



# MEASI Institute of Information Technology

## Soft skills- Sem I Language and Communication

### Objective-

- To convert the conceptual understanding of communication into everyday use.
- To Familiarize students with LSRW skills- (Listening, speaking, reading and Writing)
- To develop the grammatical usage in order to exercise control over the language use.

Unit 1 – Introduction to English Language and Communications, Basic Grammar- Tenses, Prepositions, Conjunctions, Nouns, Verbs, Adjectives, Sentence Patterns and Structures.

Unit 2 - Process of Communication, How to have an Engaging conversation, Group conversation, Dos and Don'ts of Group discussion, Formal communication, Informal communication, Barriers to Effective communication, Asking and Answering Questions.

Unit 3 - Situational Communication, Genres, Comprehension Passages, Importance of Listening skills, Difference between Verbal and Non Verbal Communication.

Unit 4- Written communication – Formal / Informal Letter writing, Email writing, Script writing, Creative writing, Minutes of a Meeting.

Unit 5- Mass Communication – Report Writing, Notice Writing, Newspaper Reading, Journal writing.

### SKILL PRACTICE

- ❖ Listen to a conversation and Answer questions
- ❖ Analyze Ted Talk videos.
- ❖ Script a story and enact.
- ❖ Group discussion.
- ❖ Grammar quiz and worksheets
- ❖ Modeling out conversations based on different situations.
- ❖ Email and Letter writing.

### Reference

- ✓ Jones., L., & Alexander., R. (2000). *New International Business English*. Cambridge University Press.
- ✓ Paraskevas, C. C. (2021). *Exploring grammar through texts: Reading and writing the structure of English*. Routledge.
- ✓ Vivian, J. (2013). *The media of mass communication*. PHI Learning Private Ltd.



## Soft skills- Sem II

### Spoken English

#### Objective-

- To be able to converse in English fluently and to compose independently in writing and speech.
- Illustrate their communication skills in real life situations.
- Comprehend the techniques of formal and informal communication.
- To elevate communication skills required for corporate career.

Unit 1 – Introduction to Spoken communication, Building Powerful Vocabulary, Sentence Construction, Grammar for communication.

Unit 2 – Everyday Communication based on real life situations. (Role Play/ Video based) Telephonic Communication, Zoom/ Google meet calls. Interview communication (Mock Sessions).

Unit 3 – Public Speaking skills – Extempore, Debates, ,Group Discussions. Presentation Skills – (Facial expressions, Body language, Content framing and Delivery).

Unit 4- Styles of communication- Vlogging, Ted Talks, Story Telling, standup comedy, Reviews.

Unit 5 - Communication for the Corporate- Resume creation, Confidence building, personal round interview preparation, cover letter writing.

#### SKILL PRACTICE

- Mock Interviews with people from the Industry.
- Mock Conversations
- Role play of real-life situations
- Intra collegiate Level Paper Presentations, Debates, Ted Talk activities.

#### Reference

- ✓ Andrews, Sudhor. 1988. *How to Succeed at Interviews*. 21st Reprint, Tata McGraw-Hill.
- ✓ Carnegie, Dale. *The Quick and Easy Way to Effective Speaking*. Wilco, 2019.
- ✓ “English Speaking Course Download Spoken English Tips - Tips to Learn More.” *Spoken English Tips - Tips to Learn More*, 21 Jan. 2022, <https://spokenenglishtips.com/english-speaking-course-free-pdf-download/>.
- ✓ Yates, Jean. *Practice Makes Perfect English Conversation*. Mcgraw-Hill Education, 2016.



## **Soft skills – Sem II**

### **Managerial Skills**

#### **Objective -**

- To be able to secure maximum outputs with minimum resources and inputs.
- To enhance interpersonal skills and coordination among individuals.
- To process stress and conflicts in an optimistic way and to develop work ethics.
- To impart training for empowerment and practice 21<sup>st</sup> Century skills.

Unit 1 - Interpersonal Skills- Negotiation, Preparation and Planning, Clarity, Justification, self awareness, Collaboration, Values for corporate, Transformation, social skills, Emotional Intelligence, Giving Feedbacks.

Unit 2- Conflict Management Skills – Win win situations, Interpersonal Conflicts, Types of conflicts and Resolutions. Types of stress, Stress management, Regulating stress. Making the best of stress.

Unit 3 – Successful Habits – Zeigarnik Effect for Productivity and Personal Growth. Forming habits for productive lifestyle, Time Management Tips and Techniques, Goal Setting.

Unit 4 – Corporate Personality, Altruism, Social Behaviour, Managerial empowerment and Entrepreneurship, 21<sup>st</sup> Century Skill set.

Unit 5 – Work life - Personal Life balance, The art of saying NO, Creating a Purpose in life.

#### **Skill Practice**

- Relaxation Exercises
- Case Study and analysis
- Transactional Analysis (psychoanalytic approach)
- Group work

#### **Reference**

- ✓ Robbins, S.B. 2005. Organizational Behaviour. New Delhi.
- ✓ Use of Transactional Analysis Technique in an Organisation for Effective Communication.” *Essays, Research Papers and Articles on Business Management*, 9 Aug. 2016, <https://www.businessmanagementideas.com/notes/management-notes/communication-management-notes/use-of-transactional-analysis-technique-in-an-organisation-for-effective-communication/5215>.
- ✓ “Zeigarnik Effect.” *GoodTherapy.org Therapy Blog*, <https://www.goodtherapy.org/blog/psychpedia/zeigarnik-effect>.



**Soft skills – Sem III**

**Contemporary Awareness**

**Objectives:**

- To gain awareness about contemporary issues both at global level and from Indian perspective
- To acquire the knowledge, skills and attitude to respond to these issues constructively
- To understand corporate culture and learn to adapt to it
- Developing skills & attributes for corporate world/entrepreneurship ecosystem

UNIT 1: Contemporary Issues- Globalization, Increasing automation of work, World Economic Forum Fundamentalism & Terrorism based on race & religion. Human rights (Universal Declaration of Human Rights). Environment degradation - Rio Summit and its implications

UNIT 2: Indian Context: Cultural and religious diversity- Secularism- Communalism -Indian politics and religion- Social Problems: Impact of Corruption; Combating Corruption- Right to Information Act - Violence against women & women empowerment.

UNIT 3: Adapting to Corporate Culture: Corporate Culture- Paying attention to company culture- Employee Engagement- Understanding employer brand- Vision, mission & Values- Getting to know the boss (HOD)- Strong networking- Developing multiple skills- Seeking a Mentor- Being an engaged employee

UNIT 4: Developing Attributes & Skills for the corporate world- Initiative, Integrity, Accountability, Ability to deal with pressure, Work life Balance, Team Work, Managing diversity in cross cultural settings.

UNIT 5: Succeeding in Business Entrepreneurship: Developing Innovative mind set, Risk taking ability- Having the Need to Achieve - Identification of business opportunities- Making use of informal sources (family, friends & social contacts) and formal sources (governments, banks, private financials)- Learning business management skills & technology skills.

**Skill Practice**

1. Activity on Exploring careers
2. SWOT Analysis on Sustaining Relationship with classmates
3. Demonstrating workplace telephone conversation
4. Self-Analysis of traits & skills required for a specific job of your choice
5. Brief outline of a Start Up Venture



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## Reference

1. Benny Joseph. 2005. Environmental studies. Tata McGraw Hill Publishers. New Delhi
2. Hari Mohan Prasad & Rajnish Mohan, 2012, How to Prepare for Group Discussion and Interview, Tata McGraw Hill Companies, New Delhi.
3. L. Thara Bhai, 2012, Indian Sociology Issues and Challenges, Sage Publications, New Delhi
4. Maheswari G.D.2000. Complete Guide to Career Planning. S. Chand & Company Ltd. New Delhi.
5. McGrath E.H. 1997. Training for Life and Leadership in Industry. Prentice Hall of India Pvt. Ltd. New Delhi
6. Muzafer Assadi, 2010, Human Rights Perspectives And Social Justice, Serials Publications, New Delhi
7. Upendra Boxi. 2007. Human Rights in a Post Human World. Cambridge University Press.NewDelhi.