# Management Skills

Vincent Ruess
Chair in Marketing Science and Analytics
(ruess@wiso.uni-koeln.de)

## Content of Course

### Ethical Leadership and Self-Development

In today's fast-paced and ever-evolving work environment, mastering effective management skills is more crucial than ever. Leaders and professionals manage task complexities while navigating effective communication and relationships within diverse, dispersed teams. Soft skills like empathy, active listening, and conflict resolution are crucial for promoting productivity and harmony. Simultaneously, stress levels are on the rise, with individuals feeling increasingly pressed for time and facing heightened self-pressure and competition.
In the first part of the course, students will delve into personality models, learning to assess and interpret various personality types. This foundational knowledge will aid in personal development and career growth. The course will then explore emotional intelligence (EQ), focusing on understanding, applying, measuring, and improving EQ, particularly in leadership roles. Following this, the seminar will address self-reflecting skills, highlighting the impact of social media on mental well-being, and encouraging participants to explore their personal strengths and weaknesses. Goal setting and working towards fulfilling these goals will also be covered. The course will then shift to values-driven change in organizations, emphasizing the integration of ethical principles in workplace culture, cultivating moral competence among employees, and establishing and maintaining CSR standards.

## Objectives/content

### *Understanding Personalities*

- Introduction to personality models
- Assessing and interpreting personality types
- Personal development and career growth

### *Emotional Intelligence*

- Understanding emotional intelligence
- Applying emotional intelligence in leadership
- Measuring and improving emotional intelligence

### *Self-reflecting skills*

- Understanding the impact of social media on people's psyche
- Exploring personal strengths and weaknesses
- Setting goals in life and working towards their fulfilment

### *Values-Driven Change in Organizations*

- Embedding ethical principles in workplace culture
- Cultivating moral competence among employees
- Establishing and maintaining CSR standards

## Evaluation/ Assessment

- Active participation in class and in all practical exercises
- Preparatory assignments before the course (i.e., approx. 45-minute presentation in groups that will be presented during the course)
- Final project paper: approximately three weeks after the course, students must submit a written seminar paper (approx. 8-10 pages) based on the content of the course

## Contact Details

**Vincent Ruess**
Research Assistant
University of Cologne
Chair for Marketing Science and Analytics
Sibille-Hartmann-Straße 2 – 8, 50969 Köln
Tel.: +49-(0)221-470-7775
ruess@wiso.uni-koeln.de