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## Teaching Philosophy

The goal of my teaching is to enable students to build skills and competencies that help them in management practice to make informed and good management decisions. My strategy in teaching is to systematically go beyond pure factual knowledge and to convey understanding and application competence for the solution of management problems. Didactically, each of my courses is based on a triad of factual knowledge, understanding and application skills. While the acquisition of factual knowledge in the first step is primarily achieved through self-study of the offered textbooks by the students, the lecture serves to promote a solid understanding of the relevant contents. In the second step, the lecture therefore consistently goes beyond the teaching of the textbook contents and discusses practical examples. In this context, case studies or research papers are often used as a basis for discussion. In the third step, application competence with regard to the teaching content is built up. For example, project work in cooperation with practical partners or tutorials are used to enable students to apply their knowledge independently. Another characteristic of my teaching is a strong research orientation. In my various courses I would like to encourage the curiosity and enthusiasm of the students for the theoretical and empirical work and gradually introduce them to research. My aim is to motivate students to conduct their own empirical research projects in master and bachelor theses.

## Teaching Methods

My teaching uses various course formats and is practice- and research-oriented. My teaching methodology includes various course formats such as lectures, seminars and business games. This includes student presentation, case studies, guest lectures, group work, online discussions, experiments and field work. Within my courses, I am applying various exam forms such as written exams, oral exams, written reports, and student presentations.

## Teaching Experience

I have university teaching experience since 2014. With regard to thematic content, I have relevant experience in teaching both general (e.g. consumer buying behavior, basics of marketing) and specific (e.g. tourism management, event management) consumer behavior and marketing courses. In addition, my teaching portfolio includes both conceptual (theory of buying behavior) and also methodical courses (quantitative research methods). The courses are offered in English and are aimed at Bachelor's and Master's students of various disciplines and adapt to different group sizes (10 to 400 students). Moreover, I have supervised more than 20 bachelor and master theses.

2020 - to date	„Quantitative Market Research Methods" (M.Sc. Economics and Business Administration)
2020 - to date	„Event Management: theories and methods" (B.Sc. Economics and Business Administration)
2014 - 2019	„Methods of Service Research" (M.Sc. Service Management)
2016 - 2019	“Research Seminar: Service Management” (B.Sc. Economic Sciences)
2017 - 2019	„Theory of Buying Behavior in Services“ (M.Sc. Service Management)
2017 - 2019	„Seminar of Quality Management in Services“ (M.Sc. Service Management)
2017 - 2018	„Tourism Management“ (M.Sc. Service Management)