



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

SOFT SKILLS FOR MANAGEMENT								
II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA017	PRACTICAL / SEMINAR	L	T	P	C	CIE	SEE	Total
		0	0	2	1	100	-	100
Contact Classes:45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Basic concepts of Soft Skills Management								

COURSE OVERVIEW:

This course is designed to develop essential communication and interpersonal skills required for academic, professional, and social success. It focuses on enhancing both verbal and non-verbal communication abilities, enabling students to express ideas effectively and confidently in various contexts. The course begins with the fundamentals of communication, including its purpose, process, barriers, and listening skills. It then progresses to practical aspects such as presentation skills, assertiveness, and effective participation in group discussions and interviews.

COURSE OBJECTIVES:

- To develop a clear understanding of the communication process, its types, and barriers, and to enhance effective listening skills.
- To improve oral communication skills including presentations, group discussions, and interview performance.
- To build confidence through assertiveness and effective non-verbal communication in professional settings.
- To enhance written communication skills for preparing reports, business documents, and official correspondence.
- To equip students with professional etiquette, digital communication skills, and resume writing for career readiness.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Demonstrate effective oral communication skills in administrative contexts.
2. Deliver presentations with assertiveness and clarity.
3. Apply nonverbal cues, business etiquettes in professional interactions and meetings
4. Write effective business correspondence, reports for evaluation.
5. Craft resumes, business letters with proper format and style.

UNIT – I

Purpose and process of communication; myths and realities of communication; paths of communication; oral communication; noise, barriers to communication; listening process, types of listening, deterrents to listening process, essentials of good listening; telephonic communication.

UNIT – II

Presentation skills; prerequisites of effective presentation, format of presentation; Assertiveness – indicators of assertive behavior, strategies of assertive behavior; Communication skills for group discussion and interviews.

UNIT – III

Non- verbal communication; gestures, handshakes, gazes, smiles, hand movements, styles of working, voice modulations, body sport for interviews; business etiquettes; business dining, business manners of people of different cultures, managing customer care.

UNIT – IV

Written communication; mechanics of writing, report writing, circulars, notices, memos, agenda and minutes

UNIT-V

Business correspondence-business letter format, style of letter arrangement, types of letters, telex managers, facsimiles, electronic mail; diary writing; development resume. Latest Amendments in Soft skills.

TEXT BOOKS:

1. Business Communication: Process and Product – by Mary Ellen Guffey & Dana Loewy
2. Business and Professional Communication: Plans, Processes, and Performance – by James R. DiSanza & Nancy J. Legge

REFERENCE BOOKS:

1. Business Communication: Process and Product – by Mary Ellen Guffey & Dana Loewy

ELECTRONIC RESOURCES:

- <http://www.4newideas.com/pdf/Sample%20Market%20Research.pdf>
- [http://www.managementdecisionsinc.com/images/PDF/Market%20Analysis%20Report%20\(Example%20Research\).pdf](http://www.managementdecisionsinc.com/images/PDF/Market%20Analysis%20Report%20(Example%20Research).pdf)
- <http://www.4newideas.com/pdf/Sample%20Market%20Research.pdf>
- [http://www.managementdecisionsinc.com/Report%20\(Example%20Research\).pdf](http://www.managementdecisionsinc.com/Report%20(Example%20Research).pdf)

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

