

Lowell Valencia-Miller – Statement of Teaching Philosophy

Teaching current and future business leaders requires a high degree of credibility and experience coupled with the rigor of an academic program. In teaching Strategic Management, Entrepreneurship, Business Policy and Strategy, and Strategic Business Communication, I leverage a great deal from my past experiences and current entrepreneurial endeavors to bring the boardroom into the classroom.

The pedagogical approach that I use in the classroom is a combination of academic theory, practical application, and real world experience. How I implement this approach in a specific classroom is dependent upon the amount of work experience possessed by the students.

For Executive and Working Professional MBA students with 5 to 10 years of work experience, I use a text that focuses on contemporary strategy analysis, cases for in-class discussion and independent written assignments, and a final group project that requires the strategic analysis of a current, public company with an in-class presentation of findings. To assist with the strategic analysis, I explain the use of various strategic tools such as McKinsey 7S Framework, Financial Ratios, Porters 5 Forces, Boston Consulting Group, GE 9-Cell, and Strategic Group Maps.

For Graduate and Undergraduate students with less than 5 years of work experience, I use a text that centers upon the development and implementation of strategy, cases for in-class discussion and independent written assignments, and a final group project that requires the development of strategy for a current, public company with an in-class presentation of strategy recommendation.

Recently, I developed and taught an online / distance undergraduate Business Policy and Strategy course. I used the same pedagogical approach as the classroom except I used asynchronous videos, online textbook and cases to deliver the concepts. Weekly online discussion assignments required each student to answer questions and then provide peer feedback to other students. Learning proficiency was measured through individual written case assignments and an online final examination.

To bring experience from the boardroom into the classroom, I use a combination of in-person guest speakers and my own professional experiences to discuss strategy development, implementation, and challenges. I am fortunate to have experience in strategic consultant engagements with small, medium, and international companies that I can leverage in each in-class discussion. I also reference my own experience of strategy development, implementation, and challenges that I encountered at Frontier Airlines and Qwest Communications.

Evaluation will be based upon a student's ability to apply, integrate and explain strategic analysis, strategy formulation and implementation. As such, proficiency will emphasize the critical thinking skills of application, analysis, synthesis and evaluation.