



## Management Skills

Philip Pollmann-Fervers

Chair in Marketing Science and Analytics

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WiSe 23/24 (06.02., 07.02., 15.02., 16.02.2024)

### **Content of Course:**

#### **Mastering challenges in (self-) management**

Our working world is characterized by a variety of challenges that need to be mastered: increasing digitalization, effective (remote) collaboration, incorporating ethics in the workplace or constantly changing work requirements. The aim of the course is to elaborate concepts and methods that help to cope with the challenges of the modern working world. In doing so, the course is designed to help participants develop important (self-) management skills. In the first part, based on theory and practical examples, the course aims to help participants increase their chances of finding and getting the right job through effective self-branding. In the further course of the seminar, the content targets the improvement of management and collaboration skills, with a focus on communication. Besides, participants will apply with change management tools that help building moral competence in companies. The last part of the course, "Conflict and stress management", deals with interpersonal conflicts, (time) pressure as well as digital distractions and should help developing resilience to various sources of stress. Upon completion of the course, participants should feel confident in applying the tools learned to meet the challenges ahead in a professional environment.

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

##### ***Self-branding:***

- Brand image vs. brand identity
- Self-marketing communication channels
- Behavior in job interviews & getting the right job

##### ***Communication and presentation skills:***

- Active listening and reflecting
- Using meta-communication
- Effective presentation skills & body language

##### ***Giving voice to values: Change and conflict management approaches***

- Incorporating ethics in the workplace
- Building a moral competence in companies
- Conflict management

##### ***Conflict and stress management***

- Characteristics of conflicts
- Conflict resolution
- Stress and time management
- Setting purposeful objectives



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### **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 four weeks after the course, students must submit a written seminar paper (approx. 8-10 pages) based on the content of the course

### **Contact Details:**

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