

COURSE TITLE: SOFT SKILLS – I
COURSE CODE: 11BC32K5

LTP:2-0-2

Unit-I: Verbal and Non-Verbal Communication Skills: Introduction; Listening to customers, team members and managers; listening to electronic media; communication with customers, team members and managers, referencing for verbal communication.

Unit-II: CV, GD and PI: Introduction; SOP; career objective; educational qualification; projects and assignments; skill set; achievements and interests; Introduction to GD; foundation skills in GD; Introduction to PI; foundation skills in PI.

Unit-III: A) Interpersonal skills: Definition; understanding, analysis and response to the needs, requirements and capabilities of people at different levels.

B) Goal Setting Skills: Introduction; relevance of SWOT on goal setting; setting career goal; action plan and measures to achieve career goal; corporate role models; three to five years career roadmap; competitive work environment and realization of goals; anticipating challenges and utilizing opportunities.

Unit- IV: A) Time Management Skills: Planning, Scheduling, Prioritizing; multitasking.

B) Corporate Etiquette: Customer interaction etiquette; office etiquette; meeting etiquette; telephone etiquette; presentation etiquette.

Unit-V: Selling Skills: Prospecting, presenting, negotiating, objection handling and closing.
Learning Support:

a) Recommended Text Book:

1. Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition

b) Reference books:

1. Business Communication and Personality Development by Biswajit Das & Ipseeti Satpathy, The Encel Publications, 1st Edition

2. Managerial Communication – Strategies and Applications by Hynes; The McGraw Hill Company, 4th Edition

3. Effective Business Communication by Murphy; The McGraw Hill Company, 7th Edition

4. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition

5. Professional Communication by Aruna Koneru; The McGraw Hill Company

6. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone

Publications.

c) Journals to be referred: All business periodicals and HR Journals.