

PG DEPARTMENT OF BUSINESS ADMINISTRATION
VALUE ADDED COURSE (OFFERED IN DECEMEBR 2021)

Programme : Capacity and Skill Development

Title Course-communicating for a better future

PROGRAMME EDUCATIONAL OBJECTIVES (PEO'S)

- To have a solid grasp of theories and practices of communication skills and managerial skill development.
- To write correctly in styles appropriate for the audiences and purposes they will serve.
- To provide knowledge about tools and technologies appropriate for the profession.
- To help students think critically and creatively.
- To inculcate professional, ethical principles for adherence to truth and accuracy.

PROGRAMME LEARNING OUTCOMES (PLO'S)

- Display an understanding of the various factors that shape messages in the present communicating landscape.
- Ability to produce case studies for discussions.
- Create and Design emerging presentations of present scenarios.
- Express knowledge about ethical and moral guidelines.
- Produce a portfolio of work that demonstrates their competence in the craft of the managerial skill developments.

Duration: 10 sessions (1hr 30 min.)

Modules:

UNIT - I : Soft Skills: An Introduction – Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development. Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning and Theories of Motivation; Enhancing Motivation Levels. Listening skills; corporate communication styles – assertion, persuasion, negotiation. Public Speaking: Skills, Methods, Strategies and Essential tips for effective public speaking. Leadership Skills: Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

UNIT -II : Presentation Skills: Types, Content, Audience Analysis, Essential Tips – Before, During and After, Overcoming Nervousness. Etiquette and Manners – Social and Business. Time Management – Concept, Essentials, Tips. Personality Development – Meaning, Nature, Features, Stages, Models; Learning Skills; Adaptability Skills. Decision-Making and Problem-Solving Skills: Meaning, Types and Models.

Case Studies opinion based and interactive sections:

References - Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012. - English and Soft Skills – S.P.Dhanavel, Orient Blackswan,India, 2010. - Dorch, Patricia. What Are Soft Skills? New York: Execu Dress Publisher, 2013. - Kamin, Maxine. Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders.

Washington, DC: Pfeiffer & Company, 2013. - Klaus, Peggy, Jane Rohman & Molly Hamaker. The Hard Truth about Soft Skills. London: HarperCollins E-books, 2007. - Petes S. J., Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw-Hill Education, 2011. - Stein, Steven J. & Howard E. Book. The E.Q. Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons, 2006.

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Lesson Plan

Date & Time	Topic	Resource Person
07.12.2021 (7PM to 8.30PM)	Unit-I Soft Skills	Prof. Sarita Chopra Chakrabarti
8.12.2021 (7PM to 8.30PM)	Unit-I Listening Skills	Prof. Sarita Chopra Chakrabarti
09.12.2021 (7PM to 8.30PM)	Unit-II Presentation Skills	Prof. Sarita Chopra Chakrabarti
10.12.2021 (7PM to 8.30PM)	Unit-II Etiquette and Manners	Prof. Sarita Chopra Chakrabarti
13.12.2021 (7PM to 8.30PM)	Unit-II Time Management	Prof. Sarita Chopra Chakrabarti
14.12.2021 (7PM to 8.30PM)	Unit-II Decision-Making and Problem-Solving Skills	Prof. Sarita Chopra Chakrabarti
15.12.2021 (7PM to 8.30PM)	Case Studies	Prof. Sarita Chopra Chakrabarti
16.12.2021 (7PM to 8.30PM)	Case Studies	Prof. Sarita Chopra Chakrabarti
17.12.2021 (7PM to 8.30PM)	Case Studies	Prof. Sarita Chopra Chakrabarti
20.12.2021 (7PM to 8.30PM)	Case Studies	Prof. Sarita Chopra Chakrabarti
21.12.2021 (7PM to 8.30PM)	Examination	