

## Teaching Portfolio

Teaching philosophy I believe the fundamental goal of teaching is to motivate and to encourage learning. Learning takes place at many different places and in many different contexts. Basically everyone is capable of learning, but how we learn best is different from person to person. So the students have multiple learning styles: some learn best in lecture atmospheres, some are motivated by discussion, and others absorb best when they read and reflect on what they have read. As a teacher am I very aware of creating an atmosphere that fosters learning, and aware of using different teaching styles and methods. Accommodating different learning styles and methods creates an atmosphere that is conducive to learning. I focus on explaining (presentations), demonstrating (case studies), collaboration (group work) and learning by teaching (group presentations). I am very aware of activating the students mainly by fostering dialogues, class and group discussions. As a teacher it is important for me to convince students of my knowledge and expertise on the field before they will show a willingness to learn. I do that by showing a high level of engagement, passion and interest for the topics I teach from both an academic and a practical angle. I have hereby experienced that it has a positive influence on the students' willingness to learn and be active during the lessons. Besides the actual teaching I also regard planning the teaching (lessons) as an important part of the overall teaching process. This process contains the selection of topics and literature, the structure of the lessons and securing the use of a variety of pedagogical approaches and methods. It is important that the concepts being presented are organized in a way that makes it easiest for the students to understand. As stated above learning does not only take place in the classroom. I regard the use of digital tools for the purposes of teaching as an important part of the overall teaching process. By using wikis and blogs as a part of my teaching I have with success created an online learning environment, which positively supports the more traditional classroom learning setting. Finally, I believe that respect for my students (which are coming from different cultures) is one of the most important things I can show not only to encourage their openness to the material I am presenting, but also to inspire them and to respect each other.

Teaching experience

2000-2003 University of Southern Denmark Managing Organizations – Bachelor 4. sem 2000 International Marketing – Master. 9. Sem 2000/01 Project: „Strategic In-/outsourcing in small and medium size enterprises“ International Marketing – Master. 9. Sem 2001/02 Global Marketing – two semesters 2003 Dyhr Management & Relations Löwer 2003: Seminar on how to write an academic assignment (1 week) 2003-2009 Confederation of Danish Industry Annual Seminars: Success on Export Markets (8 days + 4 days) The Company's Marketing Plan (4 days) Partner Selection and the Contract (1 day two times a year) Customer Value and Customer Segmentation (1 day two times a year) Market Selection and Market Analysis (1 day two times a year) Partner Strategy (1 day two times a year) Various seminars on Marketing in Specific companies (average of two days) 2009 Dyhr Management & Relations Global Business Day: Seminar focusing on Partner Strategy Copenhagen Capacity: Workshop on Customer Segmentation (8 workshops) HECO: Internal workshop on partner selection, partner development, partner support and motivation, 3 days 2009 IBA/180 Academy Teacher in Marketing on Food Architect, Kolding, 4 days 2009 University of Southern Denmark Social Research and Methodology, cand.merc.int, Sem 2009/2010, Flensburg. Consumer Behaviour, BA, Sem 2009/2010 International Marketing Management, cand.merc.int., Sem 2009/2010 2010-present University of Southern Denmark Consumer Behaviour and Basic Marketing, BA. International Marketing Management, Cand.merc.MBA, Odense, Global Marketing. Consumer Behaviour and Basic Marketing, BA. Global Marketing, Cand.merc. Supervisor: BA and Master Thesis app. 15-20 each year. Supervisor: Company Reports app. 10 each year. Supervisor: Seminar papers app. 10 each year. Workshop: Agent or distributor, Nov. 2011, Department of Border Region Studies Project Global Growth, Væksthus Sjælland: Presentation: Selling through partners, June 2012 Workshop: Partner selection and development of a Partner Strategy, 6 days Project Global Growth, Væksthus Sjælland: Workshop: The Partner Handbook, 3 days, April, May, June, 2013 Supervised Master Theses (selection): The Procurement of Services: Development of a Purchasing Strategy for Digital Goods within the Tchibo GmbH. The Integration of Selected Customer Equity Determinants in the Strategic and Operational Sales Planning of the Volksbank Freiburg eG - A Potential-Oriented Approach. The use of Social Media as a Marketing tool by a financial institution. SL-Veranstaltungen zur Förderung der Primärprävention e.V. Customer Satisfaction Analysis & Marketing Strategy Ideas in the Hotel Industry. Finding the easiest Sub-Saharan African Markets entry mode for Danish companies – Danimex into Tanzania. Gate Denmark & Branding. Danone Bulgaria – Modern Trade Strategy and Winning the Discount Channel. A Strategy Map – Customer Relationship Management in the Automotive Supplier Industry. Partner Selection Processes: A comparison of R&D and Production. Designing a Trend Management Concept based on Corporate Best-Practice and Theoretical Evidence at SMA Solar Technology AG – A Case Study. Supervised Bachelor's Theses (selection) Neuromarketing – Eine Untersuchung der veränderten Markenwahrnehmung im Rahmen der Weiterentwicklung der Markenidentität und die damit einhergehende Veränderung der Werbung am Beispiel der Flensburger Brauerei – awarded with the Dr. Hans-Adolf-Rossen prize. The Windmill Market in China. Groupon Collective Buying Power. Co-Branding Microsoft. Increasing Customer Loyalty at KPMG Sønderborg. Project Collaborations Development of guidelines and requirements for joint company report covering the courses (1. Semester, BRM) International Marketing Management (Anna Marie Dyhr Ulrich), Business Marketing (Susanne Gretzinger) and Supply Chain Management (Hans Martens). Joint preparation (Svend Hollensen and Anna Marie Dyhr Ulrich) of examination paper for the MBA course Global Marketing, Odense. Joint preparation (Susanne Gretzinger and Anna Marie Dyhr Ulrich) of examination paper for the BA course Consumer Behaviour and Basic Marketing, Sønderborg. Formal Education in Teaching Methods and Pedagogical Practice Mar 2011, Kropssprog i undervisningen, University of Southern Denmark, Denmark. Oct 2011, Use wiki and blogs in your teaching, University of Southern Denmark, Denmark. Oct 2011, Digital exams, University of Southern Denmark, Denmark. Oct 2011, Undervisningsevaluering og evaluering i øvrigt, University of Southern Denmark, Denmark. Oct 2011, Aktivitet i forelæsningen, University of Southern Denmark, Denmark. Nov 2011, Design collaborative e-learning activities for your students, University of Southern Denmark. Dec 2011, Tests, assignment tools and Grade center, University of Southern Denmark, Denmark. Jan 2010 – 2011, Teacher-training programme for Assistant Lecturers at SDU

(Universitetspædagogikum), University of Southern Denmark, Denmark. 2015: Developing the study program MSc in Global Value Chain Management. 2015: Development of study program for BSc European Studies and BSc in Economics and Business Administration – International Economics and Business Relationships 2018: Restructuring the study program for BSc European Studies and BSc in Economics and Business Administration – International Economics and Business Relationships Course responsible: Indledende Marketing, International Marketing, Theoretical seminar & Practical Applications, Internship – company. 2014-2016: Head of Study Board, Business Administration, Sønderborg and European Studies, Sønderborg. 2014-2016: Head of Study, Department of Border Region Studies 2011- 2016: Member of the Study Board of Business Administration, Sønderborg and European Studies, Sønderborg 2013-2015: Member of the IFG Department Council 2012-2014: Member of the Task force for teaching 2012-2015: Substitute for IFG Board 2011: Member of Board of Appeals Publication: Piihl, Jesper, Dyhr Ulrich, Anna Marie & Philipsen, Kristian. (2017), Curriculum Design for Enhancing Employability through Learning Experiences with External Stakeholders, Forlag: Libri Publishing Ltd, p. 291-320.