

MY LIFE-LONG TEACHING PHILOSOPHY

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ABSTRACT

Teaching is a lifelong endeavor which extends beyond the classroom. It is a continual learning process, since to be an effective teacher one must be an effective learner. My teaching philosophy has been developed and refined over a number of years and I apply it to my own children as well as to my students. This philosophy is based upon five specific principles, which I try to intertwine with the subject I am teaching. These principles are:

1) The Principle of *Perspective*: The ability to address questions from multiple viewpoints and to use a variety of ways to solve problems. I tell students that if you look at me from the back of my head and again from the side of my head, you will gain a different perspective about me. The same is true regarding your analysis of any marketing/ business problem. Looking at such problems from different perspectives gives greater understanding and if findings are consistent, increased validity is achieved.

2) The Principle of *Evidence*: The ability to bring together relevant information, to judge the credibility of sources, to find out for oneself. I instruct students always to question the source of information and NEVER to simply rely upon conclusions arrived from others regarding existing data. As an example, if a case study infers something from an included data, I instruct my students not to read the inference first, but rather to first make their own inferences regarding the existing data.

3) The Principle of *Connections*: The ability to find patterns and for ways in which things fit together in order to bring together diverse material into new solutions. That is, similar patterns in data or in ways of thought may hold a clue as to how the current situation is about to unfold.

4) The Principle of *Creativity*: The ability to look beyond the obvious to find simple solutions which stand out from the crowd. That is, five major templates can account for most new product development and design in the world: attribute continuity; displacement; replacement; component control and division. I ask students to think using a template. For example, using displacement what new products could be created if a chair were not allowed to have legs?

5) The Principle of *Positive Criticism*: The wisdom to be able to question conclusions reached by others in an open and nurturing environment. In my class, no question is dismissed as without foundation, since in a question the seeds of learning are found.

ADVANTAGEOUS WAYS TO LEARN!

- 1) THE FOCUS OF PERSPECTIVE: The ability to address questions from multiple viewpoints and to use a variety of ways to solve problems
- 2) THE FOCUS OF EVIDENCE: The ability to bring together relevant information, to judge the credibility of sources, to find out for oneself
- 3) THE FOCUS OF CONNECTIONS: Looking for patterns and for ways in which things fit together in order to bring together diverse material into new solutions
- 4) THE FOCUS OF CREATIVITY: The ability to look beyond the obvious to find simple solutions which stand out from the crowd
- 5) : The wisdom to be able to question conclusions THE FOCUS OF POSITIVE CRITICISM reached by others and to examine the same sources from a novel perspective, resulting In potentially different conclusions