

Stefanie Sohn
Institut for Sociologi, Miljø- og Erhvervsøkonomi
Markets, Organization and Behavior (MOB) Research Group
E-mail: sohn@sam.sdu.dk



Teaching Philosophy

My teaching is inspired by the idea that teaching and learning cannot be viewed in isolation. Thus, in my teaching I seek to broaden students' expert and methodological knowledge as well as their social and self-competences by continuously considering students' learning. My objective is to support students with learning during and beyond teaching because students have, in my opinion, the intrinsic desire to learn new things and they appreciate to take an active role in the learning process. To facilitate learning, it is important to me to capture students' expectations of a course and to define the goals for each course in the beginning. Within my scope of action, I consider methods and examinations styles that are aligned with the previously defined goals of a course (e.g., discussion and/or application of a specific methodology when the goal was to develop students' methodological knowledge).

With the attempt to broaden students' knowledge, I introduce key aspects during lectures and thereby I refer to timely academic concepts and methods. To ensure students' learning in this regard, I integrate small exercises with feedback sessions in my classes. Most importantly, I want to familiarize students with how academic insights can be applied to answer managerial questions. To realize this, I educate students in a first step on how to work with academic research papers. In a second step, I integrate current research articles into my classes and encourage students to discuss their findings in the context of business (mini) cases. Methods like "think pair share" help me to initiate an exchange and to provide feedback to the students. In addition, it is important to me that students delve into specific concepts, models and methods and learn to critically evaluate both available academic insights and current business practice. Therefore, I integrate assignments like peer reviews into my classes. This, in turn, should empower them to derive academically and managerially relevant research questions for their own reports and theses. In seminars, I support students to apply their acquired knowledge and advise them on how to carry out their own empirical research studies. At the latest in their theses, students are given the opportunity to conduct their own empirical research study. Thus, under my continuous supervision, they can independently manage the entire research process and develop in this way their self-management skills. Besides broadening students' knowledge, I seek to develop their self- and social competences in my teaching. To attain this, I encourage students to continuously exchange their ideas during and beyond my classes. For instance, I encourage students to work in groups. Thereby, they have the opportunity to share their perspectives, consider the perspectives of others and create a joint outcome. In oral presentations, students have then the opportunity to present their outcomes and discuss their perspectives with others helping them to strengthen their professional self-identity. The use of the aforementioned methods applied to attain my teaching goals largely depends upon the students' prior experiences. To consider the students' background, I frequently capture their prior experiences with, for instance, specific methods.

Teaching Experience

Since 2011, I have developed, organized and taught several courses for graduate and undergraduate students at the Technische Universität Braunschweig (Germany), Technical University of Sofia (Bulgaria), Apollon University of Applied Science (Germany). For instance, I have offered seminars in strategic marketing, digitalization, retailing, and consumer behavior and tutorials in qualitative and quantitative research methods. With partners from the University of Rhode Island (USA), I have conducted a joint online debate between German and US students with the goal to exchange academically sound arguments on selected topics like sustainability. Moreover, I have supervised bachelor and master theses, also in cooperation with industry, non-profit organizations and/or with other research institutions (e.g., German Aerospace Center). From 2018 to 2019, I had successfully participated in the programme "Further Education in University Teaching" and gained a certificate which has been accredited by the German Association for Educational and Academic Staff Development in Higher Education.

1. Digitalization of Business and Marketing

Stefanie Sohn
20/04/2020 → ...

2. Health Communication

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20/04/2020 → ...

3. **Seminar in Marketing, Social Media, and Digitalization**

Oliver Schnittka & Stefanie Sohn

20/04/2020 → ...