

MSc in BA Cycle of Seminars – Soft Skills

Creativity - Kerstin Kathy Meyer-Ross (Dresden University)

Lectures:

26th April 4 – 6 pm (Aula B)

27th April 4 – 6 pm (Aula B)

28th April 2 – 6 pm (Aula B)

29th April 2 – 6 pm (Aula B)

Description

Everyone wants to be creative. Without creativity there is only repetition and routine. Creativity is needed for change, improvement and new directions. Too many people believe that creativity is a talent with which some people are born and the rest can only envy.

However, everybody is creative. Creativity is a skill that can be learned, developed and applied.

Creativity is a skill that everyone can practice and use.

The 5-days workshop is designed into units.

Day one to three tackles with Popular Techniques, like SMART, Network Diagrams, Brainstorming, Mind Maps, Gallery Method, 635 Method and the Zwicky Box. Students will design a creative (Scientific) Poster at the end of the day. If time, Random Words will already be introduced for finding a smart title.

On day four and five the Random Word (–Technique) will be proceeded (or introduced) and practiced. The whole unit is an exercise on Random Words.

Students will get used to the technique and exercise on going beyond the obvious, problem-solving, constructive and perceptual creativity, associations, and possibilities.

The Six Thinking Hats will be established and the students will try out and practice the Six Thinking Hats in one or two role-plays. Students will love the practical and positive approach to making decisions.

Timing	Aim	Content	Method	Tool
Day 1: 2h				
16:00-16:05	Introduction / welcome	Kathy and course	Talk	ppt
16:05-16:15	Introduction Creativity	Def. creativity	Talk	ppt
	Intro: Idea Creativity	Popular techniques and Idea Creativity	Single group activity	Throw dice and use of table (random words)
16:15-16:30	Popular techniques	SMART	Talk and individual activity	ppt + handout
16:30-16:35		Smart Meeting	Talk	ppt
16:35-16:50		Network Diagram/ Gantt Chart	Talk + pair work	ppt + pair discussion
16:50-16:55		Brainstorming	Talk	
16:55-17:10	Idea Creativity: Multiply – to show random words possibilities/strength	Brainstorming with random words	Talk + 3-4 groups flip/board	group discussion table random words and dice
17:10-17:15	Pause			

17:15-17:45	Popular techniques	Gallery Method	Talk + pair work gallery method	ppt + pair drawing + poster
17:45-17:55	Graffiti	Graffiti	Graffiti	presentation graffiti
17:55-18:00	Summary of the day + outlook for day 2	Summary of the day + outlook for day 2	talk	ppt, flip, posters, etc.

Timing	Aim	Content	Method	Tool
Day 2: 2h				
16:00-16:05	Introduction / welcome	Summary of day 1	Talk	ppt, flip, posters, etc.
16:05-16:17	Popular techniques	Method 635	Method 635 (group activity (6))	ppt + 635 handout groups of 6
16:17-16:22		Zwicky Box	Zwicky box	ppt + handout from 635
16:22-16:40		Mind Map	Mind Map + talk + 3-4 groups flip/board	group discussion / mind mapping
16:40-17:00	Poster	Design a poster	Pair work	Flip paper + crayons
17:00-17:15	Pause / hanging up posters	Poster session	Gallery	posters
17:15-17:30	Idea Creativity	Headlines	Random words	ppt + random words + title on poster
17:30-17:40		Advertise	Random words	ppt + random words
17:40-17:55		Feedback	6 thinking hats	6 thinking hats
17:55-18:00	Summary of the day + outlook for day 3	Summary of the day + outlook for day 3	talk	ppt, flip, posters, etc.

Timing	Aim	Content	Method	Tool
Day 3: 4h				
14:00-14:05	Introduction / welcome	Summary of day 2	Talk	ppt, flip, posters, etc.
14:05-14:25	Become fluent with random words	Random Input	Talk, Random Input, Mind Map,	ppt, random words, Mind Map
14:25-15:05		Random Input Combining	group work Individual work Combining / Market Place	wall, cards flip, poster mini groups, flip, poster
15:05-15:20	Pause	Sell / buy business	gallery	posters
15:20-15:30	Become fluent with random words	Improvement	Random words	ppt + random words
15:30-15:40		Value	Random Words	ppt + random words
15:40-15:55		Multiple Connections	Random Words	ppt + random words + vernissage
15:55-16:10	Pause			vernissage

16:10-16:20	Become fluent with random words	Bridge	Random Words	ppt + random words
16:20-16:35		Task-Achieving	Random Words	vernissage ppt + random words
16:35-17:00	Become fluent in 6 thinking hats	feedback	6 thinking hats	ppt + group discussion
17:00-17:10	Pause			
17:10-17:55	Become fluent in 6 thinking hats	6 thinking hats in meeetin	Role play	Handout + group work
17:55-18:00	Summary of the day + outlook for day 3	Summary of the day + outlook for day 4	talk	ppt, flip, posters, etc.

Timing	Aim	Content	Method	Tool
Day 4: 4h				
14:00-14:05	Introduction / welcome	Summary of day 3	Talk	ppt, flip, posters, etc.
14:05-14:15 14:15-14:25 14:25-15:15 15:15-15:55	Become fluent with random words	Problem Solving Ideas for PS Story line Writing a Novel	Random words Random Words Random words + Mixed groups Random Words	ppt + random words ppt + random words ppt + random words ppt + random words
15:55-16:10	Pause			vernissage
16:10-16:25	In-between-feedback	In-between summary	Flashlight	ppt + mind map
16:25-17:00	Intro: lateral thinking	Lateral thinking	discussion	ppt + whole group discussion
17:00-17:10	Pause			
17:10-17:55	Understand: lateral thinking	Lateral thinking	puzzles	ppt + individual work
17:55-18:00	Summary of the day + outlook for day 3	Summary of the day + good-bye	talk	ppt, flip, posters, etc.

Behavioral Job Interviewing Strategies – Nicola De Benedictis (Consultant)

Lectures:

4th May 2 – 6 pm (Aula C)

5th May 2 – 6pm (Aula C)

Description

Main Objective

Behavioral Job Interviewing Strategies aims to give a global vision to identify and define an individual action plan to achieve long-lasting professional goals. The module is structured in 3 hours in classroom focused on student-job market link and action plan (modules from I to V) and 1 hour of team building focused on a job selection (modules from VI). The project ends with 4 hours of follow-up meeting with students fine-tuning on specific professional project (2 – 6 pm).

Path structure

The seminar is divided into 6 topics of four hours to face the critical process related to the first job seeking and to personnel selection by specialised companies with a focus on professional profiling, targets, players and methods. The modules will be taught on interactive and experiential basis with more than 50% of the time dedicated to analysis, interaction and debate to represent a pragmatic and decisional approach based on purpose-solution-action.

Topics:

§ I (Profile) - Communication: write a Curriculum or Resume and a cover letter in line with my purpose.

§ II a (Me) - My Professional Development Plan: fine-tuning. Know yourself: strength, weakness, social and private life; distinguish from desire and project feasibility.

II b - My Personal Purpose: build your own career path (sectors: manufacturing, services, consulting, auditing, institutions, etc). What will be my future considering those choices? What do I want now, what is my next step? Personal branding: professional social networks (LinkedIn, Xing, Viadeo, others).

§ III (Precondition) - Personnel Research: what are search and selection firm purposes? Conflict of interest employee-company.

§ IV (HR Services) - Personnel Research Services (online tools; firms): differences and purposes.

§ V (**Interview**) - My professional presentation; interviews with search and selection firms and interviews with the Company's HR department and the Head of a Company. Differences, expectations and results.

§ VI (**Team Building**) - A 30 minutes simulation of a job interview between two groups and a debriefing understand which behaviour was right or wrong.

I'll Get That Job! (Paolo Casamassima and Marco Sartarelli)

Lectures:

20th May, 9 am – 1 pm (P57)

20th May, 2 – 6 pm (P57)

Description:

The seminar will aim to analyse the complexity of today's job market, providing a number of job-hunting tips aiming to enable job-hunters to increase their chance. The topics covered will include social media presence; researching the hidden job market; conduct a successful networking; CV and cover letters writing and conducting a successful interview.

Mr. Casamassima and Mr. Sartarelli will hold a one-to-one meeting from 2 – 6 pm.