

A transformative programme for business school faculty

The Essentials of Teaching and Learning



ETL The Essentials of Teaching and Learning



by the ITP



PROGRAMME DATES

Online sessions from 3pm to 7pm CET

Session 1: Friday 04/04/2025

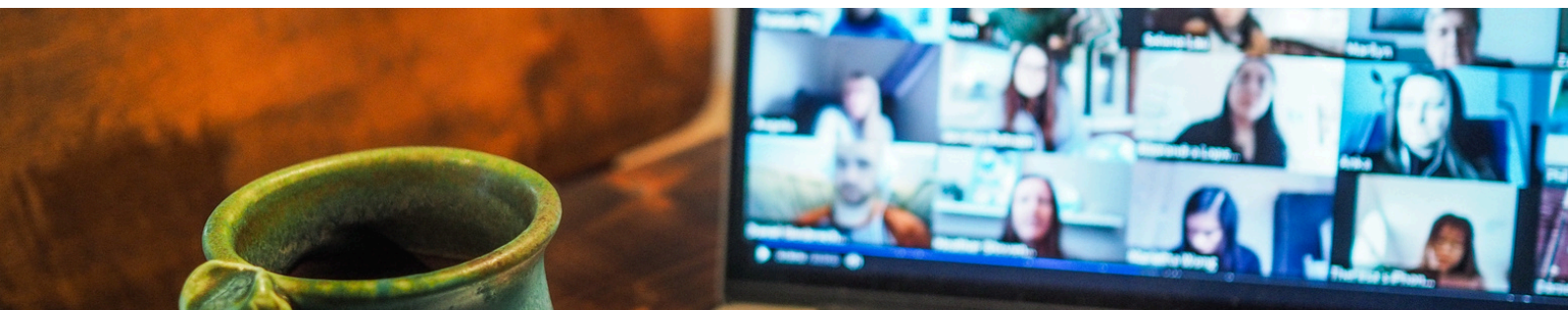
Session 2: Friday 11/04/2025

Session 3: Friday 25/04/2025

Session 4: Friday 02/05/2025

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INTERNATIONAL SCHOOLS OF BUSINESS MANAGEMENT

The International Schools of Business Management (ISBM) was created more than 50 years ago to improve the teaching and learning that goes on in business schools everywhere. The consortium consists of 12 leading global business schools and is supported by the European Foundation for Management and Development (EFMD). ISBM has been transforming the way that business school professors teach and how business skills are learned. Through its flagship programme, the “International Teachers Programme” (ITP), it has changed the lives and careers of thousands of business school faculty and those who learn from them.

The ITP, a multi-week, in-person programme delivered annually at ISBM member schools, trains participating faculty in “active learning” pedagogies and transforms their mindsets from focussing on teaching to creating environments in which learning comes alive.

The essence of the ITP experience has now been extracted and distilled into ISBM’s newest and most scalable and accessible programme, “The Essentials of Teaching and Learning,” delivered in a remote learning format. Thanks to the power and reach of remote learning technology and in an effort to further its impact, ISBM offers business school faculty everywhere the opportunity to transform their own classrooms – whether intimate seminars for a few dozen students, workshops for executives, or lectures to hundreds – in a way that makes the most of their own gifts as teachers.

In a series of four half-day, highly interactive, and intensely engaging virtual sessions over four Fridays, participants will learn key “active learning” approaches that will unlock real learning for their students.

PROGRAMME OVERVIEW

Welcome to a Transformative Journey toward Teaching Excellence

Are you ready to elevate your teaching practice and make a lasting impact in the classroom? **The Essentials of Teaching and Learning** programme is designed for business school faculty who are passionate about refining their teaching style, expanding their professional network, and delivering exceptional educational experiences.

Through this programme, you will engage in four highly interactive, half-day online sessions. Each session is designed to be hands-on, allowing participants to experience cutting-edge teaching methods, network with international peers, and gain insights from top faculty at renowned business schools worldwide.



PROGRAMME STRUCTURE AND DATES

- Interactively designed and delivered
- Four half-day sessions via Zoom
- With small-group breakouts and other engaging activities
- Conducted in English
- Time zone friendly from 3PM to 7PM Central European Time
- All in all, taken together and in addition to its content, ETL provides a demonstration of highly effective teaching that can serve as a role model for any kind of teaching and learning setting.
- Session 1: 04/04/2025
Using Learning Styles for Teaching Effectiveness
- Session 2: 11/04/2025
Engagement and Credibility: Tools and Tips
- Session 3: 25/04/2025
Uncover the Best Teacher in You
- Session 4: 02/05/2025
Boost Your Presence in the Virtual Classroom

Session 1



Using Learning Styles for Teaching and Learning Effectiveness

by Pär Mårtensson, Stockholm School of Economics

Date: 04/04/2025

Time: 3 PM – 7 PM CET

Learning doesn't follow a one-size-fits-all approach. This session introduces participants to the **Honey and Mumford Learning Styles** typology, helping teachers understand how to identify and cater to different student preferences.

Key Learning Objectives:

- Assess how well your current teaching methods align with various learning styles.
 - Apply the Honey and Mumford typology to your course design.
 - Collaborate with peers to exchange ideas for a more inclusive learning environment.
-

Session 2:



Engagement and Credibility: Tools and Tips

by Daniel Simonovich, INSEAD

Date: 11/04/2025

Time: 3 PM – 7 PM CET

Enhance your teaching with techniques that boost classroom engagement and credibility. This session provides practical tips and insights on how to be more effective and impactful as a business school teacher.

Key Learning Objectives:

- Observe and apply techniques to increase engagement and credibility.
- Learn from business school teachers with high student ratings.
- Develop case-teaching skills using real-world examples.

Session 3:



Uncover the Best Teacher in You

by Nana von Bernuth & Thomas Hellwig, INSEAD

Date: 25/04/2025

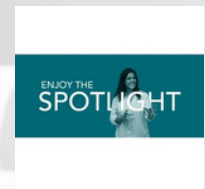
Time: 3 PM - 7 PM CET

Discover and leverage your unique strengths as a teacher. This session employs the principles of positive psychology to help you identify and harness your best self for teaching excellence.

Key Learning Objectives:

- Analyze your 'best self' through the use of pre-session surveys.
- Explore positive organizational dynamics like resilience and vitality.
- Implement strategies to utilize personal strengths in the classroom.

Session 4:



Boost Your Presence in the Virtual Classroom

by Dramatic Resources London

Date: 02/05/2025

Time: 3 PM - 7 PM CET

Online teaching demands unique skills, and having a commanding presence online is essential for engaging students. This session, led by a professional actor, focuses on refining your on-camera presence through experiential exercises.

Key Learning Objectives:

- Learn how to manage energy, focus, and posture for effective online teaching.
- Experiment with voice and body language to capture and hold attention.
- Receive personalized feedback on your virtual teaching style.

What's in it for me?

- **Proven content:** The 'essentials' distilled from the ITP.
- **Your best self:** There's no single best way to teach. We'll help you develop your own unique identity as a teacher.
- **An international network:** You'll get hands-on, highly interactive learning in the company of dozens of highly motivated and like-minded international faculty peers, all of whom care about excellence in teaching.
- **An enhanced reputation:** Learn from and get to know star faculty from diverse cultural and professional backgrounds from some of the world's top business schools.
- **Fun, passion, and purpose:** You'll learn how to shape your classroom culture to deliver amazing experiences for every student.
- **Impact:** Most of us don't teach just to make a living. We're teachers who want to make a difference in the lives and careers of those we teach. The "Essentials of Teaching and Learning" programme will boost your impact.



What's in it for my institution?

- **Inspiration:** The transformation of your institution's culture from one of teaching to one of creating learning environments is inspiring to behold and to be a part of.
- **Credibility:** Show your faculty, students, and other stakeholders that your institution values and supports excellence in teaching.
- **Enhanced student experience:** Your students' learning experience matters!
- **Faculty recruitment and retention:** Attracting and retaining top faculty gets more difficult every year. Faculty appreciate working for institutions that invest in developing their skills.
- **Relevance:** Organisations of all kinds – pretty much everywhere – need to be better managed. Your institution, drawing on the more than 50 years of learning from the ISBM consortium schools, can lead the way.



"This program is a great way of getting tools and insights to improve your teaching performance."



Yonni Angel Cuero Acosta,
Professor
Tecnologico de Monterrey,
International Business Department
Mexico

Practical Information

Fee and registration

The fee for the Essentials of Teaching of Learning is **600€**

If your institution is sending more than one faculty we will apply the discounts below:

- **2 faculty for 1000€** (instead of 1200€)
- **3 faculty for 1400€** (instead of 1800€)
- **4 faculty for 1800€** (instead of 2400€)

To apply, complete the application form here:

<https://itp-essentials.com/registration>

Once the form has been completed, we will send an invoice along with the confirmation. You will need to pay the invoice within 30 days to secure your place. Payment can be made by debit/credit card or bank transfer.

The Essentials of Teaching and Learning programme accepts a limited number of participants. Admissions are on rolling basis. We encourage you to apply as soon as possible, and no later than 31 March 2025.

For more information, please email **contact@itp-essentials.com**

<https://itp-essentials.com>

"The course "Essentials of Teaching & Learning" has been a great help to connect with my best self as a teacher, and to acquire new tools to improve my performance in the classroom. It also allowed me to share practices and experiences with many other teachers from different countries."



Juan Martin Quiroga,
Assistant Professor
Universidad Nacional de Río Negro
School of Economics
Argentina

"Being a participant of the ETL renewed my love for teaching. It also provided me with a new awareness of the areas I need to work on to be a better teacher and engage my students."



Maria Guimarães,
Professor
Católica Porto Business School
Portugal



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The Essentials of Teaching and Learning Programme is administered by
INTERNATIONAL SCHOOLS OF BUSINESS MANAGEMENT
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