WIIFM – Introduction to Microsoft Word and Excel

I teach an introduction to Microsoft Word and Excel course for Supply Chain Management for Commercial Trucking. This is my first semester teaching it and I have had students ask me why do they need to take this course and what benefits does it have for them in the workforce?

MY RESPONSE TO THEIR WIIFM WOULD BE:

* Learning Microsoft Word can help you generate and create eye catching resumes for potential employers.
* MS Office such as Microsoft Word and Excel can increase your chances of being employed as many companies see this as an essential tool and is still a highly used software.
* If you work in Supply Chain Management for Commercial Trucking; you can easily and seamlessly create invoices, packing slips, and purchase orders all with MS Excel. This can be an essential skill an employer is looking for in this field.
* Learning beyond the basic functions of MS Word and Excel makes you an asset for employers who require employees to have intermediate to advanced knowledge in MS Office.
* In your career, you may have a manager that wants you to take on a lead role. But; that role requires you to create and generate reports using MS Excel. If you do not know how to use it; perhaps you will not be considered for that role that most likely pays more.
* MS Word and Excel allows you to create professional reports which is not only appealing in your academic career but can also be appealing in your professional career as well.
* You can utilize the skills you learn in MS Word and Excel in your personal life; such as managing your finances with MS Excel.
* MS Word and Excel are fun and exciting tools to learn. The possibilities are endless with MS Word and Excel. The more you learn beyond the basic functions; the more you can do and the greater your skill set will be.