



## Sodmann - Business English - Bachelor - Year 3 Specialism

### Seminar Content

1. Knowing vs. Understanding vs. Applying
2. What do companies want?
3. Feedback - a crucial element of management
4. Differential diagnosis in business
5. Big Data and its issues in HR
6. Psychometrics in coaching
7. Toxicity at the workplace
8. How to know what we don't know (VUCA)
9. Tools and models for managers (Competitive Profile Matrix)
10. Going beyond requirements
11. Blitzscaling
12. Standardization - concept and implementation
13. What it takes to win the game
14. Disruption - what the future holds
15. Startups that last