

20BB207 ESSENTIAL SKILLS FOR MANAGERS (LAB)

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

COURSE DESCRIPTION AND OBJECTIVE:

The objective of this course is to familiarize the student with the professional skills required for managers to run the business effectively. The course focuses on practicing the soft skills through different activities to build a successful career.

COURSE OUTCOMES:

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Understand and show professionalism in dressing and interactions.	5
2	Make use of e-mails and telephone for effective communication.	5
3	Develop power point presentations for professional reporting and demonstration.	3
4	Apply the customer service skills to the business needs.	1
5	Identify and solve the business problems using the problem solving skills.	2

SKILLS :

- ✓ *Send an e-mail to a friend to invite to attend a B-school meet*
- ✓ *Develop a conversation to interact with a customer for product promotion*
- ✓ *Create a presentation to promote an upcoming event*
- ✓ *Update social networking profile to create professional image*
- ✓ *Take a problem that's seemingly complex and present the simplified version.*

UNIT - I

L-10

Presenting yourself professionally: Managing your image, dressing appropriately, meeting business casual standards

Managing yourself in professional settings: Interacting with others, improving your speech cleaning up your online persona

UNIT - II

L-10

Communicating with E-mails: Understanding e-mail messages, Composing the main elements of messages, Creating professional e-mail messages

Developing professional telephone skills: Exploring Telephone Communication, Placing Telephone Calls, Receiving Telephone calls

UNIT - III

L-10

Making formal Presentations: Planning effective presentations, Developing, Rehearsing and Delivering a presentation

Improving communication: Making proper introductions, Participating in meetings, Dealing with office politics

UNIT - IV

L-10

Working with customers: Understanding customer service basics, communicating empathetically, asking questions to understand problems.

Handling different customers: Denying requests, coping with angry customers, Dealing with the unexpected and disabled customers.

UNIT - 5

L-10

Identifying and defining problems: Understanding problem solving, analyzing problems, working with problem owners, simplifying complex problems

Solving the problem: Gathering and analyzing the data, developing alternatives, evaluating options, verifying the solution

*Use of Computers and Internet is required during the course practice sessions

TEXT BOOKS:

1. Soft Skills for Everyone, Butterfield Jeff, Cengage Learning, 2011

REFERENCE BOOKS:

1. Training in Interpersonal Skills, Stephen P. Robbins, Philips L. Hunsaker, McGraw Hill