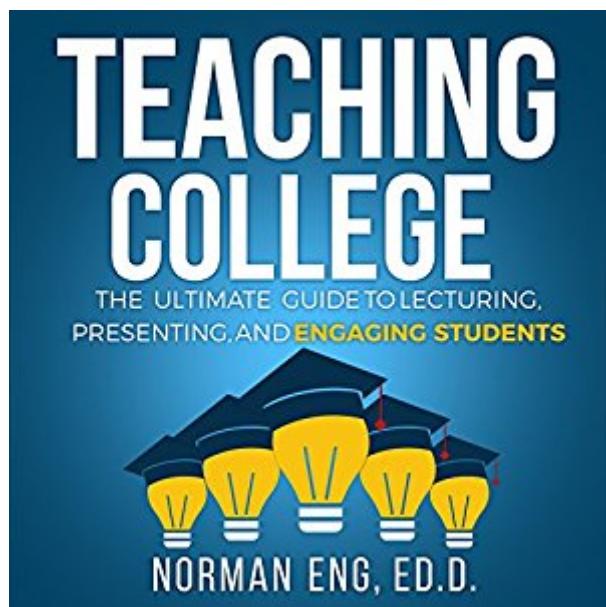


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# Teaching College: The Ultimate Guide To Lecturing, Presenting, And Engaging Students



## Synopsis

Your students aren't reading. They aren't engaged in class. Getting them to talk is like pulling teeth. Whatever the situation, your reality is not meeting your expectations. Change is needed. But who's got the time? Or maybe you're just starting out, and you want to get it right the first time. If so, *Teaching College: The Ultimate Guide to Lecturing, Presenting, and Engaging Students* is the blueprint. Written for the early career college professor, this easy-to-implement college instruction guide teaches you to: Think like advertisers to understand your target audience - your students Adopt the active learning approach of the best K-12 teachers Write a syllabus that gets noticed and read Develop lessons that stimulate deep engagement Create slide presentations that students can digest Take charge of your college classroom management Get students to do the readings, participate more, and care about your course Secrets like "focusing on students, not content" and building a "customer" profile of the class will change the way you teach. The author, Dr. Norman Eng, argues that much of these approaches and techniques have been effectively used in marketing and K-12 education, two industries that could greatly improve how college instructors teach. Find out how to hack the world of higher education instruction and have your course become the standard by which all other courses will be measured against. Whether you are an adjunct, a lecturer, an assistant professor, or even a graduate assistant, effective teaching is within your grasp.

## Book Information

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## Customer Reviews

I know this saying gets thrown around a lot but believe me when I sayÃ¢Â|Ã¢ÂœThis is a

MUST read! for those already teaching in higher education, and for those who want to pursue a career in higher education as well! You WILL get a deeper understanding of what it means to provide a quality level of education that will improve the way you teach 21st century college students and, most importantly, get your students to be engaged and to actually learn in a more meaningful way. This book pin-points the common issues that exist in a college classroom from the perspective of not only the professor, but the students themselves who are more than just bodies with minds filling up a seat (they are human beings with life struggles). It stresses the importance of critically thinking about the audience (college students) and how to reach them in a way that will get them to be engaged and to learn actively instead of spacing out or appearing to space out with their eyes and mind on their phones! I enjoyed this book very much because it speaks to my college experiences with most of my professors. It made me think that if my professors thought and taught more along the lines of the pedagogy and philosophy of this book, then I would have gotten more out of my college experience. This book offers a unique mixture of business and the pedagogy of teaching together in a way that I feel can improve the level of quality and experience of higher education for both the students and professors. Keeping that in mind, I definitely recommend this book for any professor teaching in a university and for those on the road to becoming professors because not only is content important but so is the pedagogy or the art of teaching which is often forgotten or left behind way too much at the university level (I can barely even see it anymore!). In fact, college students can benefit from reading this book because they can get an idea of what a quality level of higher education should be and voice their opinions to try to push for change in their education (that they are paying for!). It's seriously time to think deeper and more openly on how higher education is taught because progress is key to moving forward as a whole society, and college students play such an important role in that. This book offers important insights and tips on how to promote progress for college students who will eventually enter the real world where they will have the opportunity to make a positive impact on society, but how big of an impact depends on those educating them during their college years.

As an educator I find myself often gravitating to books that provide advice, suggestions and techniques to improving my practice. This book provides just that for me. It reads easily and flows quite well. I can also happily say that you don't need to be an educator at the college level to find this book helpful. Norman provides moments to be reflective about your students, your pedagogy and your lessons. As a constructivist, I connected immediately with how he validates what I believe, your students are our priority and yes, they are there for academic growth but they are also human

and should be treated as such. Reframing the way you communicate with them will allow you to start seeing your classes as a community of learners. Thank you Norman, I will be adding this book to my tool kit and sharing it with colleagues. Please give yourself the gift of this book, you will not be disappointed!

As an expat manager working in an oftentimes difficult to navigate cultural environment I am always looking for ways to connect with my staff to promote development of legal knowledge and expand business opportunities. This includes preparing lectures for both my staff and for international business groups. I am so glad to have found this book as it has given me real insight into how to better prepare and connect with my audience. It is essential, in my line of work, to ensure that my staff not only pay attention to the information presented but are also able to recall and utilize this information in a real world setting. Dr. Eng has written a remarkably easy to digest book on developing teaching skills that will be beneficial to professors and the business community alike. As someone that has always expected my staff to be able to digest complex information quickly, regardless of the means of presentation, Teaching College has showed me that for the best results I must consider how I present material, to think about my specific target audience when preparing, and develop ways to better connect with my team in order to obtain better results and ultimately more productive and knowledgeable staff. A must read for anyone that wants to improve their skills for teaching adults whether in a university setting or business environment.

Teaching College is a wonderful resource guide for college professors, especially beginning adjunct professors, that will have students more engaged and giving higher performance evaluations. In it, Norman Eng covers the gamut of laying the groundwork, planning lessons, optimizing teaching in the classroom, and helping students succeed. This book is so practical, and the author gives many illustrations to drive his points home. He includes some templates in the appendix that will guide the instructor in lesson planning and presentation. Why not learn from someone who can lay out the path for you to help you avoid common pitfalls? If you are a new professor, this book is absolutely for you!

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