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Teaching Profile

Formal Education: I have a Master Degree in economic and business pedagogics. Furthermore I regularly attend educational programs to improve and update my teaching methods to recent advances such as e-learning techniques.

Habilitation: in 2014 I was awarded the *venia docendi* for business administration by the rectorate from Alpen-Adria University Klagenfurt. It is awarded based on the proof of scientific excellence and based on the proof of didactic competence and pedagogical suitability, and implies the authorization for autonomous lecturing.

Basic teaching philosophy: My teaching is guided by my personal full appreciation of students' capabilities and talents. As such I think every student brings specific resources to a course that can be unfolded or further developed. I assume that students attend my courses because they are motivated and eager to learn. Overall my teaching philosophy is to guide students in their personal development of practical and conceptual capabilities and to create a positive learning environment of positive, critical and inspiring discussion and interaction.

Teaching methods: I use a variety of different teaching methods such as lectures, presentations, students' presentations, workshop style open work groups, group work and discussions, competitive interaction elements, and case study teaching. I also practice blended learning by integrating mini-quizzes, online Forums, and online Simulation games.

Lectures and Courses

I am engaged in academic teaching since 2004. During that time I have taught a variety of different courses at different study levels and with very different teaching set-ups: (B) Bachelor, (M) Master, (Prof. M) Professional Master, (PhD) PhD course

- Introduction in business administration and scientific writing, lecture, (B)
- Introduction into Marketing, interactive, (B)
- Cases in international Marketing, interactive, (M)
- Services marketing, interactive, (M)
- Marketing Research, interactive, (M)
- Introduction into innovation- and technology management, interactive, (B)
- Tools and methods in innovation and project management, interactive, (B)
- Open Innovation, Seminar, (B)
- Innovation Culture, Seminar, (B)
- Virtual customer integration, Seminar, (M)
- Organizational Innovativeness and Cultural Capital in Entrepreneurship, (M)
- Case studies in strategic innovation management, interactive, (M)
- Case studies in innovation management with Infineon Technologies, interactive, (M)
different foci, such as: Open Innovation, Artificial Intelligence, Work of the future,
- Service innovation, interactive, (M)
- New Market Development & Innovation, interactive, (M)
- Open Innovation and New Markets, interactive, (M)
- Strategic Market Creation, (M)
- New Product and Service Design, (M)
- Introduction in Innovation Management, lecture + interactive, (Prof. M)
- Business Modelling, lecture + interactive, (Prof. M)
- Theories and Methods in Innovation Management (PhD)

Supervisions

Supervision of Master Theses is an important part of my teaching activity. I supervise theses in the area of open innovation, new product development, organizational and individual creativity, and business model management. Overall I have supervised more than 40 Theses.

A special responsibility and positive challenge I see in the supervision of PhD students, where I enjoy collaborative development and realization of research projects on the cutting edge in the area of innovation Management.