

PES210:SOFT SKILLS FOR MANAGERS

L:1 T:2 P:0 Credits:3

Course Outcomes: Through this course students should be able to

CO1 :: identify and apply professional and social skills for workplace success

CO2 :: demonstrate communication skills to participate in group tasks and formulate opinions in collaborative settings

CO3 :: utilize structured and persuasive presentations in business settings

CO4 :: analyze career planning insights and use effective strategies to respond confidently in interviews

CO5 :: construct effective CVs and digital portfolios by applying personal branding principles

CO6 :: simulate workplace interactions using interpersonal and non-verbal communication skills

Unit I

Professional Mindset Development for Business Success : grooming, corporate dress and appearance, positive attitude for career development, self-awareness, SWOT – Strengths, Weaknesses, Opportunities and Threats analysis, goal setting, creating an effective Unique Selling Proposition (USP)

Unit II

CV Optimization for Business Impact : introduction of CV building for professional branding, aligning profiles with industry standards and crafting CVs using action verbs and measurable outcomes

Unit III

Communication and Presentation skills for Business Professionals : introduction to business communication, highlighting verbal and non-verbal skills including tone, volume, eye contact, gestures, and posture; listening skills, types of communication styles, conversation etiquette, professional presentations, role plays based on workplace, and strategies for customer pitches to enhance business interactions

Unit IV

Diverse Perspective Discussions : introduction to group discussion in corporate decision-making and critical thinking, types of GDs, frameworks such as PREP (Point, Reason, Example, Point), VAP (Viewpoint of Affected Parties), KWA (Key Word Approach), SPELT (Social, Political, Economic, Legal, Technological), and POPBEANS (People, Object, Place, Belief/Behaviour, Event, Action, Nature, Science/Society) to structure discussions

Unit V

Interview Conduct to Unlock Business Success : impactful self-introductions and mastering different types of interviews, analysing job requirements, preparing with pre/post interview dos and don'ts, answering FAQs (Frequently Asked Questions), and using techniques like STAR (Situation, Task, Action, Result), body language and industry-specific knowledge enhancement

Unit VI

Digital Presence and Professional Branding for Career Advancement : developing a professional digital identity through LinkedIn profile optimization and blogging; creating and maintaining academic and professional portfolios; Know Your Company (KYC) analysis for opportunity alignment, including company research, culture, values, and job-role mapping for specialized CV; and preparing achievement-based professional stories using structured storytelling techniques for networking, applications, and interviews

References:

1. CORNERSTONE: DEVELOPING SOFT SKILLS by SHERFIELD MONTGOMERY MOODY, PEARSON
2. SOFT SKILLS-ENHANCE EMPLOYABILITY by M.S RAO, I. K. INTERNATIONAL PUBLISHING HOUSE

