

Melissa Goodsite Beach
Videnskabelig assistent
Institut for Marketing & Management
Postadresse:
Campusvej 55
5230
Odense M



Teaching Experience

Course Instruction:

At the University of Southern Denmark, I teach or have team-taught the following courses:

- HA/BA Project Management (Spring 2016), 5 ECTS
- GMM 5 Cross-Cultural Management (Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018), 5 ECTS
- Cand. Negot Human Resource Management (Fall 2016), 10 ECTS

Co-Examination:

- HA/BA Project Management (Spring 2016, Fall 2017)
- GMM 5 Cross-Cultural Management (Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017)
- Strategic Management (Spring 2016)
- Cand Negot. Human Resource Management (Fall 2016)

Reflected Practice Description

My pedagogical approach is highly participative and includes learning by listening (lecture-based portions of courses), learning by doing (course recaps, case studies, and simulations), discovery learning (through group projects); learning through discussion and debate; and blended learning (through web technologies such as Kahoot!, video, PollEverywhere).

This teaching philosophy links lectures, group discussion, video, cases, and simulations. I first introduce students to the theories, concepts and models, then ask them to apply these in case analyses and simulations. I have extensive practical experience as a manager and as a management and strategy consultant, and I interweave my own lived managerial experiences to offer examples of how theory intersects with practical applications. I typically ask students to reflect on how these theories and concepts also appear or shape their own experiences in teams or work environments. Peer-to-peer discussion is an important aspect of my classes, because I believe peer insights help students relate to, learn, and internalize concepts and content.

For all courses but cross-cultural management course especially, I ask students to reflect on their experiences and apply theory lenses introduced in the course to understand how scenarios may be re-interpreted. Group discussions and project assignments are designed to help students understand dimensions that shape their own lived experiences and which underpin their managerial expectations. Students learn questions to ask and ways to analyze dimensions in play that affect organizational structure, culture, and posture, and they learn strategies for optimizing success through encouraging and properly managing in an organizational setting.

Development of Education

Since 2016, I have been a team member responsible for assisting with planning of new educational programs at SDU including the Master in Project and Innovation Management (MPI), introduced in 2017) and an upcoming Master of Business Management and Innovation.

At the San Antonio Area Foundation, I was responsible for developing curriculum for management certification programs for industry participants.