

## **Teaching Soft Skills Utilizing the Hybrid Teaching Model and Group Projects**

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Topic: Teaching team skills using a hybrid teaching model and the use of the Canvas LMS

The specific class used as an example is an upper division class in our Retail Management Specialization titled “Customer Relationship Management (CRM).” This hybrid class meets two days a week; the rest of the course is taught through the Canvas LMS. From the beginning of the quarter, students work in groups to analyze an organization’s CRM program. Students analyze the company through their own research and information learned from the class textbook and class lectures.

Through use of in-class teaching and Canvas’s group function, students learn skills in the areas of team work, leadership, and managing group projects. Each of these skills is vital to their success as future professionals in the business world.

Topics that we can cover in this Special Session include: team work, use of technology in the classroom, hybrid teaching, and leadership skills.

Rational:

Employers report that the top attributes they desire from college graduates are leadership, ability to work in teams, and problem solving skills (NACE, 2016). These soft skills are reported as being needed more than technical or technology skills. Young professionals who have these skills will be more apt to be successful than those who lack these vital skills. The Association of American Colleges and Universities (N.D.) explains that new college graduates need to be prepared for a rapidly changing work environment that will require them to have the ability to work in teams, the ability to solve complex problems, and the ability to write and speak well. In order to learn these skills, universities must prepare students by teaching these soft skills.

Through this Special Session, we will discuss ways we have found to teach students soft skills. Technical and technology skills are important for students to know, but soft skills are necessary for students to implement to obtain jobs.

Format:

The panel will discuss best practices we have learned over the course of several years utilizing the hybrid teaching model: what to do, what not to do, when to do, when not to do, when to control, and when not to control. Our department has been the leader on campus in implementing best practices in the hybrid teaching model

References

Top Ten Things Employers Look For In New College Graduates (ND). Retrieved from: <http://www.aacu.org/leap/students/employers-top-ten>. Accessed November 19, 2017.  
Job Outlook 2016: The Attributes Employers Want To See On New College Graduates’ Resumes (2016). Retrieved from: <http://www.nacweb.org/career-development/trends->

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