

## Management Skills

Zeynep Karagür ([karaguer@wiso.uni-koeln.de](mailto:karaguer@wiso.uni-koeln.de))

Group 9

27.02./28.2.23 and 9.3./10.3.23

### Content of Course:

#### **Think positive, act positive – towards a more confident self**

Stress levels are constantly increasing, and people more often think that they have less time to do what they want. At the same time, (self-) pressure and competition among them increases. This management skills course should provide ideas and tools to improve one's personality in successfully overcoming the growing pressure in studies, job and personal life due to a more and more demanding and digitalizing world. The course is divided into the two major parts: think positive and act positive. The first part thinking positive includes topics such as finding a fulfilling purpose in life, identifying own strengths and weaknesses, learning about the pitfalls of the human mind as well as the pitfalls of heavy social media usage. In the second part of the course, students will have the chance to improve their communication and presentation skills and learn about the concept of deep work. The course combines theoretical concepts, practical exercises and real-world examples. Vivid discussions about, e.g., the role of social media in today's world and the drivers of happiness in life are an integral part of the course. Moreover, students will receive the opportunity to practice the theory in presentations and role plays in groups. After having completed the course, students should be able to convincingly articulate their ideas, identify and set short- and long-term goals and confidently work towards fulfilling them and hence set the basis for their careers as leaders.

#### **Objectives/content:**

Self-reflecting skills:

- Exploring personal strengths and weaknesses
- Setting goals in life and working towards their fulfilment
- Understanding the pitfalls of the human mind

Rhetorical (presentation) skills:

- Verbal (language) and non-verbal (body language) aspects of communicating
- Pitching ideas
- Giving catching presentations

Work effectiveness/efficiency skills:

- Forming good habits
- Getting work done in an effective way
- Coping with distraction
- Finding a jobs

#### **Evaluation/ Assessment:**

- Active participation in class and in all practical exercises
- Preparation tasks before the course
- Preparation of a 10-15-minutes presentation in groups during the course
- Final project paper: Approx. four weeks after the course, students have to hand in a written seminar paper (approx. 8 -10 pages) based on the content of the course

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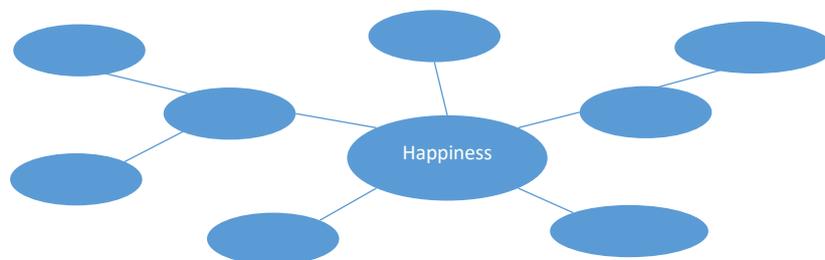
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### Preparation work before the course:

Dear students,

as a preparation task for our management skills course, I would like you to prepare the following three tasks:

- 1.) Write a **short essay** (150-200 words) answering the following questions:
  - (1) Who are you (name, age, major at university, hometown, university for bachelor, favorite hobby)?
  - (2) What was your biggest success/accomplishment in life so far (professionally or personally)?
  - (3) What was your biggest failure/setback (professionally) so far and how did you react to it?
  - (4) What makes you unique (what is your biggest strength)?
  - (5) What is your main goal in life?
  
- 2.) Based on your essay, prepare an **elevator pitch** (short presentation about 1 minute max.; NO PowerPoint slides) according to the AIDA model (e.g., <https://karrierebibel.de/elevator-pitch>; <https://michaelkelly.com.au/bdss-pitch-aida/>). In the first session of the course, everyone has to present their pitches in class as an initial introduction. Bring your elevator pitch to the first session. You do not have to send in the elevator pitch.
  - Imagine the following situation: *You are at a conference where you meet the CEO of the company you always wanted to work for. Luckily, you enter the elevator at the same time to go to the rooftop party on the 42th floor. That means, you have exactly 1 minute to present yourself to the CEO and ask for an interview (call to action).*
  - You can find tips on how to do an elevator pitch on YouTube (e.g., [https://www.youtube.com/watch?v=Lb0Yz\\_5ZYzl](https://www.youtube.com/watch?v=Lb0Yz_5ZYzl)).
  
- 3.) Draw a **mind map of happiness**. Think about factors that contribute to your happiness and are in your opinion necessary to lead a happy life. Also think about the second and third layers, i.e., what are the sub-components of your happiness factors. In the first session of the course, we will also discuss your mind maps (bring your mind maps to class). You can find a schema for the mind map below:



Please send in your short essay and mind map (not your elevator pitch) in **one PDF-file** to: [karaguer@wiso.uni-koeln.de](mailto:karaguer@wiso.uni-koeln.de) until: **13<sup>th</sup> February 2023 (midnight)**. Name the file as follows: **MS\_Group 9\_preperation\_Name.**

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I am looking forward to the course!

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