

Chinese Management Scholars Community (CMSC)

Teaching Forum

Tuesday, August 08, 2017. 5:00 PM to 10:00 PM.

**Training room 1 (1st Floor), 55 Park Place Building, Georgia State University
55 Park Place, Atlanta, GA**

Purposes:

1. To learn how to become a dedicated and effective teacher
2. To foster a rewarding and integrated research-teaching career and a balanced life
3. To demystify case method teaching and discuss requirements for successful case teaching
4. To help with the design, preparation, and execution of teaching at business schools
5. To help prepare for executive teaching
6. To facilitate the development of a knowledge- and experience-sharing community for Chinese management scholars

Target Audience:

1. Management scholars or professionals who are motivated to improve their teaching skills and teaching effectiveness, and/or to increase their impact on students or executives
2. Advanced doctoral students getting ready for teaching
3. Faculty members, especially assistant or associate professors

Coordinators:

Guoli Chen, INSEAD (guoli.chen@insead.edu;
<http://www.insead.edu/facultyresearch/faculty/profiles/gchen/>)

Jiangyong Lu, Peking University (lujiangyong@gsm.pku.edu.cn;
<http://www.gsm.pku.edu.cn/faculty/lujiangyong.html>)

Note: The program will be conducted in Chinese. If interested, please register at <http://cmsc99.wixsite.com/2017cmsc/2017-registration> or <https://cmscevent.wufoo.com/forms/2017-cmsc-registration/> (before June 30th). Inquiries about the program should be directed to Guoli or Jiangyong.

Arrival and Registration: 4:30-5:00 p.m.

Note: “Individual Case-Teaching Assessment” to be distributed and completed

Session 1	5:00–6:30 p.m.	Teaching and the Case Method
		<p><u>Assignments:</u></p> <ol style="list-style-type: none">1. Case and Teaching Note: “逻辑思维” by Jiangyong Lu2. Case and Teaching Note: “Uber vs. Didi: The race for China’s ride-hailing market” by Guoli Chen <p><u>Study Questions:</u></p> <ol style="list-style-type: none">1. From your teaching experience (or your observation of other instructors), which philosophies, techniques, and/or methodologies appear to be the most useful in encouraging a class to achieve general teaching?2. Based on your experience of case teaching, what do you see as the most important things a case teacher should do or avoid doing?3. What makes a good (or bad) case?
Break	6:30 – 7:00	
Session 2	7:00 – 8:20	Bringing Teaching to the Context
		<p><u>The Observation:</u></p> <p>Teaching as the dependent variable (DV) is a function of a series of independent variables (IVs), many of which are context specific.</p> <p><u>Topics for discussion:</u></p> <ol style="list-style-type: none">1. The DV –two aspects of context-specific teaching strategies:<ol style="list-style-type: none">a. from the Ph.D. program to our role as teachers (especially when our training is from a different context from the teaching needs).b. teaching in different contexts (Program: undergraduate, MBA, executive, Region: US, Asia, Europe).2. The IVs –two context variables: Audience, and Contents.<ol style="list-style-type: none">a. Audience: How is teaching affected by students’ educational and cultural background, work experience, and objectives of their business school education?b. Contents: How should we choose the right subjects and formats in different teaching contexts? <p><i>Note: we will use round-table format to facilitate the discussion.</i></p>

Break	8:20 – 8:40	
Session 3	8:40 – 10:00	Teaching Preparation, Execution, and Research-Teaching Integration
		<p><u>Study Questions:</u></p> <ol style="list-style-type: none"> 1. What do undergraduate and MBA teaching have in common? How do they differ? 2. What makes a great teacher? What makes a great researcher? What makes a great business leader? 3. What do these three have in common? How do they differ? 4. What are some cultural and institutional challenges to teaching effectively in the U.S.? <p>[Handouts: “Teaching: Preparing, Executing, and Integrating with Research”]</p>

Guoli Chen is Associate Professor of Strategy at INSEAD. He received his Ph.D. in strategic management from the Pennsylvania State University. He teaches Strategy, Value Innovation, Incentives Design and Corporate Governance to various programs, including full time MBAs, Master of Finance, Executives and PhDs. Guoli’s research focuses on the influence of CEOs, top executives, and boards of directors on strategic choices and organizational outcomes, as well as the dynamics in CEO-board relationships and corporate governance. He is also interested in organizational growth (e.g., M&As, IPOs), organizational renewal (i.e., turnaround situations) and organizational sustainability (CSR). His work has been published in top academic journals including *Administrative Science Quarterly*, *Academy of Management Journal*, *Strategic Management Journal*, *Organization Science*, *Journal of Business Venturing*, and *Leadership Quarterly*, among others. His papers have received many awards at the *Academy of Management Conference* and *Strategic Management Society Conference*. He was a representative-at-large at the Corporate Strategy and Corporate Governance interest group of *Strategic Management Society* and serves on the editorial board of *Academy of Management Journal*. Prior to academia, Guoli worked as an investment banker at Daiwa Securities.

Jiangyong Lu is a Professor of Strategic Management at Guanghua School of Management, Peking University. He received his Ph.D. from the School of Business at the University of Hong Kong. His current research interests include innovation, entrepreneurship and venture capital investment in China and outward FDI from China. He has published more than 40 papers in international journals of management (e.g., *Strategic Management Journal*, *Organization Science*, *Journal of International Business Studies*) and economics (e.g., *Journal of International Economics*), as well as 20 papers in top Chinese journals. He has also coauthored three books in Chinese. Dr. Lu acted as academic directors of the Innovation and Entrepreneurship programs at EMBA and MBA levels, as well as the DBA program at Guanghua School of Management, Peking University. He teaches courses including Entrepreneurship Opportunity Identification, Lean Strategy in various programs.