



# SHG Faculty Guide:

## Guidelines and Procedures for University Professors

Welcome to the comprehensive guide for faculty members at SHG University. This presentation outlines the expectations, procedures, and best practices that will help you succeed as part of our world-class faculty. As a member of our teaching staff, you play a vital role in shaping the next generation of industry leaders in business and hospitality.

 **by SwissHospitalityGroup**



# Welcome to SHG Universities

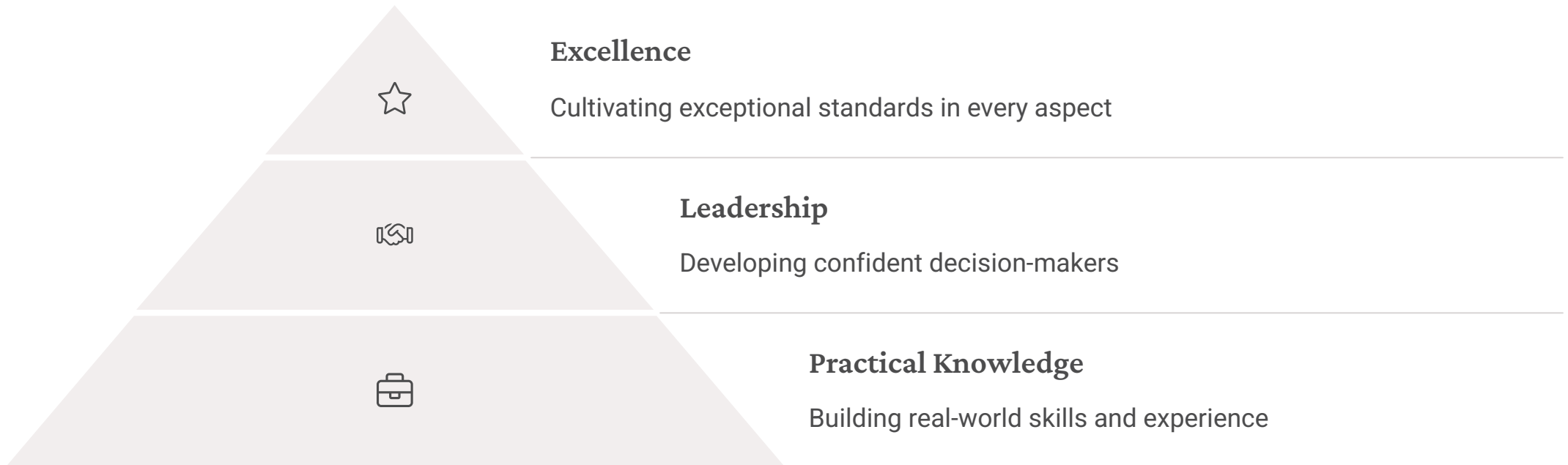
SHG Universities represents a prestigious network of 12 international business and hospitality schools operating under rigorous Swiss academic standards. Our institution stands at the forefront of hospitality education, combining theoretical knowledge with practical application.

Our educational philosophy goes beyond traditional teaching methods. At SHG, **we prepare students not just to participate in their chosen industries, but to lead them.** From day one, our students are trained to excel in their field, make strategic decisions, and demonstrate leadership qualities.





# SHG's Mission



**Our mission is straightforward yet ambitious:** to create industry leaders equipped with practical knowledge and real-world experience. We aim to graduate professionals who demonstrate excellence and leadership immediately upon entering the workforce.

Every class you teach, every discussion you lead, and every project you oversee contributes directly to this mission. We not only prepare students for success in the job market but also **identify potential candidates for future roles within our own organization.**



# Your Role as a Faculty Member



## Share Real Experience

Bring practical insights from industry to enrich theoretical concepts



## Act as Mentor

Guide students in their professional development and career planning



## Facilitate Discussion

Create interactive learning environments that simulate boardroom dynamics



## Support Application

Help students transform knowledge into actionable skills daily

At SHG, faculty members serve as both educators and industry representatives. **Your role extends beyond delivering content** to becoming a trusted advisor who helps students navigate their professional journey.





# Leadership Qualities We Value

## Confidence

Establish credibility and create an effective learning environment through thorough preparation and confident delivery.



## Respect & Punctuality

Demonstrate professionalism in all interactions by showing respect for students and valuing everyone's time.



## Strategic Thinking

Help students develop their own analytical capabilities through exemplary strategic problem-solving approaches.



## Coaching Skills

Guide students in their learning journey through effective mentoring and supportive interaction.



## Engagement & Responsiveness

Ensure students receive the support they need to succeed in our intensive learning environment, both in and out of the classroom.

# Our Unique Educational Model



## 5-Day Course

Intensive, consecutive days of focused learning



## 2-3 Hour Classes

Concentrated daily sessions



## Final Assessment

20 min Exam +

5-15 min Case study presentation +

15-30 min of discussion and professor feedback

The final day includes both a formal examination and a case study presentation. This intensive approach trains students to quickly absorb and apply knowledge—a vital skill for future executives who will need to make informed decisions under pressure.





# Teaching Philosophy: The MBA Mindset



## Strategic Vision

Focus on big-picture business implications and how decisions impact organizational success across departments and market positions



## Leadership Perspective

Approach topics from management viewpoint, emphasizing decision-making authority and responsibility for team outcomes



## Practical Application

Ground theory in real-world scenarios by incorporating case studies, industry examples, and solving authentic business challenges

**Every topic at SHG should be taught from a managerial perspective**, regardless of the subject matter. This approach ensures our students learn not just about a subject, but how to lead within that domain. Faculty should consistently frame discussions around executive decision-making processes, resource allocation considerations, and strategic implementation challenges. Final presentations should simulate investor or executive pitches, with emphasis on analysis, decision-making, and strategic thinking.

This **"MBA mindset"** prepares students to communicate effectively at executive levels and approach challenges from a leadership perspective. Students should be encouraged to consider financial implications, stakeholder management, and organizational impact in every presentation they deliver. Your role is to provide constructive feedback that reinforces these executive-level considerations.

# Curriculum Standardization & Personalization

## Standardized Core Content

All SHG courses follow a **fixed topic list** that ensures consistent learning outcomes across all campus locations and delivery formats. These **standardized elements** maintain the integrity of our academic programs and ensure all students receive the same foundational knowledge.

Core topics, learning objectives, and assessment criteria cannot be modified without approval from academic leadership.

## Personalized Delivery

While the **curriculum framework remains consistent, teaching methods and examples can and should be personalized** based on your professional experience and expertise.

We encourage you to incorporate **real-life examples from your career**, bring in relevant case studies from your industry, and adapt teaching techniques to your personal strengths and the learning styles of your students.







# Curriculum and Preparation Process



## 1 Month Before

Receive curriculum overview and course objectives



## 3 Weeks Before

Develop teaching plan and begin creating materials



## 2 Weeks Before

Finalize PowerPoint presentation with SHG branding



## 1 Week Before

Submit all materials to [sofia.furtado@shguniversities.com](mailto:sofia.furtado@shguniversities.com) for approval



## Daily

Teach, assign homework, engage students

Record attendance and participation



## 7 Days After

Send evaluation marks by email to all students individually with comments and send the master excel grading spreadsheet to Sofia Furtado.

**You are responsible for creating a comprehensive teaching plan**, branded PowerPoint presentations, and supporting resources for students. All materials must be submitted one week before the course begins to allow for review and any necessary adjustments.



# Grading Responsibilities

## Components & Weights

Component	Weight	Due Date	Feedback Required
Participation	20%	End of course	Brief comments
Homework	20%	Daily	Correction points
Case Study	20%	Day 5	Detailed assessment
Final Exam	30%	Day 5	Score explanation
Attendance	10%	End of Course	None

### GRADE SCALE:


- A = 96–100% | A- = 90–95%
- B+ = 87–89% | B = 84–86% | B- = 80–83%
- C+ = 77–79% | C = 74–76% | C- = 70–73%
- D = 60–69% | F = <60%

## Key Guidelines

As a faculty member, you are responsible for comprehensive assessment of all course components using the provided Excel grading template. **Grades must be emailed to each student individually with brief but meaningful feedback** that helps them understand their performance and areas for improvement.

The complete grading file, including all components and final calculations, **must be submitted to administration within seven days of course completion**. This timeline ensures students receive timely feedback while the course content is still fresh in their minds.

As of April 2025, teachers will **no longer use Moodle's grading system**. Please only send in the grades through the attached grading spreadsheet.

 Minimum of 60% required to pass each course.

•Courses with a grade below 60% must be retaken with a fee.



# Daily Class Structure Requirements



To ensure consistency and effectiveness across all courses, **each teaching day must include 3 essential components.**

First, assign homework that builds toward the final case study. Second, incorporate at least one practical exercise such as a roleplay or simulation that allows students to apply concepts in realistic scenarios.

Finally, dedicate time to active discussion or analysis, encouraging students to think critically about the material. This structure reinforces our commitment to practical, applicable education.



# Monitoring Attendance

## Daily Tracking

Use the official Excel attendance sheet to record presence at the beginning of each class session.

## Documentation

Note any late arrivals or early departures with specific times in the comments section.

## Submission

Submit the completed attendance record at the end of the teaching week as part of your administrative responsibilities.

Accurate attendance tracking is a **critical administrative responsibility** that supports both academic integrity and regulatory compliance. As a faculty member, you must maintain **daily attendance records using the official Excel sheet** provided by the university administration.



# Homework

- **Daily Application:** Homework should reinforce the day's learning through practical application, ensuring students immediately put concepts into practice.
- **Case Study Connection:** Each assignment should build toward the final case study, forming a cohesive progression that culminates in the final presentation.
- **Realistic Timeframe:** Assignments must be designed to be completed within one day, respecting the intensive nature of the course while maintaining academic rigor.

Daily homework is a component of the SHG educational model. These assignments serve multiple purposes: they reinforce the day's topic through immediate application, connect to elements of the final case study, and develop consistent study habits.

Quality assignments should prompt students to **apply concepts in realistic business scenarios rather than simply reviewing material**.



# Case study

## Presentation Length

SHG Case studies should last between 5-15 minutes depending on the class. Full business plan classes should have a 30 minute presentation.

## Skill Development

Their case study also gives them the opportunity to apply the material learned in class and develop their research skills

## Presentation Goals

The goal of the weekly presentation is for the students to get used to creating presentations and learn how to pitch their ideas coherently to a room of investors

## Encouragement

Encourage students to find outside sources to include in their presentations - ex; message a GM on linked in to ask their opinion on leadership tactics



**Innovate.  
colabrate.  
succeed.**



# Class Participation Assessment



## Professional Appearance

Business attire, punctuality, and overall professional demeanor



## Contribution Quality

Relevance, insight, and critical thinking in class discussions



## Peer Interaction

Collaboration and constructive engagement with classmates



## Improvement Trajectory

Growth in participation quality throughout the course

Participation represents **20% of a student's final grade** and encompasses more than just speaking in class. When assessing participation, consider professional appearance and behavior, the frequency and quality of contributions to discussions, and overall engagement with course activities.

While these criteria provide a framework, **faculty members may apply their professional discretion** in evaluating participation. Consider both quantity and quality of contributions, as well as improvement over the course duration. Document specific examples to support your assessment.



# Professionalism & Conduct

## Professional Appearance

Business **professional attire is required** for all teaching activities, whether in person or online. This demonstrates respect for the educational environment and models professional standards for students.

## Professional Environment - Online

For online classes, ensure a high-quality camera setup and clean, professional background. Do not teach in cars, loud cafes or public spaces. Although the class is online, it is preferable that you are **teaching in an office setting, standing and presenting your presentation on another screen.**

## Corrective Process

Instances of unprofessional behavior will result in **one formal warning.**

If corrections are not made, SHG reserves the right to **terminate the teaching relationship.**

Professionalism is a core value at SHG Universities and is expected from all faculty members at all times. Business professional dress code is **mandatory** for all teaching activities, regardless of whether they are conducted in person or online.

**When teaching remotely, ensure your technical setup projects professionalism, including proper lighting, a clean background, and reliable audio.** This attention to detail reinforces our commitment to excellence and prepares students for the professional standards they will encounter in their careers.



# Communication Protocol

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## Response Hours

Maximum time to respond to student inquiries during teaching week

100%

## Professional Tone

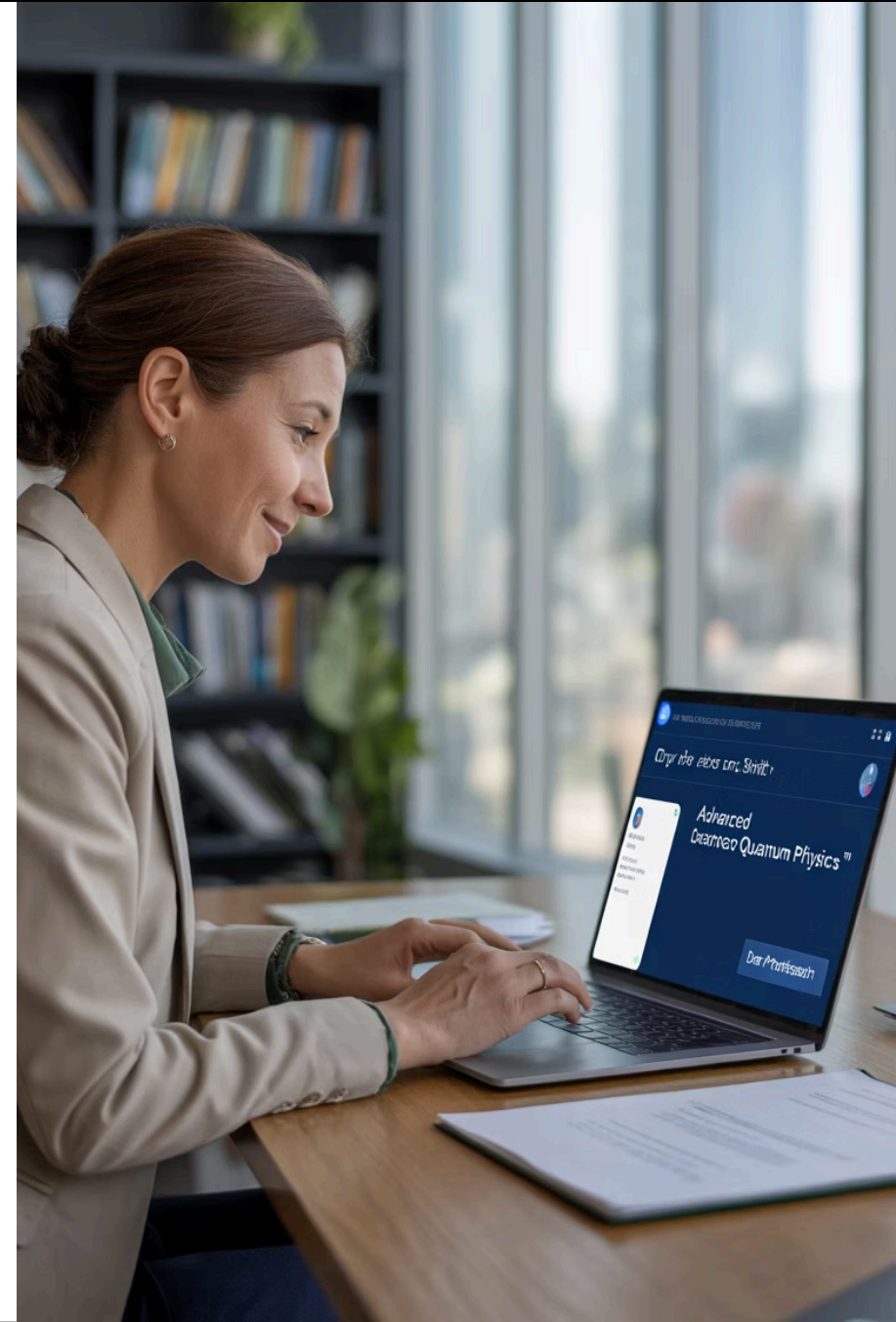
Requirement for all written and verbal communication

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## Tolerance for Unprofessional Communication

Expected standard for faculty-student interactions

Clear and professional communication is essential to maintaining the high standards of SHG Universities. **During your teaching week, you are expected to respond to all student inquiries within 24 hours**, ensuring students receive timely guidance during the intensive course period.





# Salary & Administrative Notes

Faculty salaries are processed at the **end of each month**. If your final teaching day falls in the next calendar month, payment for the entire course will be processed at the end of that month.

This schedule aligns with our institutional financial procedures and ensures accurate accounting for all teaching activities.

## **Administrative Notes**

Ensure you **submit all required documentation**—including attendance records and completed grades—within seven days of course completion.

Email personalized feedback to each student within seven days of course completion to fulfill all contractual obligations.

# Design & Branding Standards

## SHG Branding

All presentations must include the official SHG logo prominently on the title slide and discreetly on subsequent slides

## Data Visualization

Include relevant infographics and visualizations that transform complex data into accessible insights

## Real-World Connection

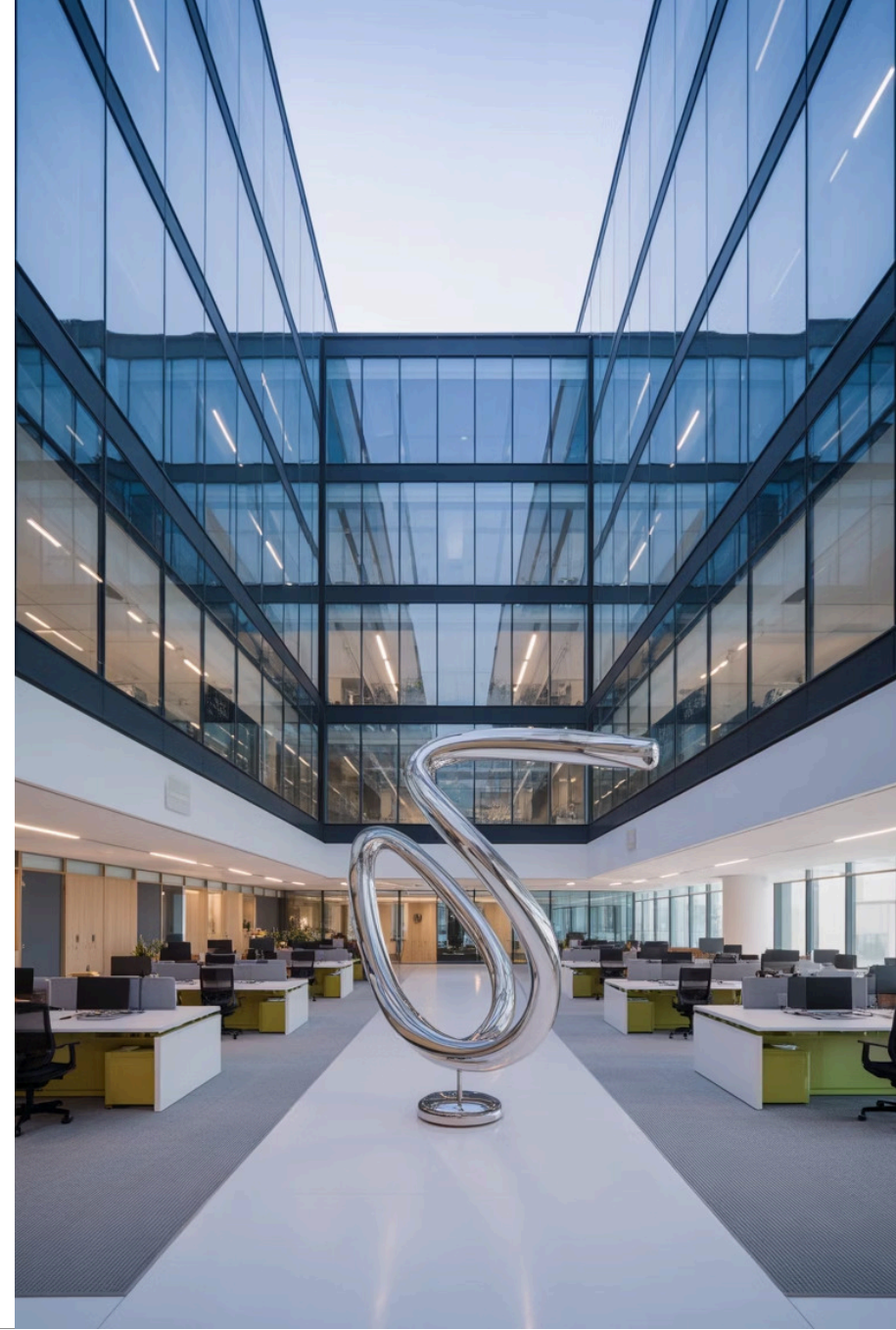
Incorporate case studies and examples that demonstrate practical applications of theoretical concepts

All instructional materials must adhere to SHG's professional design standards.

**Presentations should be clean, visual, and well-structured, with a consistent look and feel that reflects our institutional identity.** The official SHG logo must be incorporated according to brand guidelines.

Effective presentations include **real-world examples and infographics** that help students visualize complex concepts.

Avoid text-heavy slides in favor of compelling visuals supported by your verbal explanation. This approach models the executive communication style we expect our graduates to master.





## In case of class cancellation:



Notify all students  
immediately



Create a makeup  
class plan (date,  
time, format,  
content)



Send plan to  
[sofia.furtado@shg  
universities.com](mailto:sofia.furtado@shguniversities.com)

Makeup classes are mandatory and must preserve course hours.





# Disruption or Conflict Management

1

## Maintain Professionalism

Remain calm and objective when addressing disruptive behavior

2

## Document Incident

Record specific details, including time, context, and individuals involved

3

## Report Promptly

Email incident report to [sofia.furtado@shguniversities.com](mailto:sofia.furtado@shguniversities.com) within 12 hours

4

## Follow Protocol

Adhere to the conflict resolution guidelines in the faculty handbook

**Document the incident thoroughly**, including specific behaviors, context, and any attempts at resolution. **Report the situation to [sofia.furtado@shguniversities.com](mailto:sofia.furtado@shguniversities.com) within 12 hours**, providing all relevant details. Follow the conflict resolution protocol included in your faculty handbook, which provides step-by-step guidance for various scenarios.

# Conflict Resolution Protocol

1

## 🔴 STEP 1: Stay Professional

- Do not escalate emotionally
- Pause class if needed

2

## 📝 STEP 2: Document the Incident

- Note names, time, behavior, witnesses
- Keep a private record

3

## 📧 STEP 3: Report Within 12 Hours

- Email: [sofia.furtado@shguniversities.com](mailto:sofia.furtado@shguniversities.com)
- Subject: URGENT: Conflict Report – [Student Name]

4

## ⚖️ STEP 4: Intervention by SHG

- Student may face mediation or conduct plan
- Serious cases may lead to removal

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## 🛡️ TEACHER PROTECTION

- If you feel unsafe, end the class
- SHG supports immediate teacher safety





## Classroom logistics - SHG Portugal

1

### At Sofitel Lisbon Liberdade:

- Classes begin at 9:00 AM
- First day: Arrive early to collect "Mafra" room key and 5-day access pass from reception

2

### Classroom setup includes:

- HDMI cable, TV, SHG sign, red tablecloth
- Optional: Flip chart + markers

3

Students are responsible for cleaning and organizing the room daily.



## FAQ



### ? Where do I get the classroom key? (SHG Portugal)

- At Sofitel reception – ask for Mafra room + 5-day pass.



### ? What if I miss class due to an emergency?

- Notify students immediately. Send makeup plan to SHG.



### ? How do I track attendance?

- Use the SHG Excel sheet provided in the onboarding kit.



### ? What do I do if a student is disruptive?

- Stay calm, document everything, and report within 12 hours.



### ? Who do I contact if I need help?

- Sofia Furtado – [sofia.furtado@shguniversities.com](mailto:sofia.furtado@shguniversities.com)







**"At SHG, we don't just prepare students to join the industry — we prepare them to lead it."**

Thank you for your commitment to excellence.