

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.
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 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

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.

Module 7, Professionalism at Work: Making a good first impression, understanding the mechanics of human perception, being aware of elements in image building, developing a culture of excellence, basic understanding of acceptable attitudes and mannerisms at work, the role of Good Manners in Business? Disability Etiquette - Basic Disability Etiquette practices, Courtesies for wheelchair users, Courtesies for blind or visually impaired, Courtesies for the deaf, People with speech impairments. Multi-cultural challenges, Multi-cultural etiquette,

Cultural differences and their effect on business etiquette, Select Cultural Highlights

Module 8, Business Etiquette Basics: Introduction to business etiquette - The ABCs of etiquette Meeting and greeting scenarios, Enduring Words, Making introductions and greeting people, Greeting Components, The protocol of shaking hands, Introductions, Introductory scenarios, Addressing individuals, Networking for business, Business card protocol, Managing your business voice, Speaking Diplomatically, Managing Question and Answer Sessions Effectively - Anticipatory Q & A, Dealing with hostile questions, Reframing principles, Case Studies and Practice, Cellphone Etiquette, Voice Mail Etiquette, Internet & email etiquette, Internet usage in the workplace, Email, Netiquette, Online chat, Online chat etiquette, Online chat etiquette guidelines.

Reference Books:

1. Business Communication Today, Bovee C L et. al., Pearson Education
2. Business Communication, P.D. Chaturvedi, Pearson Education
3. Business Communication, T N Chhabra, Bhanu Ranjan, SunIndia
4. Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi
5. Objective English, Thorpe, E, and Thorpe, S, Pearson Education, New Delhi
6. TheEssentialsofBusinessEtiquette:HowtoGreet,Eat,andTweetYourWaytoSuccess,Barbara Pachter
7. Modern Manners: Tools to Take You to the Top, Dorothea Johnson and Liv Tyle
8. Business Etiquette: 101 Ways to Conduct Business with Charm and Savvy, Ann Sabath
9. Indian Business Etiquette, Raghu Palat, Jaico Publishing
10. Business Etiquette: A Guide for the Indian Professional, Shital Kakkar Mehra
11. Communication Skills for Effective Management, Hargieet. al.,Palgrave
12. Communication for Business, Tayler Shinley, PearsonEducation
13. Technical Communication, Anderson, P.V, Thomson Wadsworth, NewDelhi
14. The Oxford Guide to Writing and Speaking, John Seely, Oxford University Press, New Delhi
15. Dictionary of Common Errors, Turton,N. Dand Heaton,J.B, AddisonWesleyLongmanLtd

MANGALORE



UNIVERSITY

Mangalagangothri – 574199

DEPARTMENT OF BUSINESS ADMINISTRATION

in Association with

Internal Quality Assurance Cell (IQAC), Mangalore University

United Nations Development Programme (UNDP)

Seventh Sense People Development Solutions Pvt Ltd

Organizes

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 to 11 December, 2021

Cordially Invite you to the
INAUGURAL FUNCTION

Dr. P Subrahmanya Yadapadithaya
Hon'ble Vice Chancellor, Mangalore University
Will inaugurate

Ms. Deeksha N
Mr. Keerthanraj T. S
Mr. Ashwin Kumar
District Community Mobilizers and EDP Trainer

Seventh Sense People Development Solutions Pvt Ltd and Inquilab Inventions Foundations

In the Presence of
Prof Manjunatha Pattabi
Director, IQAC
Mangalore University
And
Prof. Puttanna K
Chairman
Department of Business Administration
Mangalore University

Date: 6th December, 2021

Time: 09.00 AM

Venue: MBA Seminar Hall

MANGALORE UNIVERSITY

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.