s. My teaching, supervision and course development is mainly within the fields of: Innovation, Business to Business Marketing and Marketing in general, Business Development, Creation of New Business and Scientific Research Processes. I consider teaching a core activity in my academic work and I have held multiple leadership positions within the teaching and program development domains. I am passionate about education and has consistently taken an active role in enhancing our programs and ensuring high-quality teaching. My teaching focuses on facilitating student learning, develop critical thinking, fostering their methodological understanding and theoretical and academic competencies, and empowering them to excel in diverse contexts. My teaching philosophy revolves around creating a diverse and interactive and safe learning environment that combines theoretical knowledge with practical applications. I believe in utilizing a variety of teaching methods, including lectures, readings, hands-on experiences, exercises, and active discussions, to engage students and enhance their understanding and learning. By incorporating real-life cases and presentations from firms and organizations, students can connect theory with practice, gaining valuable insights and developing critical thinking skills. I take pride in my teaching and evaluations and generally score well on student evaluations.

Teaching Experience, Method, and Philosophy

In my teaching approach, I strive to provide students with a strong theoretical foundation while nurturing their critical reflection skills, methodology proficiency, and problem-solving abilities. A central aspect of my teaching philosophy is to encourage student engagement with real-world applications through collaborations with businesses and public organizations. I bring in current problems and challenges from various sources, including newspapers, societal challenges, actual debates, and my own research.

By facilitating interactions such as presentations by industry experts, company visits, and addressing specific organizational challenges, students have the opportunity to apply their professional knowledge in practical contexts. I view myself as a facilitator of learning, placing the students' learning experience at the forefront of my approach. I actively address any difficulties students may encounter in understanding theories and methods, providing support throughout their learning journey and creating an environment that fosters knowledge acquisition and personal growth.

By being interested, present, helpful, accessible, understanding, and coaching-oriented, and by providing guidance and structure in my approach to students, I believe an atmosphere of openness, trust, and curiosity can be fostered. This creates a framework where students are motivated to actively participate and contribute to their own learning. I continuously explore and incorporate active learning strategies such as group discussions, case studies, problem-solving activities, and hands-on exercises to enhance student engagement and critical thinking skills. Individual supervision is a crucial element in my students' learning journey and is reflected in the examination process.

I have extensive experience in designing examinations that align with the course content and objectives. I am familiar with a broad range of examination formats, including written reports, synopses, take-home exams, oral defences (both prepared and impromptu), and group defences. Currently, in my innovation courses, the exams focus on a written project that involves identifying and addressing an innovation problem within a company or organization. In the Scientific Method courses, the examination takes the form of an oral exam where students are assessed based on their report, which utilizes a mixed-methods approach.

Teaching Experience

I hold an extensive teaching experience across at different academic levels, including MSc, BSc, and HD programs. Additionally, I have delivered lectures in MBA programs and certified courses. Please refer to the table 1 below for an overview of my teaching activities during my time in Kolding. It is worth mentioning that teaching load was reduced during my seven-year tenure as the Head of the Department until 2020. However, I have resumed my teaching responsibilities starting in 2021.

Supervision

I have a wealth of experience in supervising students at various academic levels, including BSc, MSc, HD diploma, and Master's students for their final theses. Even during my tenure as the Head of the Department, I have remained actively involved in supervisory roles. On average, I supervise approximately 10-12 theses each year, resulting in over 70 MSc and 70 bachelor students under my guidance.

I thoroughly enjoy the process of supervision and take a focused approach to support and develop students' understanding. I guide them in crafting well-defined research questions, designing structured and coherent research plans, and presenting compelling arguments in their theses. I aim to deepen their ability to engage with theory beyond surface-level comprehension, encouraging them to critically evaluate assumptions, consider the strengths and weaknesses of different theories, explore their compatibility, and apply them effectively to address their research questions. As a supervisor, I also assist students in prioritizing their projects and managing their time efficiently.

Currently, I employ a group supervision approach in my student supervision, which I have found to greatly enhance the learning experience. By supervising in groups, students are exposed to different perspectives and ideas, allowing them to broaden their understanding and knowledge. Moreover, group supervision provides an opportunity for students to develop their skills in giving and receiving peer feedback. Through constructive discussions and peer interactions, students learn to critically analyse each other's work and provide valuable insights and suggestions.

The students I supervise consistently achieve outstanding results.

Supervising and Teaching on Ph.D.-level

I have successfully supervised or co-supervised 5 Ph.D.-students: Pia Storvang (2009-2012), Winie Evers Finnemann (2012-2016), Bo Schiønning Mortensen (2012-2015), Helle Aarøe Nissen (2013-2016), and Juan Miguel Muñoz Peñas

(2017-2020). All Ph.D. students are externally funded, and I have been part of acquiring funding for 4 of them. I have not applied for funding for PhD students since 2017, but I am planning to resume this task in 2024. I have organized two Ph.D. reading courses: "User-Driven Innovation" in 2009 and "Design vs Business" in 2013. In 2019, I also co-organized a Ph.D. course on Healthcare and Entrepreneurship. Furthermore, I have delivered lectures at various Ph.D. courses at SDU.

Formal Education in Teaching Methods and Pedagogical Practice

I actively participate in workshops, conferences, and courses dedicated to teaching, education, and pedagogy to stay updated and at the forefront of program development. In 2022, I attended the ISPIMs online educational program on teaching Innovation Management, led by Tidd and Bessant. This program offered valuable insights and knowledge on effective teaching methodologies in the field of Innovation Management.

I have successfully completed the two official teaching programs as part of my professional development. In 2003-2004, I finished the Lecturer Training Programme (Adjunktpædagogikum) at SDU, which equipped me with essential pedagogical skills and teaching techniques. Additionally, in 2010, I participated in a specialized course on supervision for Ph.D. supervisors, further enhancing my ability to provide effective guidance and support to doctoral students.

Administration of Education and Programs

I have held various administrative positions in the field of education, gaining valuable experience in program coordination and development. For example, I served as a coordinator and program manager for the Business Diploma (HD) and MSc program.

From 2017-2020 I served as the Head of the Department, that had the responsible for overseeing and coordinate new programs at the Faculty of Business and Social Sciences (BSS SDU). Additionally, I collaborated with the Master Secretariat to establish supportive structures for these programs. Which included both modules within master's programs (CEP) and standalone dedicated programs.

Administration and Development Business Diploma HD Marketing Management (MM)

I have always held a strong passion for the HD program. HD stands for an advanced diploma program at the bachelor's level, offering various specializations within the field of business economics. This comprehensive education consists of two parts, spanning a total of four years on a part-time basis, catering to students from both the business and public sectors. Within this program, I have focused my attention on the 2-year specialization in marketing management. My involvement with the HD program has been extensive and spans several roles and campuses. From 2002 to 2004, I served as the study coordinator for the Diploma HD MM in Business Administration with a specialization in Marketing Management at the Sønderborg campus. Subsequently, I transitioned to the role of coordinator for the entire HD MM program at the SDU before relocating to the Kolding campus. In Kolding, I took on the position of local coordinator for HD MM from 2004 to 2007, actively contributed to the development of the program structure. I had the opportunity to teach various classes in innovation and marketing within the HD MM program at both the Sønderborg and Kolding campuses. In 2017, I was appointed as the Chairman of the Committee of Education for the Business Diploma (HD) degree at SDU. Additionally, I became a Member of the National Joint Committee for the Business Diploma degree, which oversees and coordinates the business diploma education across universities in Denmark. Here I participated in shaping the educational landscape at a broader level. 2019 until 2023, I have the privilege of chairing the HD SMM program. And leading the national teams responsible for modernizing the HD MM program across four universities. These administrative roles have equipped me with a comprehensive understanding of program management, pedagogical development, and educational governance.

Administration and Development MSc program in International Business Development (IBD)

From 2007 to 2013, I served as the program responsible for the MSc in International Business Development (IBD). In this role, I undertook significant initiatives to improve the IBD program and lead major reform of three MSc programs within the department that had shared classes and interconnected content. The main goal of these reforms was to introduce more flexibility, ensure a progressive learning experience, and enhance interaction with firms. The changes implemented during this period have had a lasting impact and remain integral to the structure of the programs to this day.

Undervisning og vejledning

Business to Business Marketing

Per Vagn Freytag
01/09/2014 → 31/01/2018

Forretningsudvikling og innovation

Ann Højbjerg Clarke
01/02/2017 → 30/06/2017

Forretningsudvikling og innovation

Ann Højbjerg Clarke
01/02/2020 → 31/08/2020

Global Marketing

Ann Højbjerg Clarke
02/02/2009 → 30/06/2020

Global Marketing

Ann Højbjerg Clarke & Carl Vognæs
01/02/2019 → 31/08/2020

Innovation

Kristin B. Munksgaard & Ann Højbjerg Clarke
01/02/2014 → 30/06/2018

Innovation

Ann Højbjerg Clarke & Kristin B. Munksgaard
01/02/2019 → 31/08/2023

Innovation

Ann Højbjerg Clarke
01/02/2023 → 30/06/2023

Innovation

Ann Højbjerg Clarke
01/02/2022 → 30/06/2022

Ledelse af innovation via netværk

Majbritt Rostgaard Evald & Ann Højbjerg Clarke
08/12/2021 → 08/12/2021

Ph.d. Co-supervisor

Ann Højbjerg Clarke
01/01/2012 → ...

Ph.d. Co-supervisor

Ann Højbjerg Clarke
15/09/2013 → ...

Ph.d. Supervisor

Ann Højbjerg Clarke
01/01/2012 → 02/11/2015

Praktisk seminar - HD-MM

Ann Højbjerg Clarke
01/09/2020 → 31/01/2021

Qualifying private firm's commercialization efforts through stakeholder interactions

Ann Højbjerg Clarke & Majbritt Rostgaard Evald
01/02/2017 → 31/01/2019

Strategic Brand Management

Ann Højbjerg Clarke
01/09/2019 → 31/01/2020

Strategisk markedsplanlægning

Ann Højbjerg Clarke
01/09/2020 → 31/01/2022

Uddannelsesleder for HD MM (Marketing Management) ved SDU

Ann Højbjerg Clarke
01/08/2019 → ...

Uddannelsesleder HD 2 del Strategisk Salg og Marketing

Ann Højbjerg Clarke
01/09/2019 → ...

Udvikling af forretningsideer

01/09/2014 → 31/01/2016

Videnskabelige undersøgelsesprocesser

Steffen Korsgaard
01/02/2022 → 31/08/2023

Virksomhedsanalyse i internationalt perspektiv

Ann Højbjerg Clarke
01/09/2010 → 31/01/2019

Virksomhedsanalyse i internationalt perspektiv

Ann Højbjerg Clarke
02/09/2019 → 03/12/2019

Virksomhedsanalyse i internationalt perspektiv

Ann Højbjerg Clarke
01/09/2018 → 31/01/2019

VUP

Ann Højbjerg Clarke, Anne-Mette Hjalager & Andreea Bujac
01/02/2023 → 30/06/2023