

MA202: PROFESSIONAL SOFT SKILL

CREDITS = 2 (L=2, T=0, P=0)

Course Objectives:

To acquaint BE students with the importance of Communication in organizational setup

To familiarize students with professional communication skills

To provide exposure and practice in varied oral and written presentation skills

To enable students to learn, perform and enhance their knowledge and interpersonal skills to excel in their field of specialization through theory and practicum

Teaching and Assessment Scheme:

| Teaching Scheme | | | Credits C | Marks Distribution | | | | Total Marks |
|-----------------|---|---|--------------|--------------------|-----|-----------------|---|----------------|
| L | T | P | | Theory Marks | | Practical Marks | | |
| | | | ESE | CE | ESE | CE | | |
| 2 | 0 | 0 | 2 | 70 | 30 | 0 | 0 | 100 |

Course Contents:

| Unit No. | Topics | Teaching Hours |
|----------|---|----------------|
| 1 | <u>Communication & Organization:</u> Flows of Communication in organization (Formal Flow – Upward, Downward & Lateral; Informal Flow – Grapevine), Strategies to improve Organizational Communication, Effectiveness in Managerial Communication. | 05 |
| 2 | <u>Meetings & Conferences:</u> Planning a meeting (Agenda and notice), Conducting a meeting, Post-meeting actions (Minutes), Planning & Conducting a Conference (anchoring and Report writing), and Video/web conferences. | 05 |
| 3 | <u>Interview:</u> Types of interview, General preparation for interview, Gathering information about the company, Knowing about the role/job position, Types of interviewing questions, Non-verbal communication to win the interview. | 05 |

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| 4 | <u>Writing Skills:</u> | 05 |
| | Writing for newspapers (college news, civic complaints, educational issues), Preparing Newsletters, Business letters (Acceptance, Quotation, Order, Execution, Adjustment, Sales Promotion) | |
| | Note: All the above topics accentuate practical application. Hence, Theory will be implied through practicum. CA should focus on Practical/Application questions. | |
| 5 | <u>Time Management & Stress Management:</u> | 05 |
| | Concept & Importance of Time Management, Techniques of Time Management, and Concept & Importance of Stress Management, Techniques of Stress Management, and Overcoming Stage fear and Interpersonal Relationships, (Focus on Yoga, meditation and self-awareness). | |
| 6 | <u>Presentation Skills:</u> | 05 |
| | Types of presentation (Oral, PowerPoint, impromptu), Pre-presentation stage, In-presentation Stage, Open-house Discussion. | |

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| TOTAL | 30 |
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List of References:

1. Bovee, C. L., Thill, J. V., & Schatzman, B.E., “*Bussiness Communication Today*”, Prentice Hall. (2003)
2. Flatey, L., “*Business Communication*”. New Delhi: Mc Graw-Hill Publication.
3. Konar, N., “*Communication skills for Professionals*”. New Delhi: PHI Learning.
4. Koneru, A., “*Professional Communication*”, New Delhi: Tata-Mc Graw-Hill Publication. (2008)
5. Mutthukutti, M., “*Business Communication Strategies*”, New Delhi: Mc Graw-Hill Publication.
6. Patel, D. D., “*Contributor Personality Development*”. Atul Prakashan.
7. Raman, M., & Sharma, S., “*Technical Communication: Principles and Practices*”, USA: Oxford Publication. (2005)
8. Raman, M., and Singh, P., “*Business Communication*”, Oxford University Press. (2006)
9. Sharma, S., and Mishra, B. “*Communication Skills for Engineering and Scientist*”. New Delhi: PHI Learning.
10. Subbarao, P., Kumar, A., and Bindu, H., “*Technical Communication*”, New Delhi: Cengage Learning.

Course Outcomes (COs):

On successful completion of the course, students will be able to:

1. Understand organizational structure
2. Promote professionalism.
3. Enhance advanced level of communication with special focus on organizational structure.
4. Enhance their presentations style and their ability to deal with the variety of organizational communication i.e. presentations, conferences, meetings, interviews and the other.