



# Teaching Advise for New Ph.D.'s

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# Discussion Topics

- Teaching using a Simulation
- Designing a Brand New Course
- Syllabus Excerpts



# Teaching Using Simulations

- Grading can be difficult
  - Don't let the simulation be the majority of the grade
- Position yourself as the “consultant” to the students
  - Listen, listen, listen
  - Small group meetings
- Build in class time to work on simulation
- Generalize the simulation take-aways and link them to broader Marketing and/or Finance concepts
  - e.g., ROI, decreasing returns to investments, STP, economies of scale or scope, stages of consumer buying process

# Designing a Brand New Course

- Search the internet for syllabi
- Do a lot of pre-reading of various texts
- If it is important, be willing to teach difficult or new topics even if you don't know them well *now*
  - Design that lecture/class around heavy student participation
  - Identify and leverage your classroom experts
  - Impose more structure around an assignment
    - (e.g., provide detailed grading template or layout instructions for case write up)
- Have your first 2-3 lectures/classes prepared **before** the first day of class, but be open to change

# Designing a Brand New Course

- Identify your teaching strengths and build the class around those
  - e.g., teaching spreadsheet analysis, teaching cases, link it to your research
- Acknowledge to yourself that it will take about 3 iterations of the class before you get it “right”

# Syllabus Excerpts: Class Participation

## Class Participation

- Class participation counts XX points towards your final grade. Your participation grade is impacted more by the **quality** of your participation than the **quantity** of your participation. In other words, the mere quantity of comments counts less than consistently thoughtful and informed comments. Regular attendance also impacts your participation grade; if you are not in class, you lose the opportunity to participate in the activities that day. A class attendance sign-in sheet is circulated at the beginning of each class period. It is your responsibility to make certain you have signed the attendance sheet.
- Because this class consists of a significant amount of group work, I will also use group peer evaluations when determining your participation grade.
- It is important to be in class on time. Late arrivals are disruptive to your fellow students and professor. Additionally, walking in and out of class, once class has begun, is disruptive to everyone's learning environment. These kinds of repeated disruptions will count against your participation grade.

# Syllabus Excerpts: Grading

Grading:

- Final letter grades will be determined by the following table:
- **INCOMPLETES** and **NO CREDITS** will not be given in this course.
- Professor Thomas understands each student has a grade objective they would like to achieve. She will discuss these objectives and their performance any time during the semester up to and including the last day of class. After the last day of class she will not discuss grades except to inform students of any grades not completed by the last day of class. There will be no exceptions to this policy.