

Soft Skills – 24EN451

Unit V (Business Skills) Part I

Course Title: Soft Skills – Unit V Business Skills Part I

Course Code: 24EN451

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Department: Department of English

Institution: Rohini College of Engineering and Technology, Palkulam

Session 1: Structured Brainstorming for Divergent Thinking

Core Concept: Structured brainstorming is a guided process designed to unlock creative potential by gathering multiple perspectives without immediate judgment. It relies on focused, time-bound sessions where the *quantity* of ideas takes precedence over *quality* during the initial phase.

Four Pillars of Structured Brainstorming

1. **Guided Process:** Sessions are facilitator-led with highly clear objectives and structured frameworks to properly channel creative energy.
2. **Multiple Perspectives:** Encourages diverse viewpoints from all team members to spark unexpected connections and breakthrough ideas.
3. **Judgment-Free Zone:** Strictly no criticism is allowed during the generation phase, allowing ideas to flow freely without fear or self-censorship.
4. **Quantity First:** Focuses on generating many ideas rapidly before doing any evaluation. A higher volume increases the likelihood of finding valuable concepts ("gems").

Practice Activity: Campus Sustainability

Format: Small group collaboration.

Task: Brainstorm ways to improve sustainability on campus.

Constraints: Set a **10-minute timer** and generate **at least 20 ideas** without judgment.

Next Steps: Categorize and discuss the most promising solutions after the timer ends.

Session 2: Motivation and Personalized Techniques

Core Concept: Motivation is the internal drive that propels individuals toward their goals. Understanding personal motivators and developing custom strategies to maintain that drive is essential for academic success and personal growth.

Types of Motivation

Intrinsic Motivation: Driven by internal rewards. This includes genuine interest, curiosity, a passion for learning, and personal satisfaction.

Extrinsic Motivation: Fueled by external factors. This includes grades, scholarships, recognition, career prospects, and tangible rewards.

Proven Motivation Techniques

1. **Goal Setting:** Define specific, measurable, achievable, relevant, and time-bound (SMART) objectives to give yourself clear direction and purpose.
2. **Positive Self-Talk:** Replace negative thoughts with encouraging affirmations to build confidence and systematically overcome self-doubt.
3. **Self-Reward System:** Celebrate personal milestones with meaningful rewards to reinforce positive behaviors and maintain momentum.
4. **Progress Tracking:** Monitor achievements visually using journals, apps, or charts to clearly see how far you have come.

Session 3: Reading Comprehension and Writing Skills

Core Concept: Strong reading comprehension and writing abilities form the bedrock of effective communication. These interconnected skills enable individuals to critically absorb information and express ideas clearly-essential competencies for academic excellence and professional success.

Key Skills & Processes

Understanding Main Ideas: Identifying the central theme and core message that the author wants to convey.

Identifying Key Points: Extracting supporting details, arguments, and evidence that reinforce the main ideas.

Summarizing Content: Condensing information into concise summaries that capture essential elements.

Creative Rewriting: Transforming ideas using your own words, style, and perspective with originality.

Writing Exercise

Prompt: "A Technology I Cannot Live Without"

Task: Write a well-structured paragraph explaining which technology is indispensable to your daily life and why.

Requirements:

Length: 150-200 words

Content: Include specific examples of how it impacts your productivity, communication, or personal growth.

Focus areas: Clarity, coherence, and creativity.

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Slide 2: **Module 4 – Personal Traits and Soft Skills Assessment**

Evaluating your combination of personal traits (innate characteristics) and soft skills (learned abilities) is crucial for identifying personal strengths and development areas.

Key Personal Traits & Soft Skills

Confidence: Possessing self-assurance in your personal decisions and abilities, allowing you to take the initiative and confront challenges head-on.

Adaptability: The capacity to successfully adjust to new conditions, embrace organizational change, and thrive across dynamic environments.

Emotional Intelligence: The practice of understanding and managing your own emotions while recognizing, validating, and influencing the emotions of others.

Communication: Articulating ideas clearly and listening actively across a variety of channels and diverse audiences.

Teamwork: Collaborating effectively with peers, contributing meaningfully to shared group goals, and supporting overall team success.

Leadership: Inspiring and guiding others toward reaching collective objectives while actively fostering individual growth and innovation.

Note: These skills can be effectively expressed and demonstrated through both written communication and visual presentations, making them vital tools in a professional toolkit.

Slide 3: **Module 5 – Professional Communication and Proposal**

Writing

Mastering professional communication is critical for workplace success. Proper clarity and structure ensure that your message resonates with stakeholders, whether you are drafting emails, reports, or business proposals.

Core Features of Professional Communication

Formal Tone: Maintains a standard of professionalism and respect throughout all business-related interactions.

Clear Structure: Organizes informational data logically to allow for easy comprehension and subsequent action.

Slide 4: Business Proposal Structure

A well-crafted business proposal follows a proven framework designed to seamlessly guide your reader from problem identification to solution acceptance.

The 6-Step Structural Framework

1. **Title:** Captures the reader's attention and clearly sets the focus of the proposal.

2. **Introduction:** Establishes necessary context and builds baseline credibility.

3. Problem: Explicitly identifies the core issue requiring a resolution.
4. Solution: Presents your specific strategic approach to addressing the identified problem.
5. Benefits: Highlights the tangible value and positive outcomes resulting from the solution.
5. Conclusion: Reinforces the key points of the proposal and provides a clear call to action.

Slide 5: **Trust-Building and Non-Verbal Communication**

Communication extends far beyond spoken words. Non-verbal cues often convey far more meaning than spoken language, and building trust through these signals is fundamental to establishing effective interpersonal relationships. Research shows that **up to 93% of communication effectiveness** stems from non-verbal cues.

Elements of Non-Verbal Communication

Facial Expressions: Reveals emotions and immediate reactions, conveying sincerity, enthusiasm, and active engagement during conversations.

Gestures: Involves hand movements that emphasize key points, express underlying emotions, and add clarity to verbal messages.

Eye Contact: Demonstrates confidence, interest, and trustworthiness while actively establishing a connection with the listener.

Posture: Reflects body positioning that projects confidence, openness, and professionalism, deeply influencing how others perceive you.

Interactive Trust-Building Activities

Trust Walk: An exercise where a partner guides a blindfolded participant through obstacles, directly building reliance and mutual communication skills.

Silent Expression Game: An activity centered on conveying messages entirely without words, which strengthens non-verbal communication awareness and interpretation skills.

Summary: Experiential, hands-on activities help individuals recognize the profound impact of non-verbal signals and develop the necessary trust essential for effective workplace collaboration.

