

Management Skills

Seitler-Käfer (vseitlerkafer@gmail.com)

CEMS/ MIM Group 1 & 2

Dear Students,

my name is Veronika Seitler-Käfer and I will be your lecturer for the management skill course in summer 2021. I have studied Business and Pedagogics at the University of Cologne and did a postgraduate degree in Marketing in the UK. My working experience includes lecturing in an Academy for Communication and practical experiences which I collected working in marketing and sales in an international company. Currently I am working as lecturer and coach for management and marketing as well as for personal development.

I am living with my family in Bonn.

The course: Management Skills

In today's competitive and volatile world, management is a crucial issue. Leading individuals and groups effectively is the key to organizational excellence. But it is a myth that there is only one best way to manage. It is important to realize that each of the cultures/ concepts or ways is good for something. No concept or mix of concepts is bad or wrong itself, only inappropriate to its circumstances.

To meet the challenges of a manager and to develop some critical leadership skills the course focusses on the following topics:

- I. The Manager as a person and management as profession
- II. Principles of effective management and management styles
- III. Overview of several communication models and their application in order to increase the success of communication processes. (S.C.I.L. Performance Strategy, Transactional Analysis, Four sides to react, Nonviolent Communication)
- IV. Manager's Toolkit: (different topics available)

Course organization and assessment

Lectures will be interactive requiring participants to undertake some work before, during and after the course which have to be handed in partly in written form and which will be presented verbally during the course:

Evaluation: Paperwork - 50 %/ Presentation 50 %

1. Before the course

1.1 Preparation Work:

In order to design the course for you in the most appropriate way I would appreciate to obtain some information about you as a person and your individual expectations about the course. Therefore, please prepare a short "Elevator Pitch" with the following items:

- personal data

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- main subjects of your studies
- knowledge about management skills
- experiences with presentations (stage fright)
- learning expectations

Please send your Elevator Pitch to my email account three weeks before the course starts to:
vseitlerkafer@gmail.com

What is the purpose of your Elevator Pitches?

Firstly, your Elevator Pitches provide me as your lecturer with basic information about the group and its members. According to your preferences and expectations I am going to design the concept of the course.

Furthermore, your Elevator Pitches serve you as a marketing instrument in future situations. Whether you are networking, visiting a career fair or you are invited for a job interview, one of the first questions will always be to present you as a person. Hence the course provides you with the possibility to train your Elevator Pitches, to get constructive feedbacks from your peers and to reflect and work on your - depending to the situation - most appropriate self-presentation.

1.2. Manager's Toolkit Groupwork:

To excel in nowadays business world, you need a wide range of skills.

At that point **student interaction is required**. You are going to select the contents you are most interested in. The topics will be prepared by the students in groupwork before the course and then presented and discussed during the course.

Please give me a feedback about your first, second, and third preferred topic as quick as possible, but latest 3 weeks before the course starts. As soon as I have your preferences, I will organize the formation of the groups and will inform you latest two weeks before the course starts about your groups and topics. I will try to consider your predilections doing the formation of the groups. If ever you wish to work together with a friend within the group, please also tell me and make sure that you and your friend have chosen the same topics!!!

Available topics:

- The Future ready company
- Change Management
- Communication and Leadership in International companies
- Conflict management
- Creativity in Management
- The Digital Future of Management: Managing People, Teams and Organizations
- Emotional Intelligence
- The Resilient Learning Organization
- Leadership styles
- The impact of the Digital Transformation on Management
- Time Management

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- COVID 19 – Implications for Business

The course will be split into 4 – 5 groups.

The groupwork will be about 3 to 4 pages per person and need to be handed in as a complete written work about 12 – 15 pages by email to: **vseitlerkafer@gmail.com** the day before the course starts.

In addition, a presentation needs to be prepared and held during the course. Presenting time per person is calculated round about 10 to 15 minutes.

As learning takes best place when being interactive, the presentation should be interactive. Therefore, the audience need to be included even during or after the presentation in the form of questions, short discussions, or a small case-studies. Feel free to create something special for your audience – you will be rewarded by your audience’s full attention. All in all, the interaction part should cover round about 15 minutes.

As soon as I have organized the course you are going to be informed by email about your presentation dates and times.

2. During the course

Personal Learning Portfolio (PLP):

To become a manager is not done within 4 days. It is a lifelong learning process. Therefore, it will be helpful to create a personal learning portfolio during the course which supports you in various ways.

The PLP comes in many forms:

- A PLP is the starting point for establishing a pathway and identity as a lifelong learner.
- Serve as a dynamic planning tool, archive profile, and showcase of an individual lifelong learning experiences, goals, and achievements.
- It provides you with the responsibility for your learning process and shows you your personal development.

During the course, you are expected to draw up your learning experiences in a learning journal. This learning journal is not necessarily a formal piece of work; it is a personal record of your own learning process. It is unique to you and cannot be “right” or “wrong” but bridges the course contents with the real-world activities. The PLP is shown to the lecturer within a short face to face feedback during the course.

3. After the course

Homework:

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After the course, you are asked to apply some of your knowledge to a realistic situation which occurred already in your professional life or which could occur in the future.

1. **Description:** Please describe such a critical situation (real or imaginary)
2. **Application:** How could you improve the situation by using two models/ concepts taught within the course? (Alternatively, you can choose the concepts from a former management course during your studies.)
3. **Discussion:** Discuss critically the possibility of application and where and why you probably see possible limits (e.g. cultural reasons) for the implementation of the chosen concepts.

The homework is expected to consist of 5 – 6 pages and need to be handed within four weeks after the course to my email account: yseitlerkafer@gmail.com.

I am looking forward to meeting you all in summer.

Best regards

Veronika Seitler-Käfer