



Management Skills

COLOGNE

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University of Cologne

Faculty of Management, Economics and Social Sciences

The Cologne WiSo-Faculty





Introduction

This **Management Skills Seminar** combines professional work assignments, real-world cases, and practical exercises. Additionally, we will elaborate and discuss how to conduct effective *virtual* business meetings.

The practical exercises help to develop the confidence that is essential for speaking clearly, lucidly, and thoughtfully in diverse management scenarios. The seminar also offers methods on how to tackle real business cases. Students will take on the perspective of a decision-maker by analyzing complex management challenges requiring them to evaluate options and find appropriate solutions. Participants will receive expert advice on how to handle challenging business situations.

Course Description

Learning Objectives

- Understand theoretical aspects of communication
- Learn how to appear self-confident in management situations
- Handle questions and unexpected situations in an appropriate way
- Get insights into making persuasive pitches
- Get insights into ideal-typical processes of a presentation
- Learn how to be effective and goal-oriented at problem solving
- Understand to differentiate between relevant and irrelevant information
- Train critical thinking
- Learn how to effectively conduct video conferencing



Evaluation criteria

- Active participation in all exercises (incl. elevator pitches, simulated press conferences, etc.)
- Preparation and presentation of a real world business case will be judged on the following criteria: presentation slides (incl. structure), content (i.e., solution of the case), voice (incl. articulation), and timing.

Pre Task

There are several assignments that you have to prepare before our first meeting:

1. Please prepare 1-2 minutes in which you will present yourself. For this task, please present one object to the seminar participants which characterizes yourself or which facilitates your self-presentation. Try to make this speech as interesting as possible (include emotions, speed changes, tone changes, etc.)
2. Every one of you will receive an individual case study in a separate email (approx. one week before the seminar). Please prepare an (exact!) 4-minute presentation on the topic you have received.

Please find below an example of a case:

Your client, the CEO of a major cruise company, asks you to help him with an investment decision. He is currently investigation whether his company should launch a new luxury cruise ship with a capacity of 2000 passengers. The investment volume is 700 million. As an internal guideline, the company has set a 15% return on all major investments. Would you advise the client to invest in the cruise ship?

Lecturer: Assistant Prof. Dr. Samuel Stähler



Prof. Dr. Samuel Stähler is an Assistant Professor at the Department of Marketing at the Tilburg School of Economics and Management.

Samuel's research interest and expertise focus on communication, media management, brand management, and marketing finance. Furthermore, he studies the relationship between press media and companies. His research approach is empirical and quantitative, involving large databases and advanced statistical analyses.

For recent research results, he has been awarded with the 2020 AMA Don Lehmann Award (runner-up), 2019 GAMMA Doctoral Dissertation Award, the 2018 SMA Doctoral Proposal Award (runner-up), the 2014 Young Researchers' Award from the Federal Association of German Marketing and Social Researchers and the 2014 Max Weber prize for Business Ethics from the Institute of German Economy. Furthermore, he was finalist for the 2019 Researcher Award from the Federal Association of German Marketing and Social Researchers.

Samuel's work has been published in the *Journal of Marketing* as well as in the *Journal of Advertising Research*. Samuel Stähler has given presentations to companies and at academic conferences all over the world. Furthermore, he teaches marketing specific courses and supervises master theses at Master degree level. For his excellent teaching skills, he won the 2017 Junior Teaching Award of University of Cologne. Through studies and research stays abroad he developed intercultural skills and competences.