

Dynamic Capabilities in EMI Courses

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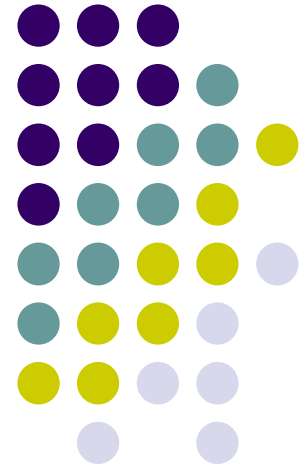
Master's Program in International Business Communication

College of Humanities and Management

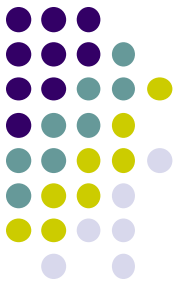
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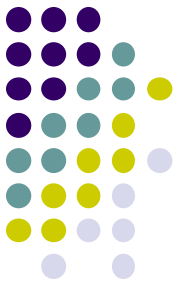


Introduction

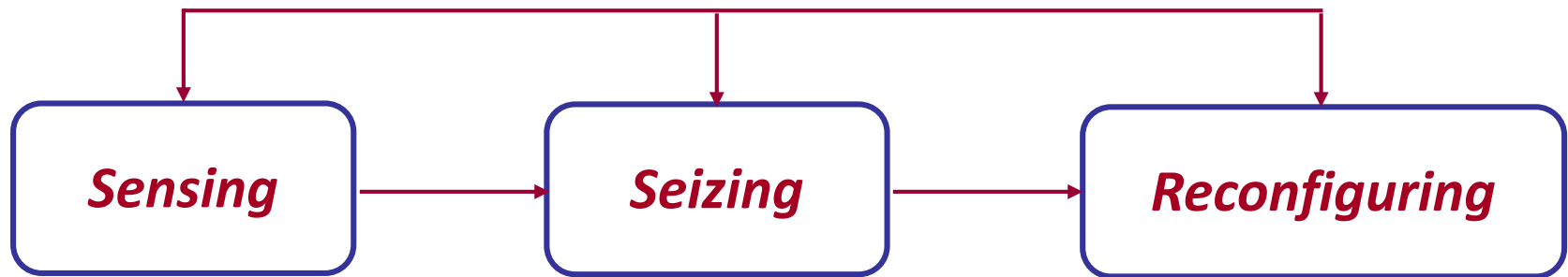


- **Dynamic capabilities** (Teece, 2007) emphasizes two aspects:
 - The shifting character of the environment
 - The key role of strategic management in appropriately adapting, integrating, and re-configuring internal and external organizational skills, resources, and functional competences toward changing environment

Teaching Strategy (1/4)

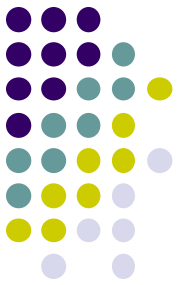


Dynamic capabilities (Teece, 2007)

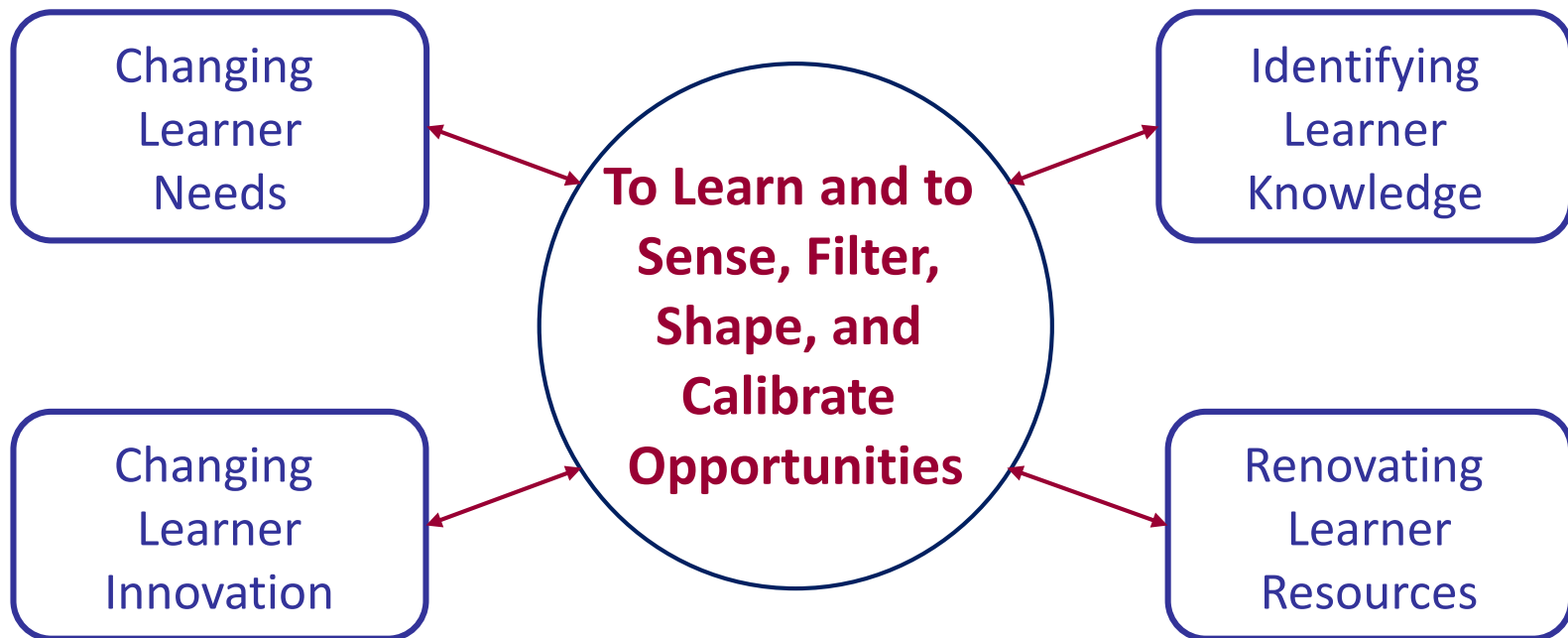


- **Sensing:** to sense learners' background knowledge → identify learner's needs + renovate resources
- **Seizing:** to seize supplementary → build up learners' commitment
- **Reconfiguring:** to reconfigure and transfer explicit & tacit knowledge → achieve fits + align with learning goals

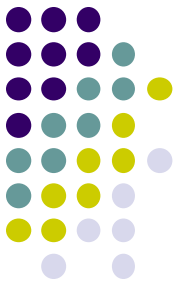
Teaching Strategy (2/4)



Sensing



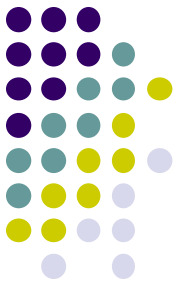
Teaching Strategy (3/4)



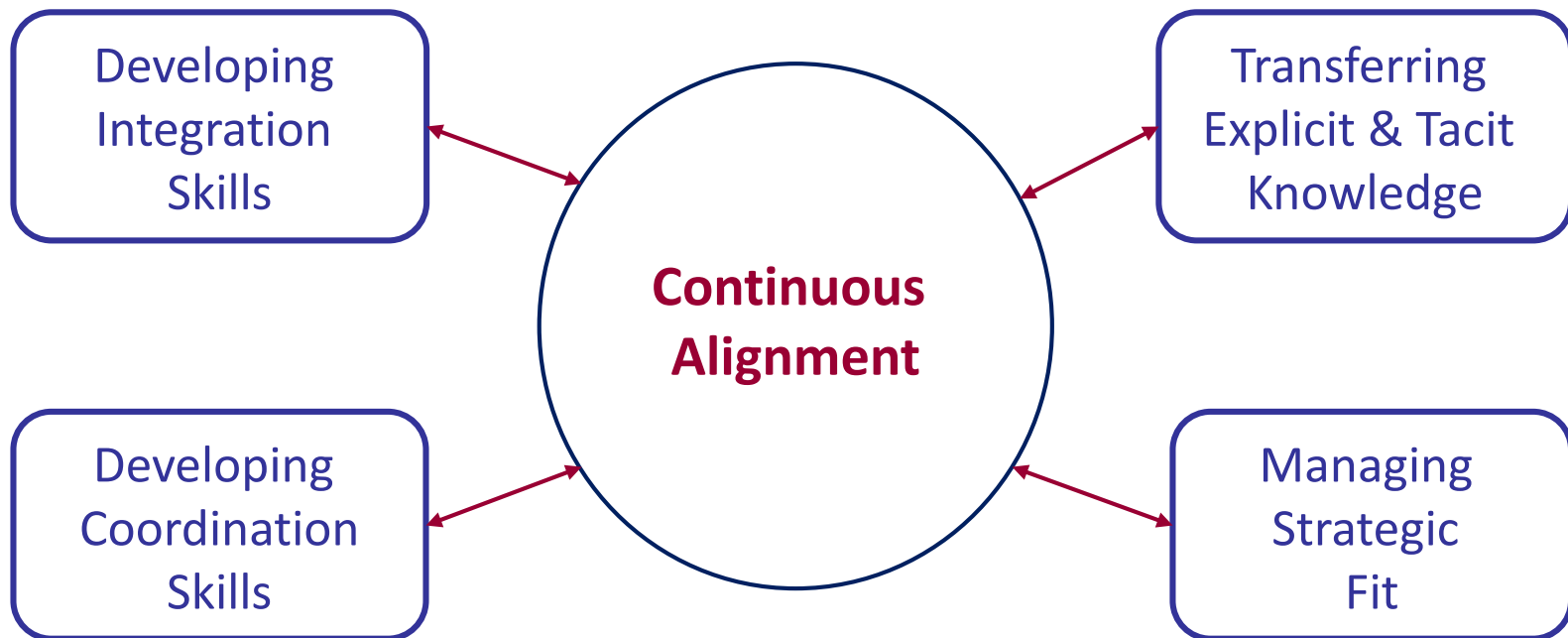
Seizing

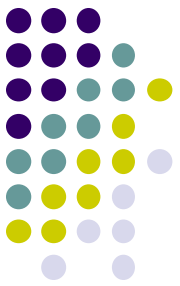


Teaching Strategy (4/4)

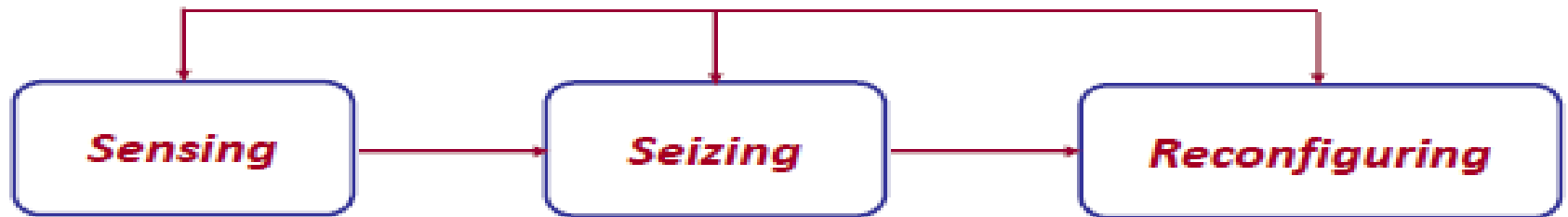


Reconfiguring

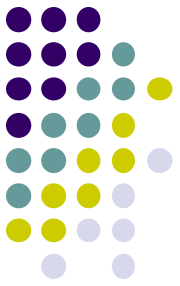




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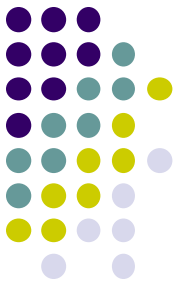


Assurance of Learning (AoL)



- The courses use **AoL processes** for ensuring teaching quality and the results lead to curricular and process improvements (AACSB Standard 5)
- **AoL processes** → systematic processes and assessment plans
- **Competency-based education** → students progress at their own pace
- **Teaching improvement** → student surveys and rubric evaluations
- **Teaching effectiveness** → a lifelong learning mindset with respect to domain expertise
- **Teaching impact** → through learner success and satisfaction

Summary



- Excellence in these **‘orchestration’** capacities enhances a lecturer's capacity to successfully innovate and capture sufficient value to deliver superior long-term teaching and learning performance.
- **Engagement:** Quality English-taught courses create and disseminate intellectual contributions that have an impact on the theory, practice, and/or teaching of business, and have a positive impact on society.

Source:

- Teece, D.J. (2007) Explicating Dynamic Capabilities: The Nature and Micro Foundations of (Sustainable) Enterprise Performance. *Strategic Management Journal*, 28, 1319-1350.
- AACSB Business Accreditation Standards: <https://www.aacsb.edu/educators/accreditation/business-accreditation/aacsb-business-accreditation-standards>

Arigato

Mahalo

Grazie

Spasiba

THANK
YOU

Thinks
Moite

Gracias

Merci

Danke

Shukran