

## The Nuts and Bolts of Teaching: Start with a Teaching Philosophy

### Eli Jones

Professor of Marketing  
Associate Dean  
Bauer College of Business  
University of Houston

### AMA Sheth Foundation

Doctoral Consortium  
W.P. Carey School of Business  
Arizona State University  
18 May 2007

## My Teaching Philosophy: "I Am a Bridge"

- ◆ Students learn best when they:
  - Perceive the learning environment as enjoyable
  - Are actively involved in the learning process
  - Perceive the subject matter as relevant
  - Perceive the instructor as a credible source

## A Bridge

### ◆ A Teacher is a Bridge

- Responsible for bridging academic instruction and the real world
- A facilitator in a life changing process
- A critical role that impacts lives

## Experiential Education

"Tell me, and I will forget;  
Show me, and I may remember;  
Involve me and I will understand..."

## Active Involvement in the Learning Process

C.T. BAUER COLLEGE of BUSINESS

- ◆ Relate the topic to a “real-world” example
- ◆ Demonstrate in-class how it applies
- ◆ As students recognize the parallel they will become more involved in the discussion

## A Combination of Rigor and Fun

C.T. BAUER COLLEGE of BUSINESS

- ◆ When students perceive the class as enjoyable, they are more relaxed and attentive
- ◆ The Socratic style of teaching involves students in the learning process by asking thought-provoking questions
- ◆ Discuss issues rather than just lecture