

ROYAL UNIVERSITY OF BHUTAN

POSITION PROFILE

1. JOB IDENTIFICATION

- 1.1 Position Title : Associate Lecturer/Lecturer
- 1.2 Position Level : 5 & above
- 1.3 Discipline : **Marketing**
- 1.4 Occupational Group : Education and Training
- 1.5 College : Gaeddu College of Business Studies

2. MAIN PURPOSE OF THE POSITION:

- 2.1 Plan and teach modules in BBA programme.
- 2.2 Design and implement assessment items
- 2.3 Research and implement best industry practices
- 2.4 Contribute to institutional capacity building through innovation and research of curriculum, academic inputs and international exchange programmes
- 2.5 Mentor student's research projects

3. GENERAL ROLES AND RESPONSIBILITIES

Teaching

- 5.1 Teach modules (full load) and support students within own subject area at least up to the undergraduate level;
- 5.2 Set and mark assessments, and advise students on their progress;
- 5.3 Develop and deploy teaching-learning materials in area of own expertise;
- 5.4 Plan and review own approach to learning;
- 5.5 Take responsibility for organizing own activities and for the management of allocated resources;

Research and Innovation

- 5.6 Generate fund for the University through research projects, consultancies and advices;
- 5.7 Supervise research projects and dissertation where these are part of the programme(s) of study;
- 5.8 Contribute to design of research projects and define methods such as conducting surveys and focused interviews;
- 5.9 Carry out literature searches within pre-specified parameters;
- 5.10 Run analysis/interpreting data using specified and agreed techniques/models;
- 5.11 Prepare summary reports of research methods/findings;

- 5.12 Contribute to dissemination and publication of research findings; and
- 5.13 Carry out small-scale research projects on their own or as a lead in a team and publish some quality papers including few in reputed journals.

Services

- 5.14 Contribute as resource persons, coordinators or organizers for various professional development activities within the College/University as well as for those outside.
- 5.15 Participate in developing and promoting a clear vision of the College's/unit's strategic direction;
- 5.16 Participate as a team member to support senior colleagues, who have delegated responsibility for specific strands of work/sub-units;
- 5.17 Contribute to the operation of the University by participating in decision-making and governance including committees or taskforce as appropriate, at College and/or University level;
- 5.18 Represent and promote the University externally – nationally and internationally e.g. managing relations with external partners and stakeholders;
- 5.19 Coordinate the organization of conferences, seminars, workshops and/or working with relevant experts in the area of specialization; and
- 5.20 Provide guidance to other staff and students.

4. SPECIFIC ROLES AND RESPONSIBILITIES:

Teach and assess the module:

- **MKT201** Principles of Marketing
- **MKT202** Consumer Behaviour
- **MKT303** Sales Management
- **MKT304** Product and Services Promotion
- **MKT305** International Marketing
- **MKT306** Retail and Distribution Management
- **MKT407** Supply Chain Management and Logistics
- **MKT408** Customer Relationship Management

5. KNOWLEDGE, SKILLS & ABILITIES (KSA) REQUIREMENTS

5.1 Education: M.Com/MBA/PhD

5.2 Experience: Teaching and industry experience would be an added advantage.

5.3 Knowledge Skills and Abilities:

- Ability to demonstrate high level of commitment to teaching
- Ability to listen and being open to multiple views, perspectives, and feedback
- Engagement in continuous learning and development, and committed to continuous improvement by way of recognizing to change personal, interpersonal and managerial behavior

- Sound skills in research, analysis and dissemination of knowledge mainly by way of publication
- Ability to master in a particular field of specialization and provide excellent learning outcomes among the students