

# Teaching Portfolio

## 1. Pedagogical Concept:

Higher education strives for high quality and novelty regarding research and teaching. Integrating findings and concepts of contemporary research into the curriculum is vital for getting to excellence in teaching. This concept - named research based teaching - provides students access to knowledge and involves them into the process of knowledge creation. The students are not just expected to work with state of the art concepts, they are expected to contribute to the process of shaping new knowledge, e. g. by participating in empirical field work. Beyond the excellence in the area of theory, concepts and tools, the focus on personal interacting and shared responsibility is central.

During their studies, students are on the one hand side acquiring expertise and capabilities in academia and they learn to develop praxis-oriented tools. Support for getting through all the necessary processes is provided by the teacher. On the one hand side students will get the vital supervision on the other hand side they will get integrated in an inspiring academic environment.

Various tools like e.g. case studies, field work, team-based strategic exercises are applied to put research based teaching into action. Finally, a better understanding of theories, concepts, practical implications or methods is the target.

The aspect of accompanying students on their way of becoming researchers, practitioners in applying or in leading positions is a vital aspect. This means that beyond learning, discussing and reflecting, "sharing" and "taking responsibility" within the university education is a vital aspect to fully activate the potential of students.

## 2. Teaching Experience:

### **University of Southern Denmark, Department of Entrepreneurship and Relationship Management**

Strategic Management in a B-to-B Context (SS 2020) Master  
Entrepreneurship (WS 2020) BA  
Regional Networks (WS 2020) BA  
Strategy and Marketing (SS 2019) BA  
Strategic Marketing Management (WS 2009, since WS 2018) Master  
Innovation in Value Chains (WS 2016-WS 2017) Master  
Business Marketing (since 2009 WS und SS) Master  
Global Marketing Management (WS 2012) Master  
Basic Marketing and Consumer Behaviour (SS 2013- SS 2016)

SNA (Social Network Analysis) WS 2017, Bachelor  
Organization (WS 2009, 2011) Bachelor  
Project in Business Administration (SS 2009 / 10) Bachelor

### **Course responsible for courses at SDU:**

Strategic Management in a B-to-B Context (Master / Cant. merc. int.)  
Regional Networks (BA Business Economics and European Studies)  
Indledende erhvervsøkonomi (BA)

### **Teaching Experience from external Universities:**

#### **EUf, Europa Universität Flensburg, Institute of International Management**

Strategic Regional Marketing (WS 2006/7) Master  
Human Resource Management for SME (SS 2006) Master

#### **University of Applied Science Lübeck, Business Engineering**

Business Economics I: Strategic Management, Marketing and Innovation  
Business Economics II: Organisation and HR Management, Accounting (2001-2008) BA

#### **University of Paderborn**

HR Management & Business Economics (Dipl. In Business Administration) 1997-1999

## 3. Pedagogical Certification:

**Pedagogical Certificate / Higher Educations, University of Southern Denmark / Copenhagen Business School, 2010.**

### **Supervision in the frame of Projects:**

Interreg Project B4R Benefit for Regions  
Developing a Research Design & Coordinating the Research of Project