

Gujarat University

K. S. School of Business Management and Information Technology
[Five Years' (Full – Time) M.B.A. Integrated Degree Course]

Second Year B.B.A. (Sem - III)

Code: KS-MBA-SEC-236 A

Soft Skill Development

Course Credit: 2

Instructions: The course is designed to enhance the ability of the students to communicate appropriately in formal setup. The course is included in the Ability Enhancement Compulsory Course of NEP. There will be approximately 30 to 35 hours direct teaching in the semester. At least two assignments in the semester would be given to the students in this subject.

Objective: It is said that the things can be said, but “what is more important is how it is said”. Therefore, this course will enable the students to develop their inner skills and be soft in manifestation of their thoughts. It will help the students to imbibe the soft skill traits which help them in practical world.

Program Outcomes: The learnings, at the Second Year of the MBA programme, focus more on practical orientation of the various subjects. For business to grow and flourish, competitive edge is the need of the hour. The application based study of the concepts, introduced in various subject areas, prepares students to face any kind of market competition and make them able to deliver best in any circumstances.

Course Outcomes: This course curriculum will enable the students to develop various soft skills which are crucial for an individual and organization both. Overall, this course will enhance their soft skills.

Detailed Syllabus:

Module 1:

[50%]

Verbal Communication

- Introduction to soft skills
 - Meaning
- Understanding Basics of Verbal Communication
- Working with consumers
- Developing Professional telephone skills
- Improving Informal Communication
- Making formal presentation

Problem Solving & Decision Making

- Identifying and Defining problems
- Solving the problem
- Thinking critically
- Group Decision making

Module 2:

[50%]

Professionalism

- Presenting yourself professionally
- Developing a professional work ethic
- Developing your International Skills
- Winning at office politics
- Planning & Managing your career
- Practical talk about personal improvement, Dressing sense and overall self presentation

Term Work & Team Building

- Working in Groups and Teams
- Exploring Team Roles and Processes
- Building & Developing Teams
- Leading a Team

Reference Books:

- Soft Skills for Everyone By Jeff Butterfield; Publisher – Cengage learning
- Communication Skills a Multi – Skill Course By Course Team
Bharathiar clniversit; Publisher – MacMillan
- Personality Development and soft skills By Barun. k. Mitra; Publisher - Oxford

Mode of Evaluation:

Continuous Evaluation 30%

Mid Semester Exam 20%

End Semester Exam 50%

Assessment Tools: Test, Quiz, Assignments, Presentation, Project etc.