

Project proposal in the framework of ERASMUS+ Programme KA2 – Cooperation and Innovation for Good Practices

Soft Skills for Management

The current situation:

Teaching and learning of management has traditionally been focused on hard subjects such as finance, strategy, marketing and operations, since these areas are considered the core of management practice. Although these areas are fundamental for business and essential skills, they do not constitute the critical success factor that makes a good manager. In fact, the mastery of these areas does not guarantee by itself the success of any business.

The set of skills that are considered to make the difference are related with behavioral areas, such as leadership, personal communication, and cultural intelligence among others. Skills in these areas can enhance management practice and technical skills.

The project:

Taking this frame into account, this project aims to develop a set of short courses directed to Masters Students and Middle Managers with the aim of developing Soft Skills for Management practice and an IT platform to support the delivery of the courses in a b-learning environment.

Thus, the project will be devoted to two complementary tasks:

- On the one hand, it will identify critical soft skills and develop of short courses to address them.
- On the other hand, it will develop a technological platform that can support and enhance the learning experience of participants.

With the aim of capturing the possibilities given the current state of the technology, ISAG believes this is the right time to launch a project involving digitalization of information with high-quality education.

Since knowledge is valuable only when it is diffused, the creation of a network of knowledge-sharing will be of fundamental importance for the success of the project. Therefore, it is crucial for ISAG to strengthen the existing collaborations with partner Universities and to create new partnerships.

The perceived output of the project will be the creation of highly-skilled personnel, having both the technical skills necessary to manage operations, as well as unique intangibles characteristics given by cross-cultural learning and focus on social and interpersonal skills.

International Relations Office:

- Marta Maia (Head of Office): +351 220 303 251

mail: marta.maia@isag.pt / rel.internacionais@isag.pt