

International Business Management (IBM, B.A.): Professional Skills

Module (B-IBM 11.4): Networking, Political Skills and Personal Branding					
ID Number	Workload	Credit Points	Semester	Module Frequency	Duration
B-IBM 11.43	50 h	2	6th Semester	Every Semester	1 Semester
1	Courses Seminar "Networking, Political Skills and Personal Branding" (1 WCH)		In-Class Study 14 TU	Self-Study 36 h	Planned Group Size 25
2	<p><u>Learning Outcomes/Competences</u></p> <p>Students know their authentic personal brand so that they distinguish themselves from their peers. They appreciate their specialized talents and abilities needed to advance their personal growth and professional careers. Students have effective leadership skills and self-awareness, self-regulation, motivation, empathy, and social skills, also known as emotional intelligence (EI). They can relate to and work with others, thus cultivate effective leadership and management skills.</p> <p>By identifying their strengths and weaknesses, as well as analyzing the opportunities and threats that flow from them, they can use tools and strategies to operate from a position of strength and minimize threats that might otherwise hinder their ability to move forward.</p>				
3	<p><u>Contents (14 Teaching Units)</u></p> <p>Personal Branding</p> <ul style="list-style-type: none"> • First Impressions (Nonverbal): Critique & Feedback <ul style="list-style-type: none"> ○ Corporate Image + Personal Image ○ Body Language ○ Image, Style & Impact ○ Color, Proportions, Body Shape & Scale • First Impressions (Verbal): Critique & Feedback <ul style="list-style-type: none"> ○ Developing Presentational Brand (Students will Deliver Presentation for Feedback) ○ Voice Quality • Personal SWOT Analysis, Emotional Intelligence Assessment & DISG Assessment <ul style="list-style-type: none"> ○ Self- Assessment and Feedback ○ Work/Life Balance <p>Effective Communication</p> <ul style="list-style-type: none"> • Communication Styles <ul style="list-style-type: none"> ○ Personal Communication Conduct ○ Active Listening ○ Communication Roadblocks, Killer Phrases & Triggers • Small Talk as a Career Factor <ul style="list-style-type: none"> ○ Rules of Small Talk ○ Small Talk Topics & Taboo Topics ○ Small Talk with Supervisors, Colleagues, Customers/Clients ○ Small Talk at Parties, Events and Business Meals ○ Small Talk in Job Interviews ○ Small Talk in International Settings ○ How to End Small Talk Politely <p>Networking: Relationship Building/Relationship Management</p> <ul style="list-style-type: none"> • Elements of Networking • Developing a Networking Strategy • Transforming Contacts into Relationships • Networking Guidelines 				

4	<p><u>Teaching Method(s)</u></p> <p>In-class study: Seminar-type lectures, tutorials (case study and group work), role plays, presentations</p> <p>Self-study: Reading the literature, preparing case studies and practice exercises, preparing presentations</p>
5	<p><u>Prerequisites</u></p> <p>The successful completion of the following modules is recommended:</p> <p>B-IBM 12.1: Project Management and Computer-Based Management; B-IBM 12.4: Business Consulting and HR Consulting; B-IBM 12.2: Public Speaking and Persuasive Communication</p>
6	<p><u>Assessment method(s)</u></p> <p>Written Examination: 60 minutes</p>
7	<p><u>Prerequisites for the award of ECTS points</u></p> <p>A pass in a module is achieved when the overall grade is greater than or equal to 4.0.</p>
8	<p><u>Use of this module within the study program</u></p> <p>International Business Management: B-IBM 11.1: Project Management and Computer-Based Management; B-IBM 11.5: Business Consulting and HR Consulting; B-IBM 11.2: Business Negotiation Competence; B-IBM 8.2: Internship</p> <p>International Business Psychology: B-IBM 11.5: Business Consulting and HR Consulting; B-IBM 11.2: Business Negotiation Competence; B-IBM 8.2: Internship</p> <p><u>Use of this module for other study programs</u></p> <p>This module is taught in International Business Management and International Business Psychology</p>
9	<p><u>Grade Weighting</u></p> <p>Credit Points: 2/180 ECTS points; Grade Weighting: 2/174 ECTS points</p>
10	<p><u>Module Coordinator(s)</u></p> <p>Barbara Lier, M.A. Monère Wanner</p>
11	<p><u>Literature</u></p> <ul style="list-style-type: none"> • DIM Deutsches Institut für Marketing GmbH: DiSG®-Modell - Einführung in DiSG und seine Methode http://www.disg-modell.de • Feyeraben, F.V. and Ghosh, F.: Shapes and Styles of Fashion, Templates for Fashion Design and Bilingual Work of References. Stiebner Verlag GmbH, 2nd Edition, München 2009. Bilingual: German - English • Goleman, Daniel: Emotional Intelligence. Why it Can Matter More Than IQ, Bantam Books, 10th Edition, New York City 2005. • Goman, Carol Kinsey: The Silent Language of Leaders. How Body Language Can Help or Hurt How You Lead, Jossey-Bass, San Francisco 2011. • Otte-Watzke, Susanne: Small Talk. Cornelsen Verlag Scriptor GmbH & Co. KG, Berlin 2010. Zweisprachig: Deutsch – English • Scheler, Uwe: Erfolgsfaktor Networking. Mit Beziehungsintelligenz die richtigen Kontakte

	knüpfen, pflegen und nutzen, Piper Verlag GmbH, 2. Auflage, München 2005.
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