

Teaching portfolio

1. Teaching CV: A list of teaching and supervision tasks, including specification of academic fields, scope, level (bachelor, master, continuing education, PhD). Please state the teaching method used (e.g. lecture, class teaching, exercises, supervision, examination, coexamination, distance teaching, internet-based teaching and evaluation of teaching). Please also indicate the language of instruction.

Course title / task (language of instruction); role(s); study program(s); ECTS; level; teaching methods.

AALBORG UNIVERSITY, DENMARK

Fall 2024

Customer Experience Management (EN); coordination, teaching, examination; Marketing; 10 ECTS; MSc.; lectures, exercises.

Marketing Project (EN); coordination, teaching, supervision, examination; 10 ECTS; MSc.; lectures, independent work.

Strategic Marketing and Sales Management (EN); coordination; 10 ECTS; MSc.

Business Cooperation (EN); supervision, examination; Marketing; 10–20 ECTS; MSc.

Spring 2024

Pricing, Sales Efficiency (EN); supervision, examination; Marketing; 20 ECTS; MSc.

Master Thesis (EN); supervision, examination; Marketing; 30 ECTS; MSc.

Fall 2023

Customer Experience Management and Value Co-creation (EN); coordination, teaching, examination; Marketing; 10 ECTS; MSc.; lectures, exercises.

Fundamental Marketing, Customer Value, Sales Management, and Customer Buying Behavior (EN); coordination, teaching, supervision, examination; Marketing; 20 ECTS; MSc.; lectures, independent work.

Business Cooperation (EN); supervision, examination; Marketing; 10–20 ECTS; MSc.

Research and Practice-based Seminar (EN); supervision, examination; Marketing; 10 ECTS; MSc.

Spring 2023

Pricing, Sales Metrics, and the Marketing Ecosystem (EN); supervision, examination; Marketing; 20 ECTS; MSc.

Master Thesis (EN); supervision, examination; Marketing; 30 ECTS; MSc.

Fall 2022

Customer Experience Management and Value Co-creation (EN); coordination, teaching, examination; Marketing; 10 ECTS; MSc.; lectures, exercises.

Fundamental Marketing, Customer Value, Sales Management, and Customer Buying Behavior (EN); supervision, examination; Marketing; 20 ECTS; MSc.

Customer Experience Management and Value Co-creation (EN); coordination, teaching, examination; Marketing; 5 ECTS; MSc.; lectures.

Cross-Cultural Marketing and Selling (EN); teaching; Marketing; 5 ECTS; MSc.; lectures, distance teaching (internet-based).

Research and Practice-based Seminar (EN); supervision, examination; Marketing; 10 ECTS; MSc.

Spring 2022

Pricing, Sales Metrics, and the Marketing Ecosystem (EN); supervision, examination; Marketing; 20 ECTS; MSc.

Master Thesis (EN); supervision, examination; Marketing; 30 ECTS; MSc.

Fall 2021

Customer Experience Management and Value Co-creation (EN); coordination, teaching, examination; Marketing; 5 ECTS; MSc.; lectures.

Cross-Cultural Marketing and Selling (EN); teaching; Marketing; 5 ECTS; MSc.; lectures, distance teaching (i.e., internet-based).

Fundamental Marketing, Customer Value, Sales Management, and Customer Buying Behavior (EN); supervision, examination; Marketing; 20 ECTS; MSc.

Research and Practice-based Seminar (EN); supervision, examination; Marketing; 10 ECTS.

Business Cooperation (EN); supervision, examination; Marketing; 15 ECTS.

UNIVERSITY OF KLAGENFURT, AUSTRIA

Spring 2021

Market-Oriented Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.
International Service Management (EN); coordination, teaching, examination; Applied Business Administration (and Information Management and International Management); 4 ECTS; MSc.; class-teaching, exercises, project work.
Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.
Practice-based Project (Internship) and Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.
Service Recovery Management (EN); coordination; Applied Business Administration; 4 ECTS; BSc.
International Services (EN); coordination; International Management; 1.5 ECTS; MSc.

Fall 2020

Strategic Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.
Service Business Development (DE); coordination, teaching, examination; Applied Business Administration (and Information Management); 4 ECTS; MSc.; class-teaching, exercises, project work.
Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.
Practice-based Project (Internship) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.
International Service Management (EN); coordination; Applied Business Administration (and Information Management and International Management); 4 ECTS; MSc.

Spring 2020 (sabbatical)

Market-Oriented Service Management (DE); coordination; Applied Business Administration and Information Management; 4 ECTS; MSc.
International Service Management (EN); coordination; Applied Business Administration, Information Management, and International Management; 4 ECTS; MSc.
International Services (EN); coordination; International Management; 1.5 ECTS; MSc.
Master Thesis (DE) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc.
Practice-based Project (Internship) and Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.

Fall 2019

Strategic Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.
Service Business Development (DE); coordination, teaching, examination; Applied Business Administration (and Information Management); 4 ECTS; MSc.; class-teaching, exercises, project work.
Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.
Practice-based Project (Internship) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.
Complaint Management (EN); coordination; Applied Business Administration and Information Management; 4 ECTS; MSc.
Service Recovery Management (EN); coordination; Applied Business Administration; 4 ECTS; BSc.

Spring 2019

Market-Oriented Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.
Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.
Practice-based Project (Internship) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.
International Service Management (EN); coordination; Applied Business Administration, Information Management, and International Management; 4 ECTS; MSc.
International Services (EN); coordination; International Management; 1.5 ECTS; MSc.

Fall 2018

Strategic Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.
Service Business Development (DE); coordination, teaching, examination; Applied Business Administration (and Information Management); 4 ECTS; MSc.; class-teaching, exercises, project work.
Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.
Practice-based Project (Internship) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.

Spring 2018

Market-Oriented Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.

Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.

Practice-based Project (Internship) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.

International Service Management (EN); coordination; Applied Business Administration, Information Management, and International Management; 4 ECTS; MSc.

International Services (EN); coordination; International Management; 1.5 ECTS; MSc.

Fall 2017

Strategic Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.

Service Business Development (DE); coordination, teaching, examination; Applied Business Administration (and Information Management); 4 ECTS; MSc.; class-teaching, exercises, project work.

Experimental Designs for Consumer Behavior Research (DE); coordination, teaching, examination; PhD in Social and Economic Sciences; 4 ECTS; PhD; lectures, exercises.

Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.

Practice-based Project (Internship) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.

Spring 2017

Market-Oriented Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.

Consumer Behavior Research Methods (DE); coordination, teaching, examination; PhD in Social and Economic Sciences; 4 ECTS; PhD; lectures, exercises.

Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.

Practice-based Project (Internship) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.

International Service Management (EN); coordination; Applied Business Administration, Information Management, and International Management; 4 ECTS; MSc.

International Services (EN); coordination; International Management; 1.5 ECTS; MSc.

Fall 2016

Strategic Service Management (DE); coordination, teaching, examination; Applied Business Administration and Information Management; 4 ECTS; MSc.; lectures.

New Service Development (DE); coordination, teaching, examination; Applied Business Administration (and Information Management); 4 ECTS; MSc.; class-teaching, exercises, project work.

Structural Equation Modeling (DE); coordination, teaching, examination; PhD in Social and Economic Sciences; 4 ECTS; PhD; lectures, exercises.

Master Thesis (DE) and Associated Seminar; coordination, teaching, supervision, examination; Applied Business Administration; 23 + 4 ECTS; MSc., lectures.

Practice-based Project (Internship) and Associated Seminar; coordination, supervision, examination; Applied Business Administration; 18 + 1 ECTS; MSc.

Spring 2016

Management of Services (DE); coordination, teaching, examination; Applied Business Administration (and Information Management); 4 ECTS; MSc.; lectures.

International Service Management (EN); coordination, teaching, examination; Applied Business Administration and International Management; 4 ECTS; MSc.; class-teaching, exercises, project work.

Experimental Designs for Consumer Behavior Research (DE); coordination, teaching, examination; PhD in Social and Economic Sciences; 4 ECTS; PhD; lectures, exercises.

Fall 2015

Service Entrepreneurship (DE); coordination, teaching, examination; Applied Business Administration (and Information Management); 4 ECTS; MSc.; class-teaching, exercises, project work.

CATHOLIC UNIVERSITY OF EICHSTÄTT-INGOLSTADT, GERMANY

Fall 2017

Cross-Cultural Management (DE); teaching, examination; Business Administration; 5 ECTS; MBA; class-teaching.

Fall 2016

Cross-Cultural Management (DE); teaching, examination; Business Administration; 5 ECTS; MBA; class-teaching.

Fall 2015

Cross-Cultural Management (DE); teaching, examination; Business Administration; 5 ECTS; MBA; class-teaching.

Spring 2015

Selected Topics in International Management (DE); co-coordination, teaching, examination; Business Administration; 5 ECTS; MSc; project work, supervision.

Global Marketing Management (EN); co-coordination, co-teaching (tutorial), examination; Business Administration; 5 ECTS; MSc.; lectures, exercises.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Fall 2014

Empirical Management Research (DE); co-coordination, co-teaching (tutorial), examination; Business Administration; 5 ECTS; MSc.; exercises.

Cross-Cultural Management (DE); teaching, examination; Business Administration; 5 ECTS; MBA; class-teaching.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Spring 2014

Global Marketing Management (EN); co-coordination, co-teaching (tutorial), examination; Business Administration; 5 ECTS; MSc.; lectures, exercises.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Fall 2013

Empirical Management Research (DE); co-coordination, co-teaching (tutorial), examination; Business Administration; 5 ECTS; MSc.; exercises.

Cross-Cultural Management (DE); teaching, examination; Business Administration; 5 ECTS; MBA; class-teaching.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Spring 2013

Global Marketing Management (EN); co-coordination, co-teaching (tutorial), examination; Business Administration; 5 ECTS; MSc.; lectures, exercises.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Fall 2012

Cross-Cultural Management (DE); teaching, examination; Business Administration; 5 ECTS; MBA; class-teaching.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Spring 2012

Selected Topics in International Management (DE); co-coordination, teaching, examination; Business Administration; 5 ECTS; MSc; project work, supervision.

Global Marketing Management (EN); co-coordination, co-teaching (tutorial), examination; Business Administration; 5 ECTS; MSc.; lectures, exercises.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Fall 2011

Advanced International Research Project (EN); co-coordination, teaching, examination; Business Administration; 5 ECTS; MSc; in-class teaching, exercises, project work.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Spring 2011

Global Marketing Management (EN); co-coordination, co-teaching (tutorial), examination; Business Administration; 5 ECTS; MSc.; lectures, exercises.

International Research Project (EN); co-coordination, teaching, examination; Business Administration; 5 ECTS; MSc; in-class teaching, exercises, project work.

Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.

Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Fall 2010

Applied Marketing Research (DE); teaching, examination; Media and Business Administration; 2.5 ECTS; MSc; lectures.
Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.
Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Fall 2009

Marketing Research with SPSS (DE); teaching, examination; Media and Business Administration; 2.5 ECTS; MSc; in-class teaching, exercises.
Structural Equation Modelling (DE); teaching, PhD Seminar; PhD, in-class teaching exercises.
Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.
Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Spring 2009

Tutorial Customer Relationship Management; co-teaching, examination; Media and Business Administration; 2.5 ECTS; MSc; project work, supervision.
Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.
Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Fall 2008

Marketing Research with SPSS (DE); lecturing, examination; Media and Business Administration; 2.5 ECTS; MSc; in-class teaching, exercises.
Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.
Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Spring 2008

Tutorial Customer Relationship Management; co-teaching, examination; Media and Business Administration; 2.5 ECTS; MSc; project work, supervision.
Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.
Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Fall 2007

Marketing Research with SPSS (DE); lecturing, examination; Media and Business Administration; 2.5 ECTS; MSc; in-class teaching, exercises.
Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.
Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

Fall 2006

Marketing Research with SPSS (DE); lecturing, examination; Media and Business Administration; 2.5 ECTS; MSc; in-class teaching, exercises.
Master Thesis (DE); supervision, examination; Business Administration; 30 ECTS; MSc.
Bachelor Thesis (DE); supervision, examination; Business Administration; 10 ECTS; MSc.

2. Study/programme administration and management: Experience in programme management and coordination. A list of study administration tasks, e.g. study board membership, chair of study board, semester or course coordinator, accreditation tasks, etc. Experience in planning teaching activities. Experience in programme development. Participating in committees and commissions etc. on education issues.

Course / module development (selected):

Customer Experience Management (EN), 10 ECTS, MSc
Strategic Service Management (DE), 4 ECTS, MSc
Market-Oriented Service Management (DE), 4 ECTS, MSc
International Service Management / International Services (EN), 4 ECTS, MSc
Service Business Development / New Service Development (EN), 4 ECTS, MSc
Complaint Management / Service Recovery Management (EN), 4 ECTS, MSc/BSc
Experimental Designs for Consumer Behavior Research (DE), 4 ECTS, PhD
Structural Equation Modeling (DE), 4 ECTS, PhD
Tutorial Empirical Management Research (DE), MSc
Tutorial Global Marketing Management (EN), BSc
Marketing Research with SPSS (DE), MSc

3. Formal pedagogical training: A list of completed courses in university pedagogy, PBL courses, workshops, academic development projects, collegial guidance and supervision, etc. Written assessment from the course in university pedagogy for assistant professors.

Participation in conferences on pedagogy and didactics. Please enclose any documentation of the above, such as course certificates, references, etc

Postdoctoral teaching qualification for higher education (i.e., 'habilitation') in business administration, Catholic University Eichstätt-Ingolstadt, Germany.

4. Other qualifications: Conference contributions and attendance, contributions to debates, scientific articles on pedagogical issues etc. Peer supervision, editorials, mentoring experience or other types of competence development activities.

Saadé, Raafat George, Golnaz Rezai, and Holger Roschk (2020), "Automation of Knowledge Processing and Learning," in Bruhn, M. and Hadwich, K. (Eds.), *Automation and Personalization of Services*, Wiesbaden: Springer, 473–96.

5. Pedagogical development and research: Development of new courses, teaching materials, teaching methods, examination types or other types of pedagogical development. Didactic and pedagogical research. Cooperation with external collaboration partners.

—

6. References on your teaching skills from superiors or colleagues. Teaching evaluations and any teaching awards received.

—

7. Personal reflections and initiatives: Here you may state any personal deliberations as regards teaching and supervision, any wishes and plans for further pedagogical development, plans for following up on student feedback/evaluations, etc. Personal reflections on your own pedagogical practice, including objectives, methods and implementation. This should include an analysis and a reasoned description of your pedagogical activities in relation to your pedagogical understanding and student learning. Thoughts on the teaching method at Aalborg University (which is largely based on group-organised project work and problem-based learning)

—

8. Any other information or comments.

—