



## Marleen Dieleman

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I believe strongly that all management education should be a combination of concepts, applications, professional skills and values. I adopt staged-learning processes to allow students to develop active knowledge and higher-level learning outcomes. Class time is used to transform passive knowledge from assigned individual readings into active knowledge through stimulating discussions, sharing of compelling stories, and encouraging students to generate their own examples in class or within their assignments. Once students have active mastery of key concepts and tools, I will try to stretch this further by probing into situations where the concepts can be applied in moderated form, thus taking an extra step towards encouraging students to be creative and generate their own new ideas and concepts. For case teaching, I follow the "Harvard-style" 3-stage approach of individual preparation, small group discussion and plenary discussion. Through this combination of learning strategies, students are given insights into the practice of strategy in corporations and family firms.

### What Students Say...

"She's very passionate about what she does, and is able to channel that passion to her students during the lecture."

"Extremely engaging lecturer, brimming with enthusiasm about her content. Her engagement of multiple, varied, and interesting external speakers also allow us to have access to leaders with great practical experience. Superbly prepared course material and wealth of knowledge makes this class so entertaining and enriching"