

Management Skills

Zeynep Karagür (karaguer@wiso.uni-koeln.de)

Group 1

31.05./01.06 & 07.06/08.06

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 to deal with failures 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:

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

Rhetorical (presentation) skills:

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

Work effectiveness/efficiency skills:

- Getting work done in an effective way
- Coping with distraction
- Finding and applying for jobs

Evaluation/ Assessment:

- Active participation in class and in all practical exercises
- Preparation of a 1-minute presentation before the course

Management Skills

Zeynep Karagür (karaguer@wiso.uni-koeln.de)

Group 1

31.05./01.06 & 07.06/08.06

- Preparation of a 10-15-minutes presentation in groups during the second part of the course
- Final project paper: Approx. four weeks after the course, students have to hand in a written paper (approx. 8 pages) based on the content of the course

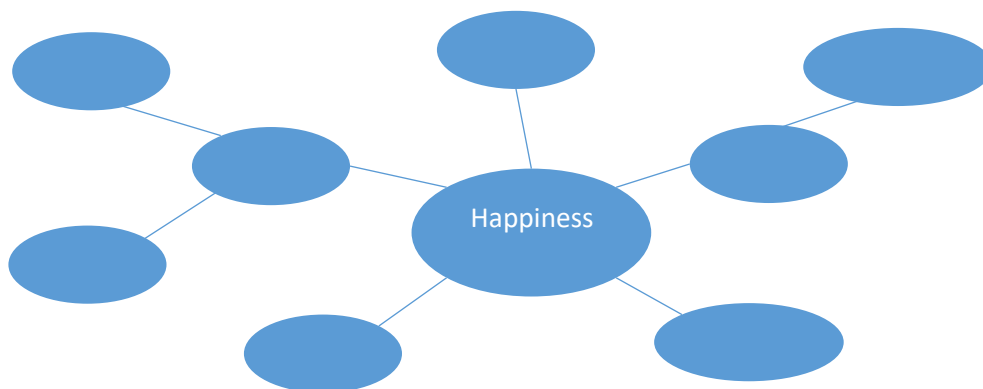
Preparation work before the course:

In order to set a common ground for the course, students are required to write a short essay (max. 200 words) answering the following questions:

- (1) Who are you (name, age, hometown, university for bachelor, major, hobbies, interesting fact)?
- (2) What was your biggest success 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 is your main goal in life?

Before the start of the course, a 1-minute elevator pitch (short presentation; NO PowerPoint slides, just yourself and your voice) on the key points of your short essay should be prepared. In the first session of the course, everyone will have the chance to present their pitches in class to introduce themselves.

Furthermore, you should draw a mind map of happiness, where you think about things that are in your opinion necessary to lead a happy life. Think also about the second and third layers, i.e., what are the sub-components. Below you can find a schema for the mind map. In the first session of the course, we will also discuss your mind maps (so be prepared).



Please send in your essay and mind map to: karaguer@wiso.uni-koeln.de until: 19th Mai, 2021.

Lastly, approx. one week before the beginning of the course, everyone should start tracking their smartphone usage behavior for 7 days as a preparation for the course. The following apps help you with this task:

Management Skills

Zeynep Karagür (karaguer@wiso.uni-koeln.de)

Group 1

31.05./01.06 & 07.06/08.06

- For iOS: Moment (<https://itunes.apple.com/de/app/moment-screen-time-tracker/id771541926?mt=8>)
- (From iOS 12 onwards, each iPhone also has an own program called “Bildschirmzeit/screen time” within the settings menu that allows the tracking of your smartphone usage)
- For Android: AntiScoial or QualityTime
(https://play.google.com/store/apps/details?id=com.goozix.antisocial_personal&hl=en)
(<https://play.google.com/store/apps/details?id=com.zerodesktop.appdetox.qualitytime&hl=de>)

Please write down beforehand what your expectations on your average screen time as well as maximum and minimum usage duration are. During the course, we will discuss whether your actual values reflect your expectations and what effect this might have in your daily life.

Contact Details:

Zeynep Karagür

Research Assistant

University of Cologne

Chair for Marketing and Marketing Research

WiSo 4015b, Universitätsstraße 24, 50923 Cologne

T +49-(0)221-470-8679

F +49-(0)221-470-8677

karaguer@wiso.uni-koeln.de