

Teaching portfolio for Sandra Greve, Associated Lecturer, UCL, 2022 update

Education and competencies

The formal education is Graphic Artist, Academy Profession degree in Marketing, Higher Diploma in Organization and Management and Executive Master in Business Administration. In total, 25 years of professional experience from advertising, concept development, marketing, communication and teaching and consulting, with 18 years of teaching experience. Self-employed for 12 years with www.sensemaker.dk

Full-time educations at Academy Profession (AP) and Academy Profession Bachelor (PBA), 2014-2022

All subjects include development, planning, literature selection, preparation of cases and exercises, as well as completion of teaching, evaluation, guidance and examination.

Level	Education	Subject	ECTS	Number of same classes	Number of students
PBA	International Sales and Marketing	International marketing	5	1	35
		Scientific theory and method	10	2	40
PBA	Innovation and Entrepreneurship	Innovative and Creative Processes	5	2	80
		Entrepreneurship	5	2	80
		Project Management	5	1	40
		Go-To-Market strategy	3,5	1	40
		Scientific theory and method	5	2	80
		Internship exam	5	2	80
		Bachelor project	15	1	40
PBA	International Hospitality	The method project	5	1	38
		Internship exam	5	1	38
		Bachelor project	15	1	38
PBA	E-Commerce	Method and Theory of Science	5	1	43
PBA	Teacher	The Teachers personal leadership	5,5	4	175
AP	Business and Economy	Management and cooperation	5	3	120
		Communication	5	2	80
		Internship exam	5	1	40
		Final exam project	15	1	40
AP	Marketing Management	Entrepreneurship	5	2	80
		Internship exam	5	1	40
		Final exam project	15	1	40
AP	Service, Hospitality and Tourism Management	Method exam	5	1	35
		Business plan	5	1	35
		Business development project	5	1	35
Higher Diploma	Management	Personal Leadership	10	1	30

Censor at Academy Profession (AP part-time) and Academy Profession Bachelor (PBA), 2010-2021

- AP Management and HR, Graduation project and 9 AU subject modules
- AP Mercantile, Graduation project and 2 AU subject modules
- Mercantile Diploma Program, 3 graduation projects, Organization, Method and Theory of science
- PBA in Design and Business, 5 specializations
- PBA in Innovation and Entrepreneurship, Bachelor project
- Associated lecturer request

Part-time AP subjects in the period 2005-2013

All subjects include development, planning, literature selection, preparation of cases and exercises as well as completion of teaching, evaluation, guidance and examination.

Year	Institution	AP subject	Form / extent	Target group	Participants
2005-2007	ErhvervsAkademiet, Odense Tekniske Skole	Organisation	2 evening classes 15 nights	Employed skilled workers	18
2005-2007	ErhvervsAkademiet, Odense Tekniske Skole	Innovative Processes	2 evening classes 15 nights	Employed skilled workers	18
2006	ErhvervsAkademiet, Odense Tekniske Skole	Project-innovation	1 evening class 15 nights	Employed skilled workers	10
2007-2010	ErhvervsAkademiet, Tietgenskolen	Coaching in Organisations	5 teams 6 weeks self-selected training for the unemployed 10 days	Available skilled	100
2007-2010	ErhvervsAkademiet, Tietgenskolen	Coaching in Organisations	3 evening classes 15 nights	Employed skilled workers	60
2010-2012	IBC Kolding	International marketing	2 teams 6 weeks self-selected for unemployed 8 days	Unemployed skilled workers	20
2012-2013	LedelsesAkademiet Lillebælt	Communication i practice	2 evening classes 15 nights	Employed skilled workers	30
2013	LedelsesAkademiet Lillebælt	Communication i practice	1 team 6 weeks self-selected for unemployed 10 days	Unemployed skilled workers	10
2013	LedelsesAkademiet Lillebælt	Communication i practice	Company class SKAT 10 days	Administrative staff	10
2013	LedelsesAkademiet Lillebælt	Strategic competence development	1 evening class 15 nights	HR managers/ employees	10
2013	LedelsesAkademiet Lillebælt	Project, method and exam training	1 evening class 4 nights	All AU students	100
2013	LedelsesAkademiet Lillebælt	Management in practice	Company class Finansforbundet 1 day	Trusteed employees	150
2013	LedelsesAkademiet Lillebælt	Change Management	Company class Finansforbundet 10 days	Work environment counselors	Developed, but not conducted

AMU courses and educations in the period 2006-2013

All subjects include development, planning, literature selection, preparation of cases and exercises as well as implementation of teaching and evaluation.

Year	Institution	AMU-course	Customer / extent	Target group	Participants
2006	Tietgen Kompetence Center	Personal development and change processes	Odense Universitetshospital 5 classes, 2 days	Medical secretaries	125
2007- 2008	Tietgen Kompetence Center	Basic leadership training (5 AMU-courses)	Lindø Værftet 5 classes, 13 days	Front line managers	50
2007- 2008	Tietgen Kompetence Center	Basic leadership training (5 AMU-courses)	Vestas Towers 4 classes, 13 days	Front line managers	65
2007- 2010	Tietgen Kompetence Center	Basic leadership training (5 AMU-courses)	6 open/mixed classes, 13 days	Skilled and with short/medium higher education	120
2008	IBC Kolding	Basic project management training (3 AMU-courses)	1 open/mixed class, 9 days	Skilled and with short/medium higher education	20
2007- 2010	Tietgen Kompetence Center	Basic leadership training (5 AMU-courses)	TV2 Danmark 1 class, 13 days	Technicians, journalists and marketers	15
2009	SenseMaker ApS/EA Vest	Personal development and conflict management	Vestas Wind Systems, 2 days	Warehouse staff	25
2009- 2010	Tietgen Kompetence Center	Presentation technique and communication	Tryg Vesta 4 classes, 3 days	Employees and middle managers	80
2010	Tietgen Kompetence Center	Assertive communication	Tryg Vesta 1 class, 3 days	Employees and middle managers	12
2013	Tietgen Kompetence Center	Coaching and appreciative communication (2 AMU-courses)	Assens Kommune 1 class, 4 days	SOSU og sygeplejersker	25
2013	Tietgen Kompetence Center	Appreciative communication	Eurofins-Steins 2 classes, 2 days	Laboratory staff and middle managers	50

Revenue-generating business (IDV) courses in the period 2004-2014

All activities have a consulting character and include concept development, sales material, expectations matching, development of teaching material and detailed planning of process, implementation, evaluation and follow-up.

Year	Institution	IDV courses	Customer /extent	Target group	Participants
2004- 2005	ErhvervsAkademiet Odense Tekniske Skole	Dresscoach, personal impact, sales/marketing/PR, corporate communication	4 open classes	All	35
2009	Sensemaker ApS/ Tietgenskolen	Management Course Content: personal development, management/leadership, communication, building teams, managing difficult situations.	1 class, 5 days Vestas Towers Inc., Pueblo, U.S	Front line managers and team leads	16
2013	LedelsesAkademiet Lillebælt	Innovation and organisational change	Open class 2 days	Project managers and	3

				middle managers	
2013	LedelsesAkademiet Lillebælt	Facilitation of processes	Open class 2 days	Project managers and middle managers	3
2013-2014	LedelsesAkademiet Lillebælt	Message training	Post Nord 1 day	Distribution managers, area managers and staff managers	130
2013	LedelsesAkademiet Lillebælt	Internal employee courses. Communication and customer orientation	3 internal classes, 2 days	Administrative staff	60

Research and development activities in the period 2012-2014

All activities have a research and / or developmental nature and include research, processing, text production, concept development, coordination, sales, project management, meeting participation, presentation and stakeholder and network care.

Year	Activity	Role	Extent	Result
2012-2013	Best Practice Management Survey regarding the need for training of first-line managers in four Funen municipalities	Responsible for method, empirical collection and -processing and dissemination	10 working weeks	40-page report and a large number of lectures as well as an article derived from it
2013	Best Practice Management Lectures and presentations	Lecturer and facilitator	1 working week	3 lectures for steering group, project managers and stakeholders
2013	Best Practice Management Teacher qualification program	Participates in developer group across educational institutions	2 working weeks	Teacher qualification program, incl. 3 Inspiration meetings
2013	Best Practice Management Conference	Participates in developer and implementer group across educational institutions	1 working week	Conference Video recording of panel debate moderated by journalist Steffen Kretz
2013	Best Practice Management Article for anthology of Søren Vøxted	Co-author of article on customer needs	3 working weeks	Published in an anthology, led by Søren Vøxted, SDU, in the summer of 2014
2013	Innovation subjects at the Financial educations	Development of a new subject together with a colleague from CPHBusiness	2 working weeks	The project is currently put on stand-by and awaiting news from the steering committee
2013-2014	Knowledge and evidence (Frascati funds)	Project Manager	10 working weeks	3 rapports
2013-2014	Articles on Managing complexity and Chaos	Based on my MBA thesis	40 working weeks in 2013 og 2014	Publised in 2014 Via EAL
2013 -2014 (continued to end 2016)	Chaos Club	Club-Manager	9 working weeks in 2013 and 2014	50 paying members and 4 annual meetings

Self-employed proces-consultant full-time from 2006-2012 and part-time from 2012-2018

Several courses and consulting assignments were completed outside the established education system. A list of consulting assignments, references, statements from previous course participants, evaluations, pictures, teaching material and program examples, are available at www.sensemaker.dk