

MBAS 406: SOFT SKILLS

Workload: 4 hours per week - Total credits 04

Examination: 3 hours; 30 marks continuous evaluation & 70 marks final examination.

- Objectives:
1. To enable the students to become conscious of their communication skills and to make them aware of their potential to become successful managers.
 2. To enable learners to write mechanics and to help them draft business letters accurately and effectively in English, too.
 3. To expose the students to some of the managerial contact methods which are in vogue.
 4. To prepare students with an emphasis on evaluating business circumstances to learn the art of business communication.
 5. To train students in the creation of business proposals.
 6. To train the students for effective speaking.
 7. To train the students to present them in the interviews.

- Course Outcomes
1. Recognize the various communication structures, communication channels and obstacles to effective communication.
 2. Effectively express themselves in real-world business interactions of routine and special nature.
 3. Demonstrate proper use of body language.
 4. Participate in professional meetings, group discussions, telephone calls, basic interviews as well as public speaking activities.
 5. Create and deliver effective business presentations for common business situations, using the appropriate technology tools.
 6. Describe steps in a standard process of contact and obstacles to effective communication.
 7. Compose texts, notes, memos, and circulars.

Pedagogy: Lectures, assignments, practical exercises, discussions, seminars, etc.

Module 1, Basics of Communication: Communication elements and process, Need of Communication Skills for Managers, Channels, forms and dimensions of communication, Verbal and non-verbal communication, Principles of nonverbal communication - through clothes and body language, Persuasive communication: the process of persuasion, formal and informal persuasion, Barriers to communication and how to overcome the barriers, Principles of effective communication.

Module 2, Oral Communication: Characteristics of effective speech, voice quality, rate of speaking, clear articulation, eye contact, use of expressions, and gestures and posture; Types of managerial speeches: speech of introduction, speech of vote of thanks, occasional speech, theme speech, formal speeches during meetings. Principles of Effective Presentations, Planning, Structure and Delivery, Principles governing the use of audiovisual media, Time management -

Slide design and transition: representation of textual information into visuals for effectiveness of communication - Style and persuasiveness of the message - Adherence to the number of slides, Dynamics of group presentation and individual presentation.

Module 3, Soft skills: How communication skills and soft skills are inter-related, Body language-posture, eye-contact, handling hand movements, gait - Voice and tone, Meeting and Boardroom Protocol - Guidelines for planning a meeting, Before the meeting, On the day of the Meeting, Guidelines for Attending the meeting, For the Chairperson, For attendees, For Presenters, Telephone Etiquette, Cell phone etiquette, Telephone etiquette guidelines, Mastering the telephone courtesy, Active listening, Putting callers on hold, Transferring a call, Screening calls, Taking a message, Voice Mail, Closing the call, When Making calls, Closing the call, Handling rude or impatient clients, Cross-cultural communication, cultural sensitivity, Cross-cultural issues which affect Communication across different Cultures, Culture and non-verbal communication, Effective intercultural communication, Business and social etiquette.

Module 4, Written Communication: Different types of communication like letters, memos, reports, fax, email, presentations and multimedia, choosing the means of communication, stages in communication cycle, Barriers to effective communication, communication systems. Rules of good writing, adaptation and selection of words, masculine words, writing with style- choosing words with right strength and vigor, using a thesaurus, writing effective sentences, developing logical paragraphs, Précis writing, developing coherent paragraphs, drafting, editing and finalizing the business letters.

Module 5, Recruitment and employment correspondence: Application letter, curriculum vitae, interview, references, offer of employment, job description, letter of acceptance, letter of resignation, writing routine and persuasive letters. Essentials of placement interviews, web /video conferencing, tele-meeting. Impression Formation, Tactics, The Self-Presentational Motive, The Compass Qualities; First and Lasting Impressions; Magic Pills; Toxic Traits; The Social Context: Norms and Roles, The Target's Values, Physical Appearance; Communication Style; Content of Communication; Actions; The Environment; Success; Changing from the Outside-in, Current Social Image, The Private Self, Worrying about Impressions.

Module 6, Internal and External Communications: Memoranda, meetings - agenda and minutes, Writing memos, circulars, notices and emails. Positive and negative messages such as Letter of Appreciation, Letter of Congratulations, Warning Letter, Show Case Notice. Writing Follow up letters and reminders, Writing Sales letters, collection letters, Poster Making. Report writing - What is a report, Objectives of report, types of report, Report Planning, Types of Reports, Process, Structure and Layout, planning, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, writing an Executive Summary, List of Illustration, Technique of writing a report, characteristics of business reports, External Communications: Public notices, invitations to tender bid, auction, notices, etc. Writing business proposals, Preparing Press Release and Press Notes.