

**PUNE INSTITUTE OF COMPUTER TECHNOLOGY
DHANKWADI, PUNE - 411043**

**SEMESTER: I
A.Y. = 2022 – 2023**

DEPARTMENT: COMPUTER ENGINEERING

CLASS: S.E.

SUBJECT: BUSINESS COMMUNICATION SKILLS (210251)

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ACADEMIC YEAR: 2022 – 2023

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INDEX OF LAB EXPERIMENTS

DEPARTMENT: COMPUTER ENGINEERING

Date: 15 – 08 – 2022

CLASS: S.E.

SEMESTER: I

SUBJECT: BUSINESS COMMUNICATION SKILLS

Lab. Expt. No.	Topic for problem statement	Revised on
1.	SWOC Analysis	15-08-2022
2.	Personal & Career Goal setting – Short term & Long term	15-08-2022
3.	Public Speech	15-08-2022
4.	Reading & Listening skills	15-08-2022
5.	Group discussion	15-08-2022
6.	Letter / Application writing	15-08-2022
7.	Report writing	15-08-2022
8.	Resume writing	15-08-2022
9.	Presentation Skill	15-08-2022
10.	Team games for team building & Situational game for role playing as leaders	15-08-2022
11.	Situational games for role playing as leaders	15-08-2022
12.	Expert session on topics planned ‘Disaster Management’ / Stress Management / Netiquettes / relaxation exercise / fitness exercise Yoga Meditation / Time Management	15-08-2022
13.	Mock interviews	15-08-2022
14.	Telephonic Etiquettes	15-08-2022
15.	Email Etiquettes	15-08-2022

Subject Coordinator

Head Dept. of Comp. Engg.
Dr. G.V. Kale

Following staff members contributed in updating the lab manual of AY 2020-21 and finalizing the lab manual of AY 2022-23 for BCS Course.

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Prof Swapnil Shendage Prof Priyanka Shahane	BCS Course Coordinator- Overall coordination and support
Prof Priyanka Shahane	Architecture and content design of all assignments
Prof Vijendra Gaikwad	Updating- Assignment 1 & 2
Prof Prajakta Khadakikar	Updating- Assignment 9 & 10
Prof Yogesh Sapnar	<ol style="list-style-type: none">1. Merging and finalizing the lab manual along with BCS course coordinator2. Guest session coordinator (Assignment 12)3. Updating assignment 14 and 15
Prof SatyaPrakash Patel	<ol style="list-style-type: none">1. Updating assignment 142. Guest session coordinator (Assignment 12)
Prof Nikita Kapadnis	<ol style="list-style-type: none">1. Updating- Assignment 11 and 132. Guest session coordinator (Assignment 12)
Prof Deepika Raigar	<ol style="list-style-type: none">1. Updating assignment 6 and 112. Guest session coordinator (Assignment 12)
Prof. Navanath Jadhav	Updating- Assignment 4 & 5

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**DEPARTMENT: COMPUTER ENGINEERING
SUBJECT: BUSINESS COMMUNICATION SKILLS**

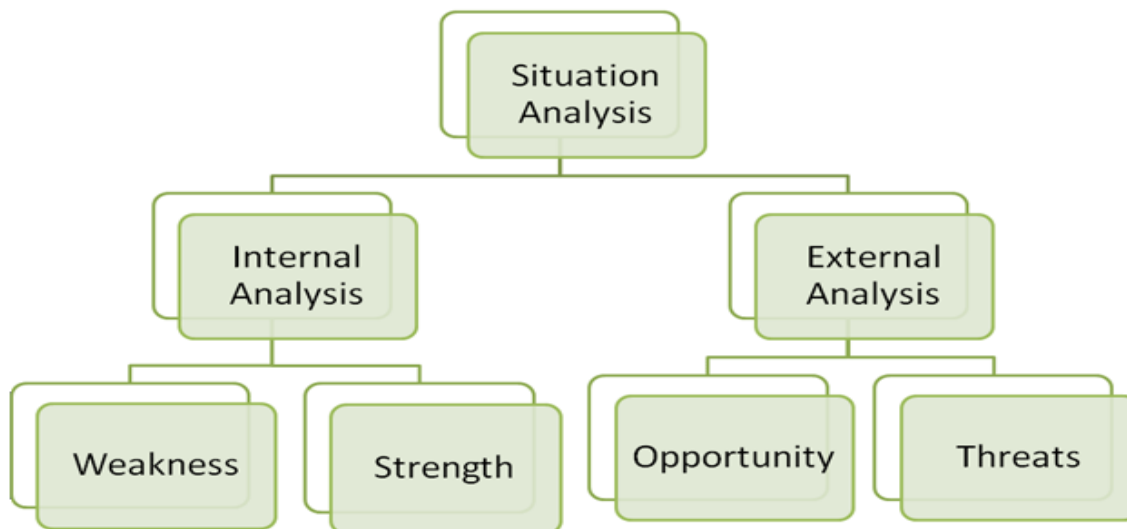
LAB MANUAL Revised on date: 15-08-2022

TITLE	Assignment No. 1: SWOT Analysis
PROBLEM DEFINITION	The students should be made aware of their goals, strengths and weaknesses, attitude, moral values, self-confidence, etiquettes, non-verbal skills, achievements. through this activity. SWOT Analysis, Confidence improvement, values, positive attitude, positive thinking and self-esteem. Draw a SWOT Table showing your Strength, Weakness, Opportunity and Threat Challenges.
OBJECTIVE	<ul style="list-style-type: none"> • Inculcating habit of objective analysis for finding out strengths & weakness of individual & associated opportunities and threats / challenges thereof. • To get first-hand information about the individuals background , technical skills , other skills , achievements , future goals , hobbies. • To identify the key internal & external factors seen as important to achieving an objective.
APARATUS (S/W)	Microsoft Word
REFERENCES	<ol style="list-style-type: none"> 1. Group Discussion & Interview Skills , Priyadarshi Patnik 2. Communication Skills : Sanjay Kumar and Pushpa Lata , Oxford University Press 3. Developing Communication Skill : Krishna Mohan, Meera Banerji,- McMillan India Ltd
STEPS	<ul style="list-style-type: none"> ▪ Evaluate oneself for strengths and weakness of individual and associated opportunities in the future. ▪ Evaluate oneself for weakness and use it to eliminate threat and associated impact ▪ SWOT Tips: <ol style="list-style-type: none"> 1. Identification of yourself 2. Professional skills 3. Personal Information 4. Strengths 5. Weakness 6. Internal traits External opportunities
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none"> ▪ Title ▪ Problem Definition ▪ Description ▪ Self assessment ▪ SWOT Table ▪ Conclusion

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Concepts related Theory:

Soft Skills – refer to the cluster of personality traits, social graces & facility with language, personal habits, friendliness, and optimism that mark people to varying degrees. Every person has three personalities, the one that we show to the world, Second is what we actually have, and third one is what we think we are and we have.



Strengths: For self – assessment ask following questions to yourself

- What advantages do you have that others don't have (e.g., skills, certifications, education, or connections) ?
- What do you do better than anyone else ?
- What personal resources can you access ?
- What do other people (& your teacher , in particular) see as your strengths ?
- Which of your achievements are you most proud of ?
- What values do you believe in that others fail to exhibit ?
- Are you part of a network that no one else is involved in ? If so, what connections do you have with influential people ?
- What do we do best?
- What unique knowledge, talent, or resources do we have?
- What advantages do we have?
- What do other people say we do well?
- What resources do we have available?
- What is our greatest achievement?

Weaknesses: For self – assessment ask following questions to yourself

- What tasks do you usually avoid because you don't feel confident doing them ?

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- What will the people around you see as your weaknesses ?
- Are you completely confident in your education and skills training ? If not, where are you weakest?
- What are your negative work habits (e.g., are you often late, are you disorganized, do you have a short temper, or are you poor at handling stress) ?
- Do you have personality traits that hold you back in your field ?
- Do you have specific skills (like a second language) that could help with the process ?
- What could we improve?
- What knowledge, talent, skills and/or resources are we lacking?
- What disadvantages do we have?
- What do other people say we don't do well?
- In what areas do we need more training?
- What customer complaints have we had about our service?

Also, importantly, look at your strengths, and ask yourself whether these open up any opportunities – and look at your weaknesses, and ask yourself whether you could open up opportunities by eliminating those weaknesses.

Opportunities: For self – assessment ask following questions to yourself

- What new technology can help you? Or can you get help from others or from people via the Internet ?
- What trends (management or otherwise) do you see in your institute , & how can you take advantage of them ?
- Are any of your competitors failing to do something important ? If so, can you take advantage of their mistakes ?
- A new role or project that forces you to learn new skills, like public speaking or international relations.
- How can we turn our strengths into opportunities?
- How can we turn our weaknesses into opportunities?
- Is there a need in our agency that no one is meeting?
- What could we do today that isn't being done?
- How is our field changing? How can we take advantage of those changes?
- Who could we support? How could we support them?

Threats: For self – assessment ask following questions to yourself

- What obstacles do you currently face at work / study ?
- Are any of your colleagues competing with you for projects or roles ?
- Does changing technology threaten your position ?
- Could any of your weaknesses lead to threats ?
- What obstacles do we face?
- Could any of our weaknesses prevent our unit from meeting our goals?
- Who and/or what might cause us problems in the future? How?
- Are there any standards, policies, and/or legislation changing that might negatively impact us?

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- Are we competing with others to provide service?
- Are there changes in our field or in technology that could threaten our success?

<p>What are your STRENGTHS?</p> <p>Consider these questions:</p> <ul style="list-style-type: none"> • What are you good at? • What skills, certifications, education, and connections do you have that make you valuable to an employer? • What do you do better than anyone else? • What have others told you about your strengths? • What are your proudest achievements? • Which of your qualities, characteristics and/or values set you apart from your peers? • How do you use your personal network to strengthen your center of influence? 	<p>What are your WEAKNESSES or “AREAS OF OPPORTUNITY”?</p> <p>Consider these questions:</p> <ul style="list-style-type: none"> • What things do you not like to do? • What work tasks or projects do you hate getting stuck with? • What do your boss and co-workers think you could do better? • Is there any training or education you need in order to advance further in your career? • Do you have any undesirable work habits (such as tardiness, disorganized, impatience, difficulty working with others etc...)? • What personality traits do you have that are preventing you from advancing the way you would like?
<p>What OPPORTUNITIES exist for you?</p> <p>Consider these questions:</p> <ul style="list-style-type: none"> • How can advancements in technology help you in your career? • How can you maximize social media and your network to advance your career? • Are there ways you can take advantage of growth in your industry or the current market? • What current trends foretell possible future opportunities and how can you take advantage of them? • Is anyone you work with currently making mistakes that could be potential openings for you to shine? • Is there a need that you have identified within the company that no one is filling? • Do your customers complain about something that you feel you have the perfect solution for? 	<p>What are the THREATS to your success?</p> <p>Consider these questions:</p> <ul style="list-style-type: none"> • What are some obstacles you have to overcome that could impact your ability to be successful? • What does the internal competition look like? How do you stack up against your competition? • What economic factors could affect your job or the demand for the job you currently do or service you provide? • What changes are on the horizon, and how will those changes affect you? • What is your relationship with technology and how relevant is developing technology to your career? • Which of your weaknesses could present a threat to your career if not properly managed?

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SWOT / TOWS matrix

	Strengths	Weaknesses
Opportunities	S-O strategies	W-O strategies
Threats	S-T strategies	W-T strategies

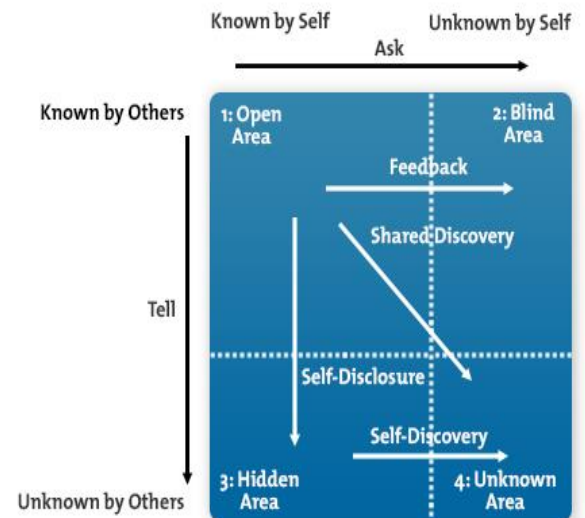
- S-O strategies: pursue opportunities that are a good fit to the strengths.
- W-O strategies: overcome weaknesses to pursue opportunities.
- S-T strategies: identify ways that the firm can use its strengths to reduce its vulnerability to external threats.
- W-T strategies: establish a defensive plan to prevent the firm's weaknesses from making it highly susceptible to external threats

johari window four regions

1. what is known by the person about him/herself and is also known by others – open area, open self, free area, free self, or 'the arena'
2. what is unknown by the person about him/herself but which others know – blind area, blind self, or 'blindspot'
3. what the person knows about him/herself that others do not know – hidden area, hidden self, avoided area, avoided self or 'facade'
4. what is unknown by the person about him/herself and is also unknown by others – unknown area or unknown self

The Johari Window

It's all about me...	My view		
Your view	Open to both of us	I'm blind to this	Known by you
	Hidden from you	Unknown to both	Not known by you
	Known by me	Not known by me	



Prepare Action Plan

- 1 Things that MUST be addressed immediately
- 2 Things that can be handled now
- 3 Things that should be researched further
- 4 Things that should be planned for the future

Benefits of SWOT Analysis:

- ✓ Knowing the competition
- ✓ Decision Making
- ✓ Forecasting

Extra Assignment:

- 1) Case Study : Assume that a car manufacturing company has recently launched its products. Perform a SWOT analysis for the same
- 2) SWOT Analysis of Mc Donald's
- 3) Ask students to draw anything from animal kingdom & then show it to all & then will give you one word that strikes in their mind first by looking into your drawing , which somehow describes yourself

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SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment No.2: Personal & Career Goal setting
PROBLEM DEFINITION	The teacher should explain to them on how to set goals and provide template to write their short term and long term goals. To set personal & career short – term & long – term goal
OBJECTIVE	To get first-hand information about the individuals background , technical skills , other skills , achievements , future goals , hobbies.
APARATUS (S/W)	Microsoft Word document
REFERENCES	<ul style="list-style-type: none">○ Communication Skills : Sanjay Kumar and Pushpa Lata , Oxford University Press○ Developing Communication Skill : Krishna Mohan, Meera Banerji,- McMillan India Ltd○ English for Business Communication : Simon Sweeney , Cambridge University Press
STEPS	<ol style="list-style-type: none">1. Get in State2. Brainstorm Your Life Goals3. Prioritize4. Choose the Top 3 Goals5. Set Deadlines6. Create an Action-Plan7. Start Now with Your #1 Goal
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none">• Title• Problem Definition• Types of Goal• Steps & Do's Don'ts• Printout• Conclusion

Concept related theory :

Goal-setting...

- ☐ Focuses your sights on something you want to attain
- ☐ Deals with the why, when and how of our lives
- ☐ Turns your daydreams and fantasies into reality
- ☐ Lets you prioritize the detailed steps needed to reach your dreams
- ☐ Helps break down overwhelming larger tasks into smaller manageable tasks
- ☐ Helps to manage your time management more efficiently
- ☐ Leads to a sense of accomplishment and self-fulfillment

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Aids to Successful Goal Setting

1. *Brainstorm* – List everything you would like to accomplish.
2. *Prioritize* – Look at your list: decide which goal you would like to work with first. Keep your list of goals so that you can check on your progress.
3. *Describe in Detail* – Be very specific: break your goals into objectives, a step-by-step plan so you can check on your progress.
4. *Identify Your Barriers* – Look for internal and external blocks to reaching your goals.
5. *Develop a Game Plan* – Decide ways to overcome the barriers to your goals.
6. *Develop a Timeline* – Look at your goals and work out a realistic timeline.
7. *Reward Yourself* – Reward yourself for each step you accomplish towards your goals

Goals for Your Lifetime :

The first step in setting personal goals is to consider what you want to achieve in your lifetime, as setting lifetime goals gives you the overall perspective that shapes all other aspects of your decision making.

To give a broad, balanced coverage to all important areas in your life, try to set goals in some or all of the following:

- ✓ *Artistic:* Do you want to learn an instrument? Participate in a play? See the Mona Lisa? If so, how can you make that happen?
- ✓ *Attitude:* Is any part of your mindset holding you back? Are there any particular behaviors or habits that are upsetting to you and would like to change? Do you need any outside support to assist you in these changes?
- ✓ *Career:* What level do you want to reach in your career? How much education will you need?
- ✓ *Education:* Is there any knowledge you want to acquire in particular? What information and skills will you need to achieve your goals?
- ✓ *Family:* Do you want to be a parent? Will you wait to have children until you have a good job? After college? How do you envision your family living? If you already have kids, is there anything you would like to do for them?
- ✓ *Financial:* How much do you want to earn by what stage of your life? Do you want to understand investments, retirement and 401ks? How can you learn that?
- ✓ *Physical:* Are there any athletic goals you want to achieve? How do you want to maintain good health into old age? What steps are you going to take to achieve this?
- ✓ *Pleasure:* How do you want to enjoy yourself? Would you like to take up a hobby or register for a class? Maybe travel? You should ensure that some of your life is for you!
- ✓ *Public Service:* Do you want to make the world a better place by your existence? Are you interested in volunteer work? Community service, Peace Corps, Habitat for Humanity? Environmental or animal welfare organizations? How do you want to give back to the world?

One convenient way of creating your list of goals is to brainstorm ideas in each of the following categories:

- ☐ What you want to BE
- ☐ What you want to LEARN

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- ☐ What you want to DO
- ☐ What you want to HAVE
- ☐ What you want to GIVE

While you are brainstorming, you'll want to make sure you think about subcategories of interest to you such as artistic, attitude, career, education, family, financial, physical, pleasure and public service. Also,

consider what you would do if you had no limitations. For example, what if money and health were not obstacles for you? Think about people you admire and what it is that they have, do and are that you want to emulate. Pick four of the above categories and brainstorm goal ideas.

Tips for Setting Long-Term Goals

- Work backwards. Think about what you want to achieve then plan steps going back to what you can do right now.
- Create a picture of where you want to be in life 10 years from now.
- Think about what you need to do in five years, in one year, and in six months to get to your long-term goal.
- Write down what you need to do each month to achieve your goals.
- After each monthly goal is achieved, look at your goals and adjust them as needed.

Prioritizing Your Goals

How do you decide what to do first? How do you adjust your goals? This is called prioritizing.

Prioritizing means that you decide what is most important to you right now. All of your goals are important, but it's impossible to work on all of them at once.

1. Choose what is most important right now.
2. Focus mainly on that goal.
3. Add additional goals as you become comfortable with your efforts.
4. Being flexible is important. Change your focus on goals as your life changes.

Goals must be S.M.A.R.T.

S = Specific

M = Measurable

A = Achievable / Affordable

R = Realistic / Relevant

T = Time bound

10 steps to goal setting :

Step 1 : Identify your goals

Step 2 : Write you goals down

Step 3 : Needs Analysis

Step 4 : List Benefits & Obstacles

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- Step 5 : List Objectives
Step 6 : Create a plan of action
Step 7 : Share your goals
Step 8 : Continuously Act on & Assess your goals & objectives
Step 9 : Celebrate
Step 10 : Periodically evaluate your Goals

Template

Name		
Date		
Short term Goals		
Personal	Goal	Action
Professional		
Financial		
Others		
Long Term Goals		
Personal	Goal	Action
Professional		
Financial		
Others		

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TITLE	Assignment No. 3: Public Speech
PROBLEM DEFINITION	To write full text of speech & deliver the same
OBJECTIVE	<ul style="list-style-type: none"> ▪ To understand & use different patterns for structuring speech ▪ To recognize & utilize the methods for delivering your speeches according to the requirement ▪ To explore ways to make your speeches according to the requirement
APARATUS (S/W)	Dias , mike
REFERENCES	<ul style="list-style-type: none"> ▪ Communication Skills : Sanjay Kumar and Pushpa Lata , Oxford University Press ▪ Individual student can search the topics from books, magazines, web, presentation CDs, news papers, etc for finding related information. ▪ John Collin, “ Perfect Presentation ”, Video Arts MARSHALL
STEPS	<ol style="list-style-type: none"> 1. Selection of topic. 2. Research the topic of the speech thoroughly. 3. Analysis and arrangement of ideas logically. 4. Prepare well for your speech 5. Strategically overcome your nervousness 6. Start your speech innovatively using proper body language 7. End you speech on an emphatic note 8. Feedback about the speech considering points
INSTRUCTIONS FOR WRITING JOURNAL	<ol style="list-style-type: none"> 1. Title 2. Problem Definition 3. Introduction & types of speech 4. Description of effective speech along with the Dos and Don'ts. 5. Conclusion

Learning Outcome: Students should be able to–

- utilize eye contact, body language & voice to their advantage in a speech
- figure out the nuances of public speaking tasks
- learn how to deliver different types of speeches

Concepts related Theory:

Definition: “ A structured , prepared & speech – based means of communicating information, ideas, or arguments to a group of interested people in order to inform or persuade them ”

Types of Oral Presentations:

- 1) The impromptu speech
- 2) The memorized speech
- 3) The manuscript speech
- 4) The extemporaneous speech

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Preparing contents: 3 As

- Analyze your AUDIENCE.
- Define what ACTION you want them to take.
- Arrange your ARGUMENT to move them

Choosing an appropriate pattern :

- I. Chronological pattern
- II. Casual Pattern
- III. Spatial Pattern
- IV. Topical Pattern

Broadly speaking , you can render your speeches interesting & captivating by working on following strategies :

- Make your beginnings catchy
- Use **humour** & **wit**
- Use body language appropriately
- Employ proper **voice modulation**
- Use examples and instances
- End emphatically

Delivering Different types of speech :

- I. Welcome / Introductory Speech
- II. Vote of Thanks Speeches
- III. Farewell Speeches



Speaking from Memory

Advantages

- Memorizing an entire speech helps the speaker put across his/her ideas with requisite flair, tone, & tenor
- The method requires a lot of practice & rehearsal, which in turn, helps the speaker to be well prepared for the speech
- Since the speaker is usually well prepared s/he can maintain better eye contact with the audience while delivering the speech
- With this method, the speaker has the advantage of casting & recasting the entire text of the speech, & making it as impressive & emphatic as possible

Disadvantages

- It is generally seen that speaking from memory makes a speaker rely too much on it
- Since the entire speech is memorized by the speaker, forgetting some part of it may result in a derailment of the speaker's momentum
- As the entire text is already memorized by the speaker, it does not give him/her much room for creativity and originality
- While choosing this pattern, the speaker binds him/herself to expressing certain views which s/he cannot change even if the situation so warrants

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- The method may smack of a person's lack of experience when s/he endeavours to choose it

Speaking from Manuscript

Advantages

- Since the entire speech is written & to be read out from the manuscript, it adds to the confidence of an inexperienced speaker
- As the entire text is already written, the margin of error is minimal
- In situations where accuracy is extremely important, this method of delivery is quite useful

Disadvantages

- As the speaker reads from the manuscript, the entire speech-making process looks too formal & monotonous at times
- Since the speech is already written, the speaker does not have the chance to make changes at the time of delivery, if required
- As the entire speech has to be uttered verbatim from the script, it lacks originality & spontaneity

A speech becomes effective when it fulfills the following features:

1. **Clarity**

Clarity is an essential feature of a good speech. A speech should be clear and unambiguous so that the audience can understand it easily. If it is not clear enough to express its meaning to the audience, it will become ineffective.

2. **Definiteness of Message**

The message of the speech should be definite and relevant to the subject matter.

3. **Conciseness**

The audience becomes impatient with a long speech. Hence, speech should be as concise as possible. However, it should not be incomplete.

4. **Interesting**

A speech should be delivered in an interesting and pleasing way so that the audience is motivated to pay attention. In order to make the speech interesting, various stories, examples, quotations, and jokes can be cited.

5. **Informal Touch**

Though speech is a formal address, it should be presented in a personal and informal way.

6. **Considering the Audience**

Speech is delivered to a specific audience. So the speaker should actively consider the expectations, interest, and nature of the audience.

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7. Speaking Slowly

An ideal speech is one that is delivered slowly and in the usual tone. It helps the audience to hear and understand the message clearly.

8. Free from Emotions

Another important feature of a good speech is that it should be delivered in an unbiased and unemotional way. Speaker's emotion may drive him away from the main theme.

9. Use of Body Language

Good Speech goes with necessary body language. Therefore, at the time of delivering a speech, the speaker should use various nonverbal cues.

10. Ensuring Participation of Audience

A good speech is one that ensures the participation of the audience with the speaker. That means the audience will ensure their attention through effective listening, expressing their solidarity with the speech and so on.

Assessment of Presentation based on–

Style of speech, Introduction to topic , Eye Contact, Rate, Enunciation, Pitch, Pauses, Emphasis, Appearance, Body language & Gestures, Visual Aids , audience awareness

Review questions:

- 1) ' Speeches are not just meant to be spoken , they also are required to be made interesting & entertaining to the audience . ' What are the strategies that can make a speech interesting & entertaining to the audience ? Discuss & substantiate with approximate examples .
- 2) In delivering speech , patterns of organization & modes of delivery play a very significant role . Highlight the importance & suitability of each of these patterns & methods generally employed in the speech – making process
- 3) ' There is no substitute for wit & humor in public speaking situations . ' Do you agree with this statement ? Offer elaborate comments to substantiate your point of view .
- 4) ' Public speaking is as much about non – verbal communication as it is about its verbal aspects . ' Elucidate the statement with proper examples .

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Revised on date: 15-08-2022

TITLE	Assignment 4: Reading & Listening Skills
PROBLEM	Listen Carefully and understand the audio clip being played/article being read for

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DEFINITION	10 minutes & then answer the questions based on the same.
OBJECTIVE	<ul style="list-style-type: none"> • To improve listening skills and inculcate a habit of active listening. • Listen to obtain information, understand others and to learn. • To make a conscious effort to hear not only the words that another person is saying but, more importantly, try to understand and interpret the complete message • Pick different reading skills • Learn to develop competence in reading comprehension tasks • Get to know the basic hurdles in efficient reading & the tips to overcome them
APARATUS (S/W)	Audio Recording , Notebook
REFERENCES	Communication Skills : Sanjay Kumar and Pushpa Lata , Oxford University Press Youtube Google Story Books http://www.articlesbase.com/self-improvement-articles/how-to-develop-reading-skills-297612.html#ixzz0svLfTnIn
STEPS	Activity1: Listen to the comprehension carefully & then choose the appropriate answer from the sheet that is a best match. (Listening through headphone) Activity2: The reader will read a short story/article & every student would write the same story in their own words or answer article related questions asked by readers. (Listening verbal language) Activity 3: A job role of a person would be described & based on the description; the student would identify the “Role of a Person”
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none"> • Title • Problem Definition • Description & types of listening • Consequences of poor listening • Listening vs hearing • Benefits of Effective reading • Dos and don'ts • Prepared speech • Conclusion

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Objective:

- To help participants look at the effects of good and bad habits in listening, and to help them identify their own bad habits and develop a plan for eliminating them.
- To examine the powerful rapport-building effect of matching the talker's pace, even when you cannot see each other.
- To help participants identify and practice the non-verbal behaviors essential for good listening.
- To help participants to look in detail at the process of empathizing, which is the key skill in dealing with the emotions of others, and to learn how to identify a feeling and reflect it back to demonstrate understanding.

Pre requisite: Good understanding of English language

Learning Outcome :

- Understand how listening is different from hearing
- Learn about the different types of listening so that you can use them effectively , as & when required
- Identify the major causes of poor listening
- Know the various techniques to improve your listening skills
- Understand the importance of reading in achieving success both in academic & professional life
- Acquire various types of reading skills that one may employ while reading different kinds of texts

Concept related Theory:

Active Listening Skills

Active listening is an essential mentoring skill. One of the most common mistakes one can make is confusing hearing and listening. Hearing is merely noting that someone is speaking. Listening, however, is making sense of what is heard and requires the individual to constantly pay attention, interpret, and remember what is heard. Hearing is passive; listening is active. The passive listener is much like a tape recorder. If the speaker is providing a clear message, the listener will probably get most of what is said. For mentors, this is not enough. They must be active listeners.

Active listening requires the listener to hear the words and identify the feelings associated with the words. We should be able to understand the speaker from his or her point of view. There are four essential requirements for active listening:

- Intensity
- Empathy
- Acceptance
- Willingness to take responsibility for completeness

An active listener concentrates on what the speaker is saying. The human brain is capable of handling a speaking rate six times that of the average speaker. Thus, the listener must focus on the speaker. Tuning out distractions will increase listening ability.

Suggestions for Improving Active Listening Skills

1. Make Eye Contact:

Lack of eye contact may be interpreted as disinterest or disapproval. Making eye contact with the speaker focuses attention, reduces the chance of distraction, and is encouraging to the speaker.

2. Exhibit Affirmative Nods and Appropriate Facial Expressions:

The effective listener shows signs of being interested in what is said through nonverbal signs. Together with good eye contact, non-verbal expressions convey active listening.

3. Avoid Distracting Actions or Gestures:

Do not look at other people, play with pens or pencils, shuffle papers, or the like. These activities make the speaker feel like the listener is not interested in what is being said.

4. Ask Questions:

Questioning helps ensure clarification of what the speaker is saying, facilitates understanding, and lets the speaker know that the listener is engaged.

5. Paraphrase:

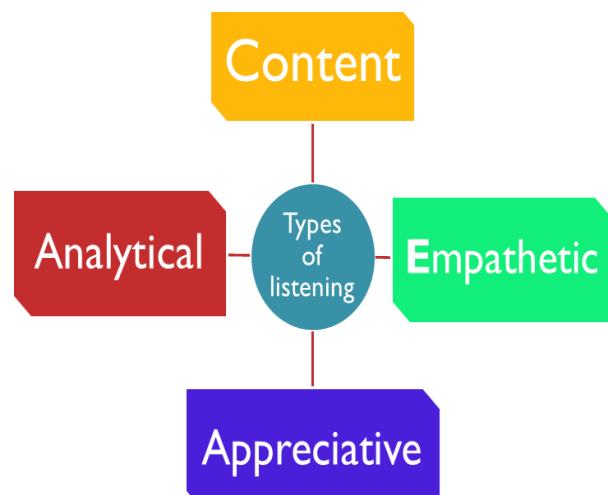
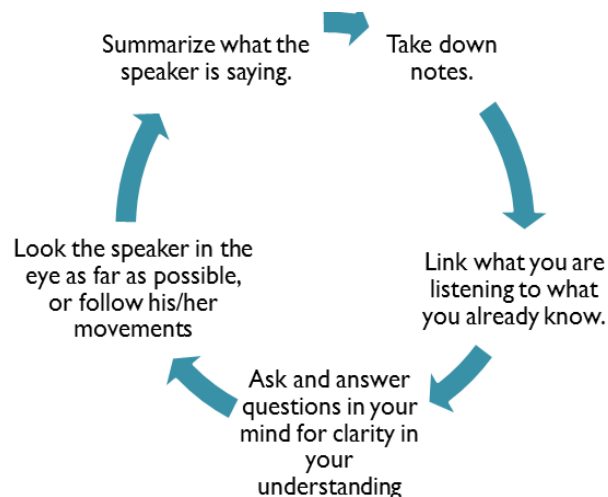
Paraphrasing means restating what the individual has said in different words. This technique allows the listener to verify that the message was received correctly.

6. Avoid Interrupting the Speaker:

Allow the speaker to complete his or her thought before responding, and do not anticipate what he/she will say.

7. Do Not Talk Too Much:

Talking is easier than listening intently to someone else. An active listener recognizes that it is impossible to talk and listen acutely at the same time.



Tips for Effective Reading :

- Never read a passage in a laid – back manner
- Divide the passage in proper thought units
- Observe carefully the function of introducers, developers, and terminators

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- Pay special attention to the beginning
- Closely follow the ending of the each paragraph and the entire passage
- Anticipate ideas and views as they unfold in the passage
- Pay special attention to linkers
- Assign to the passage a suitable title

Differences between efficient & inefficient readers:

<i>An Efficient Reader</i>	<i>An Inefficient Reader</i>
➤ Always read for ideas & information	➤ Tries to read words
➤ Reads group of words / multi – phrases	➤ Reads word by word
➤ Quickly adjust his / her speed of reading to the nature of the text	➤ Reads the text from the beginning till the end
➤ Sets the purpose of reading right in the beginning	➤ Reads everything & deliberately goes slow while reading
➤ Reads smoothly	➤ Reads the information again & again to figure out a clear understanding of the text
➤ Visualizes ideas	➤ Vocalizes or sub – vocalizes words while reading
➤ Has a good vocabulary in that subject	➤ Has limited vocabulary which hampers his / her speed & understanding
➤ Continuously keeps improving his / her pace of reading	➤ Rarely attempts speed reading
➤ Properly tries to sort out the material as critical , interesting , analytical , et cetra	➤ Reads everything indiscriminately

Types of Reading :

1. Skimming : used to understand the gist or main idea
2. Scanning : used to find a particular piece of information
3. Extensive reading : used for pleasure & general understanding
4. Intensive reading : Accurate reading for comprehensive understanding

Review Questions:

- 1) What is Active Listening?
- 2) What do you mean by Empathy? Explain with an example.
- 3) What do you mean by effective reading skills ? Discuss the major benefits of artful reading .
- 4) What is the role of speed in reading process ? Discuss the kind of relation that can be observed between speed & understanding .
- 5) What are the major faulty reading habits ? Discuss them in detail .

Extra Assignment:

Read a short story & have participants paraphrase. This activity is a study in how team members choose to interpret & prioritize certain information over others.

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ACADEMIC YEAR: 2022 – 2023

YEAR / SEMESTER: S.E. – I

DEPARTMENT: COMPUTER ENGINEERING

SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 5: Group Discussion
PROBLEM DEFINITION	<ul style="list-style-type: none">▪ Participating in group discussions on current affairs / social issues / ethics and etiquettes.
OBJECTIVE	<ul style="list-style-type: none">▪ To present the discussion in an effective, convincing and time bound manner.▪ To observe presentation skill of material along with individual oratory skills.▪ Learn in detail about the various personality traits , viz; awareness , initiation , body language , paralinguistic features , confidence , etc. that are assessed during group discussions▪ Learn how to perform as a team players &also emerge as a leader in a group
APARATUS	Discussion Room and sitting arrangement.
REFERENCES	<ul style="list-style-type: none">▪ Individual student can search the current topics for discussion from magazines, web, presentation CDs, news papers, etc for finding related information.▪ “Technical Writing process and product”, Sharon Gerson, Steven Gerson, Pearson education Asia, LPE Third edition.

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	<ul style="list-style-type: none"> ▪ ‘ How to prepare for Group Discussion & Interview ’ , 2nd edition by Hari Mohan Prasad & Rajnish Mohan , The McGraw–Hill Companies ▪ ‘ Group Discussion & Interview Skills ’ by Priyadarshi Patnik , Foundation
STEPS	<ul style="list-style-type: none"> ▪ Selection of topic. ▪ Selection of group members ▪ Collection of material and classification. ▪ Analysis and arrangement of ideas logically. ▪ Select the medium of presentation. ▪ Prepare the presentation. ▪ Conclusion about the discussion. ▪ Feedback & selection of students for the interview
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none"> ▪ Title ▪ Problem Definition ▪ Definition , description and types. ▪ Dos & Don'ts of GD. ▪ Difference between GD & debate ▪ Conclusion

Learning Outcome:

- To identify & analyze the social processes that impact on group development and performance.
- To acquire the skills necessary to intervene & improve individual and group performance in an organizational context.
- enable to anticipate what to expect in a group discussion
- To expose students to right attitudinal & behavioral aspects, & to build the same through activities.
- To enhance ethics, etiquettes, leadership skills & interpersonal communication with active participation

Pre – requisites:

- Planning & preparation
- Knowledge with self – confidence
- Body Language, personal appearance , power of speech & listening skills
- Being calm & cool
- Analyze the social, economic issues logically .
- Co–operation

Theory related to concept :

Definition of Group Discussion: “ GD is like a chemical process in which the elements are modified & combined but not lost ” . It is used to refer to a situation in which a small number of persons meet face – to – face & through free oral interaction among themselves exchange information or attempt to reach decision on shared problems . Discussion is act of talking or writing about something in detail & from several points of view by talking to someone else about it.

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Types of GD:

1. Structured & unstructured
2. Chairman type of GD
3. Role play

Topics of GD classified into :

1. Controversial GD topic
2. Abstract GD topic
3. Case study GD topic

Success in Group Discussion :

- 1) Be Assertive
- 2) A Patient Listener
- 3) Right Language
- 4) Be Analytical & Fact – oriented
- 5) Accept Criticism
- 6) Maximize Participation
- 7) Respect Other Speakers
- 8) Show Leadership Ability
- 9) Be Precise

Types of Leadership: Leadership is strongly related to the group members' satisfaction with the group.

Coercive

Delegator

Coach

Democratic

Autocratic

Teacher

Facilitator

Personality traits to be evaluated :

- ❖ Reasoning ability
- ❖ Leadership
- ❖ Openness
- ❖ Assertiveness
- ❖ Initiative
- ❖ Motivation
- ❖ Attentive listening
- ❖ Awareness

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Some differences between real – life problem – solving group discussions & group discussions for employment are mentioned below :

<i><u>Problem – solving group discussions</u></i>	<i><u>Group discussion for employment</u></i>
Genuine	Mock scenario
Team spirit	Competition
Group interest given priority	Attempting to balance between being a part of the team & asserting one's individuality
Problem – solving	Simulated
Cohesive , members know each other	Not cohesive , members may or may not know one another
Has a leader (or doesn't matter who the leader is	Struggle for leadership

Difference between Open GD & Closed GD formats:

<i><u>Open GD</u></i>	<i><u>Closed GD</u></i>
Loose format , anyone can begin	Lots are drawn . a sequence or order is generated . Discussion speak accordingly
Fight for survival , one may not get a chance to speak	Everyone gets a break
Good to find out leadership potential & team – based skills	More effective in observing communication , conceptualization & insight
Beginning & closing are key points	No such issue involved
Interpersonal skills can be explored	Not much scope for exploring interpersonal skills
Difficult to evaluate	Easy to evaluate



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<i>Dos</i>	<i>Don'ts</i>
✓ Sit comfortably	▪ Be in a hurry
✓ Keep track of time	▪ Be silent
✓ Share time fairly	▪ Dominate vocally / physically
✓ Encourage participation from others	▪ Assume the role of the chairperson
✓ Rope in the reticent/diffident ones	▪ Be belligerent
✓ Listen to the topic	▪ Take extreme stance
✓ Organize ideas	▪ Look at evaluators
✓ Speak at the earliest	▪ Appear to be impatient / restless
✓ Allow supporters to back your ideas	▪ Get emotional
✓ Sound cogent & convincing	▪ Use slang
✓ Avoid skirmishes and heated debates	▪ Throw all ideas at one shot

Hints for self – improvement:

- i. Whether you articulated your words clearly & distinctly & put the required stress on appropriate syllables
- ii. Whether you regulated the speed of your speech & paused wherever necessary to make your presentation clear & effective
- iii. Whether your judgment, what you said was grasped by other participants & reflected in their responses
- iv. Whether your intervention, if any, annoyed the concerned speaker
- v. Whether you keep your mind focused all the time on what was being said

Review Questions:

- 1) Explain the types of group discussion
- 2) Perform group discussion in the given topic related to current affairs
- 3) Distinguish between Group discussion & Debate

Extra assignment: Perform debate on the topic given by the instructor .

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ACADEMIC YEAR: 2022 – 2023

YEAR / SEMESTER: S.E. – I

DEPARTMENT: COMPUTER ENGINEERING

SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 6: Letter / Application Writing.
PROBLEM DEFINITION	To submit a written business document application / Letter. 1. Business Application or 2. Business Letter
OBJECTIVE	<ul style="list-style-type: none">• Individual will be able to demonstrate the skills of Letter writing and learn how this may affect the workplace.• Students will extend their abilities to write effectively in a well-defined structure for a variety of purpose.• Understand the various elements of business letters
APARATUS (S/W)	Microsoft Word
REFERENCES	<ul style="list-style-type: none">• Developing Communication Skill: Krishna Mohan, Meera Banerji, -McMillan India Ltd.• English for Business Communication: Simon Sweeney, Cambridge University Press• Communication Skills: Sanjay Kumar and Pushpa Lata , Oxford University Press
STEPS	<ol style="list-style-type: none">1. Name of organization / unit (Letter head)2. Date3. Inside Address4. Salutations5. Body of Letter6. Concluding Remarks

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INSTRUCTIONS FOR WRITING JOURNAL	<p style="text-align: center;">7. Complimentary close</p> <ul style="list-style-type: none"> • • Title • • Problem Definition, • • Dos and don'ts of writing a Report, types of Reports • • Structure of lettered report. • • Sample letter/letters (written by the student) • Conclusion
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Learning outcome:

- Learn different layouts of a letter, such as intended layout , semi – block layout & full block layout
- Acquire various specific features of effective letter writing

Concepts related Theory:

A written or printed communication directed to a person or organization.

Types of Letters:

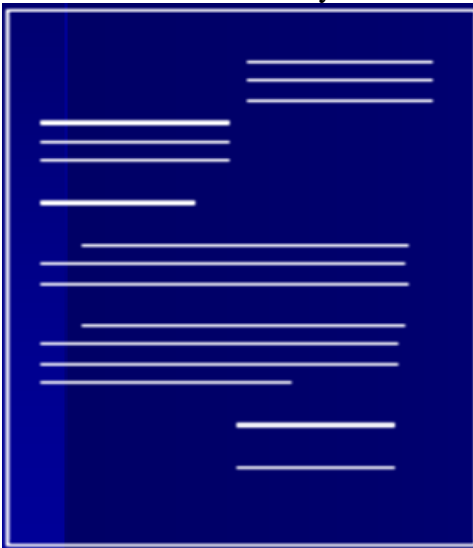
- Business Letters
 - Personal Letters
- Conduct the exercise based on variety of Business Letters viz;
- Acceptance Letter
 - Acknowledgement Letter
 - Adjustment Letter
 - Application Letter
 - Complaint Letter
 - Cover Letter
 - Inquiry Letter
 - Order Letter
 - Refusal Letter
 - Response Letter
 - Sales Letter
 - Thank you letter
 - Apology letter

General Letter Layout / Styles :

- Block style
- Semi – block style
- Modified block style

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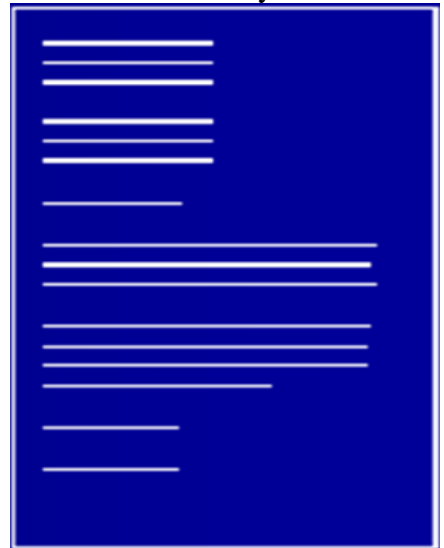
Semi – block style



Modified block style



Block style



General Parts of every Business Letters:

- Heading (sender's return address and date)
- Inside Address(recipient's address)
- Salutation (greeting)
- Body (paragraphs)
- Complimentary Close
- Signature Line (with or without title)
- Enclosure (optional)
- cc notation (copies sent to others)
- Sender / typist initials (optional)

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FORMAL LETTER FORMAT

Sender's Address → 2468 Oceanside Drive, Ocean City NJ 08226

Date → November 22, 2020

Receiver's Address → Mr. Lawrence Jefferson
Community Outreach Liaison
Oceanic Aquatics and Associates
369 Atlantic Ave.
Ocean City NJ 08226

Greetings → Dear Mr. Jefferson

Subject → On behalf of The Will to Serve Youth and Young Adults Outreach Program, we would like to extend a warm thank you for your financial contribution as well as assistance in helping our program provide the assistance and resources our youth and young adults need to get the appropriate training and skills development experience needed to successfully obtain stable employment.

Body → We are inviting you to join us as we celebrate our 10 years of successful community service. We would love for you to be our guest speaker as well as receive the "Supporter of the Year Award" as we acknowledge your organization for its wonderful contribution to our high success rate this year. To show our appreciation, our youth and young adults have put together a special skit they would like to perform for your organization as well as made a special appreciation plaque which they would like to present to you on this day. It will be held Saturday, December 12th at 6:30 pm. Please contact us at (510) 236-9876 if you can attend. We will provide further information during your call. We look forward to celebrating our 10th anniversary with you. Have a wonderful day.

Closing of the Letter → Respectfully Yours,

Signature → Tammy Wilson Co-founder

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Steps for writing an effective informal letter:

1. Write your address and optionally your telephone number on the top right corner of the page.
2. Place the date directly below your address writing the month as a word.
3. Write the recipient's address on the line below the date on the left.
4. Place the recipient's name one line beneath the recipient's address.
5. Write the subject of the letter in all caps one full line below the recipient's name.
6. Give the person you're addressing a salutation or greeting.
Salutation or Greeting: Dear Mr..... Use the title (Mr., Mrs., Miss or Ms., Dr. ...etc.).
Use the surname only. If you don't know the name of the person you are writing to, use Dear Sir or Madam.
7. Write the body of the letter (not more than 3 paragraphs) discussing your subject. Be concise in your discussion of the subject. In the first paragraph write a friendly opening and then state the reason or

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goal of the letter. In the second paragraph tackle the subject of the letter using examples to stress or underline your point. Concrete, real examples are always better than hypothetical examples. In the final paragraph briefly summarize your purpose of writing and suggest how you might want to proceed further.

8. End your letter with:

“Yours faithfully” if you don’t know the name of the letter recipient.

“Yours sincerely” if you know the name of the letter recipient.

9. Write your name below the ending. Leave a room for your signature.

10. Sign your name.

If you think the person you are writing to might not know whether you are a male or female, put your title (Mr., Mrs., Miss or Ms.) in brackets after your name.

11. Below your signature, write your job title.

12. Add the word “Enclosures” below your signature block or job title and add any enclosures.

13. Proofread your letter checking your spelling, grammar, and punctuation.

14. Send your letter:

Pick out a plain envelope.

Fold your letter so that it fits into your envelope.

Place the letter into the envelope.

Flip the envelope over.

Write the recipient’s address on the envelope and:

The name of the person you are sending the letter to.

The company name on the line below that.

The street-address on the line below the company name.

The town, state, and zip code on the line below that.

Place a stamp on the top right-hand corner.

Extra assignment

1. Write a letter to the mayor of your city on behalf of the principal of your college, requesting him to preside over a seminar on ‘College Education’ in your city.
2. You are organizing a seminar for your company. Write a letter to the manager of another department inviting them to give a presentation at the seminar. In your letter:
 - give details of the seminar
 - invite them to give a presentation and say why you are inviting them
 - say what the presentation should be about.

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SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 7: Report Writing
PROBLEM DEFINITION	Write any two types of reports from given types such as Informal Report, Recommendation report with justification, Business plan, situational report, research report, periodic report etc.
OBJECTIVE	<ul style="list-style-type: none">• Individual will be able to demonstrate the skills of data organization & learn how this may affect the workplace.• Students will extend their abilities to: write effectively in a well – defined structure for a variety of purpose
APARATUS (S/W)	Microsoft Word document
REFERENCES	<ul style="list-style-type: none">○ Individual student can search in magazines or web○ English for Business Communication : Simon Sweeney , Cambridge University Press○ “Technical Writing process and product”, Sharon Gerson, Steven Gerson, Pearson education Asia, LPE Third edition○ Communication Skills : Sanjay Kumar and Pushpa Lata , Oxford University Press
STEPS	<ul style="list-style-type: none">• Use precise, accurate and definitive description• Decide structure of a report (Title page, acknowledgement, index Etc.)• Teacher will assess on the selected type of report .• Students will get marks for their writing skill and data organization skill.
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none">• Title• Problem Definition,• Dos and don'ts of writing a Report, types of reports• Structure of selected report.• Conclusion

Learning Outcome:

- Understand the structure of business report
- Understand various aspects of a business report including its features & different types

Concepts related Theory:

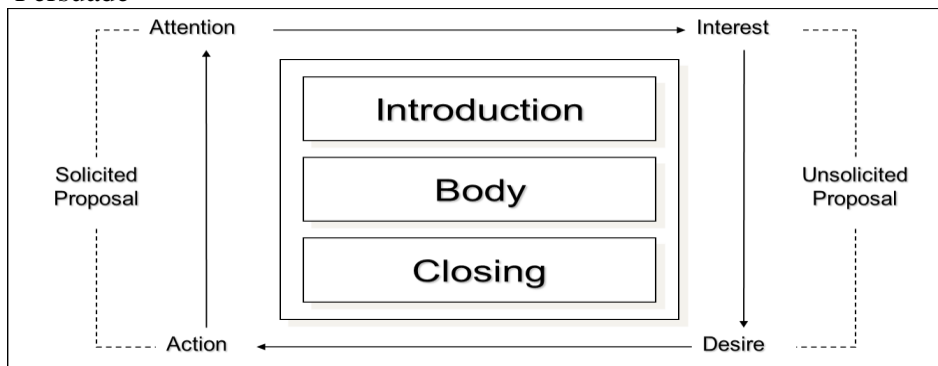
Business reports are systematic attempts to answer questions and solve problems . A formal report is specifically designed to enable the reader to access easily & quickly , verify & / or explore key data . For that reason , a formal report is organized , written & well formatted . Reports enable the authorities to take timely decisions. The data may also be given to the readers to let them analyze & interpret on

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their own & decide on the course of action . While writing a report , you should carefully provide proper links between & within its sentences , paragraphs & sections which make it easy for the reader to follow the message it conveys . For this purpose , you should use plain , simple & familiar words rather than complex & unfamiliar ones . Also try to avoid redundant expressions & circumlocution to maintain objectivity in your writing

Purpose of Reports :

- ❖ Provide information
- ❖ Analyze data & information
- ❖ Persuade



Types of Reports:

- Lengthy Report
- Short Report



Review Questionnaire:

- 1) Enumerate the various differences between a letter report & a memo report
- 2) How do recommendations differ from conclusion ? What things you will keep in mind to bring out the

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distinction between the two ?

- 3) Compare formal reports & informal reports
- 4) Enumerate the various differences between a letter report & a memo report

Extra Assignment :

- 1) Assume that the Kinetic Udyog Limited is paying the cost of your education. The agreement is that you will serve them for 5 years after doing your B.E. They want a report on the progress of your work & the quality of training you have received so far. Write this report , which will be circulated to the members of the board of directors. Your report should contain the following elements only:
 - i. Introduction
 - ii. Discussion

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Revised on date: 15-08-2022

TITLE	Assignment 8: Résumé Writing
PROBLEM DEFINITION	To submit the résumé which will be a summary of your qualifications that relate to the position for which you are applying.
OBJECTIVE	<ul style="list-style-type: none"> ▪ To learn to generate written evidence of your qualifications and skills. ▪ Differentiate between résumé & CV
APARATUS (S/W)	Microsoft Word document / open office writer
REFERENCES	<ul style="list-style-type: none"> ○ Communication Skills : Sanjay Kumar and Pushpa Lata , Oxford University Press ○ Developing Communication Skill : Krishna Mohan, Meera Banerji,-McMillan India Ltd ○ English for Business Communication : Simon Sweeney , Cambridge University Press ○ “Technical Writing process and product”, Sharon Gerson, Steven Gerson, Pearson education Asia, LPE Third edition
STEPS	<ul style="list-style-type: none"> • Identification • Career Objective • Education • Work Experience • Professional Activities and Other Interests • Personal Data
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none"> • Title • Problem Definition • Dos and don'ts of résumé writing • Structure of résumé • Printout of résumé • Conclusion

Concept related Theory:

Résumé:

A résumé is a one or two page “summary” of your skills, experience and education. Generally no more longer than a page or two. They do not list out all the education and qualifications, but only highlight specific skills customized to target the job profile in question.

CV:



A Curriculum Vitae is a longer and more detailed synopsis. Generally over a couple of pages long. C.V. generally lists out every skills, jobs, degrees, & professional affiliations the applicant has acquired, usually in chronological order.

Types of Résumé:

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- *reverse chronological résumé*
- *functional résumé*
- *Hybrid / Combination*

Based on the kind of channel used , résumés are of two types :

-  Paper – copy / Traditional print résumés
-  Electronic / Scan able résumés

A favorable first impression – the career objective in the résumé :

- ✓ It should state the industry in which the candidate intends to pursue his career
- ✓ Specificity of purpose rather than a generic statement of intent
- ✓ It should have a strong correlation with the focus of the company or the work group
- ✓ It needs to be crisp , not verbose

Online Résumé:

- ❖ Allow thousands of international employers to access it instantly
- ❖ Allow you to include portfolios to your work with lengthy documents, full – color graphics, animation, & sound
- ❖ Allow you to update it quickly & easily
- ❖ Allow you to show your expertise with HTML & Web – ready graphics

Important Features of a Selling Résumé :

- ☐ Creates crucial first impression.
- ☐ Catchy appearance and contents.
- ☐ Well – organized, properly written, & presented with an apt layout.
- ☐ Free of errors.
- ☐ Persuades about an applicant’s abilities, skills, and personal qualities that the employer is looking for.
- ☐ Both hard copy and scanable résumé could be attractive and serve the purpose, provided the details are presented well.
- ☐ Always accompanied by a well – drafted cover letter

Strategy of résumé writing – from an employer’s perspective :

- ✓ reveals those personality traits that align with the organization’s value ;
- ✓ convinces the potential employer of right fitment to the opening &
- ✓ shows the benefits the candidate will bring in to the employer

Review Questions:

- 1) What are the Dos & Don’ts of writing effective résumé
- 2) Compare Résumé , CV & Biodata
- 3) Should the résumé be written from the candidate’s perspective or the employer’s ? Give reasons for your answer
- 4) What are the advantages & disadvantages of a chronological résumé versus a functional résumé ?

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Extra assignment:

Develop your online résumé (HTML web page)

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SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 9: Presentation of topic of individual interest
PROBLEM DEFINITION	Multimedia based oral presentation of factual information highlighting the importance of (business or technical) topic.

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OBJECTIVE	<ul style="list-style-type: none"> ▪ To present the topic in an effective, convincing and time bound manner. ▪ To observe presentation skill of material along with individual oratory skills. ▪ Deliver effective just – a – minute (JAM) presentations
APARATUS (S/W)	Microsoft power point & Computer and projector
REFERENCES	<ul style="list-style-type: none"> ▪ Individual student can search the topics from books, magazines, web, presentation CDs, news papers, etc for finding related information. ▪ John Collin, “ Perfect Presentation ”, Video Arts MARSHALL
STEPS	<ol style="list-style-type: none"> 1. Selection of topic. 2. Collection of material and classification. 3. Analysis and arrangement of ideas logically. 4. Select the medium of presentation. 5. Prepare the presentation. 6. Feedback about the presentation considering points
INSTRUCTIONS FOR WRITING JOURNAL	<ol style="list-style-type: none"> 1. Title 2. Problem Definition 3. Description of effective presentation along with the Dos and Don'ts. 4. Printout of some of the slides of the 5. Conclusion

Learning Outcome: Students should be able to–

- utilize eye contact, body language & voice to their advantage in a presentation
- develop visual aids that reflect good instructional design properties
- respond to questions in an effective manner.
- combat stage fright while making professional presentations

Concepts related Theory:

Definition: “ A structured , prepared & speech – based means of communicating information, ideas, or arguments to a group of interested people in order to inform or persuade them ”

Types of Oral Presentations:

- 1) The impromptu speech
- 2) The memorized speech
- 3) The manuscript speech
- 4) The extemporaneous speech

Preparing contents: 3 As

- Analyze your AUDIENCE.
- Define what ACTION you want them to take.
- Arrange your ARGUMENT to move them

In all presentations, hence, good research about the topic, vivid language, effective slides, substantial

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data, good use of wit and humour, a captivating beginning, and an emphatic ending create a lasting impact on the listeners.

A good presentation is a “POPTA” presentation.

P – Purpose

O – Organization

P – Preparation

T – Time

A – Audience

Assessment of Presentation based on–

Style, Eye Contact, Rate, Enunciation, Pitch, Pauses, Emphasis, Appearance, Body language & Gestures, Visual Aids

Review Questions:

1. ‘ PowerPoint slides are used not just for decorative purposes ; they must be functional . ’ Discuss & substantiate
2. ‘ Stage fright or nervousness help us achieve better performance in professional presentation situations . ’ Do you subscribe to this view ? Discuss & elucidate

ACADEMIC YEAR: 2022 – 2023

YEAR / SEMESTER: S.E. – I

DEPARTMENT: COMPUTER ENGINEERING

SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 10: Team games for team building
PROBLEM DEFINITION	To work as part of a team is one of the most important skills for team building.

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OBJECTIVE	<ul style="list-style-type: none"> • To discover effective ways to get tasks accomplished through others • To discover how to structure your planning time to produce maximum results • To think out of box.
APARATUS (S/W)	Discussion Room and sitting arrangement
REFERENCES	
STEPS	<p>Teamwork involves building relationships and working with other people using a number of important skills and habits:</p> <ul style="list-style-type: none"> • Working cooperatively • Contributing to groups with ideas, suggestions, and effort • Communication (both giving and receiving) • Sense of responsibility • Healthy respect for different opinions, customs, and individual preferences • Ability to participate in group decision-making
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none"> ▪ Title ▪ Problem Definition ▪ Description ▪ Game/Act played/Ad Making/Skits ▪ Description of effective team. ▪ Conclusion

Concepts related Theory:

Tips for Team Building:

- **Executive leaders communicate the clear expectation that teamwork and collaboration are expected.** No one completely owns a work area or process all by himself. People who own work processes and positions are open and receptive to ideas and input from others on the team.
- **Executives model teamwork in their interaction with each other and the rest of the organization.** They maintain teamwork even when things are going wrong and the temptation is to slip back into former team unfriendly behavior.
- **The organization members talk about and identify the value of a teamwork culture.** If values are formally written and shared, teamwork is one of the key five or six.
- **Teamwork is rewarded and recognized.** The lone ranger, even if she is an excellent producer, is valued less than the person who achieves results with others in teamwork. Compensation, bonuses, and rewards depend on collaborative practices as much as individual contribution and achievement.
- **Important stories and folklore that people discuss within the company emphasize teamwork.** People who "do well" and are promoted within the company are team players.
- **The performance management system places emphasis and value on teamwork.** Often 360 degree feedback is integrated within the system.

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- **Form teams to solve real work issues** and to improve real work processes. Provide training in systematic methods so the team expends its energy on the project, not on figuring out how to work together as a team to approach it.
- **Hold department meetings to review projects and progress**, to obtain broad input, and to coordinate shared work processes. If team members are not getting along, examine the work processes they mutually own. The problem is not usually the personalities of the team members. It's the fact that the team members often haven't agreed on how they will deliver a product or a service or the steps required to get something done.
- **Build fun and shared occasions into the organization's agenda.** Hold pot luck lunches; take the team to a sporting event. Sponsor dinners at a local restaurant. Go hiking or to an amusement park. Hold a monthly company meeting. Sponsor sports teams and encourage cheering team fans.
- **Use ice breakers and teamwork exercises at meetings.** I worked with an organization that held a weekly staff meeting. Participants took turns bringing a "fun" ice breaker to the meeting. These activities were limited to ten minutes, but they helped participants laugh together and get to know each other – a small investment in a big time sense of team.
- **Celebrate team successes publicly.** Buy everyone the same t-shirt or hat. Put team member names in a drawing for company merchandise and gift certificates. You are limited in teamwork only by your imagination.

○ **Activities in Team Work:**

- 1) Ad Making
- 2) Skit on social issues

1. Ad Making

- **Come up with a catchy, snappy tagline.** Keep it short and sweet; the average product needs no more than six or seven words.
- **Avoid the same old.** The key to a good advertisement is being memorable. The second your ad borrows a familiar advertising phrase (for example, "new and improved," "guaranteed," or "free gift" — is there any other kind?), it becomes interchangeable with thousands of others. You should avoid the old same Add.
- **Use a persuasive technique.** There are tried and true methods that advertisers rely on to make their ads stick. These include:
 - **Common sense:** Challenging the consumer to think of a good reason why *not* to purchase a product or service.
 - **Humor:** Making the consumer laugh, thereby making yourself more likeable and memorable. This pairs especially well with refreshing honesty. Not the most successful business in your class? Advertise that your lines are shorter.
 - **Repetition:** Getting your product to stick by repeating key elements. Jingles are the most obvious way to do this, but unless they're very good, they're also the most annoying. If you go this route, brainstorm a more creative, less obvious repetition technique such as the one that was used in the Budweiser frog commercials

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- **Exigency:** Convincing the consumer that time is of the essence. Limited-time only offers, fire sales, and the like are the commonest ways to do this, but again, avoid meaningless phrases that will slip under your customers' radar.
- **Know thy customer.** Even the cleverest ad won't work if it doesn't appeal to the target audience. Keep your target consumer in mind when you're developing the tone and look of your add
- **Find a way to connect the desires of consumers to what you're advertising.** Think of it this way: the ad should be a bridge between what your dream consumer wants or needs and your product.
- Brainstorm about what your consumer would want, as well as some of the suggestions below. Don't edit your ideas immediately; just write them down — you'll have plenty of time to pick over them later.
- Ask yourself if your product or event is apparitional. Are you selling something that people would buy in order to feel better about their social or economic status?
- Determine whether or not your product is for practical means. If you're selling something like a vacuum cleaner, designed to perform common tasks or make life easier for the Consumer, spin it in a different direction. Instead of emphasizing luxury, focus on how the product or event will provide relaxation and peace of mind to your consumer.
- Focus on the most appealing aspect of your product. Why should it entice people? What sets it apart from other similar products? What do you like best about it? These can all be good starting points for an advertisement.
- Is there an unmet desire or need, any frustration in the mind of your consumer that will create a market for your particular product? Assess the need gap that exists for the product or service
- **Try to make sure your advertisement will age well.** You don't want people looking back at your ad in 10 years and being shocked at its content. For good examples of how common social tropes can look terrible in older ads, search for cigarette or diet pill ads from the 1950s and '60s.
- **Make sure all the relevant information is included.** If your consumer needs to know your location, phone number, or website (or all three) in order to have access to your product, provide this information somewhere in the add If you're advertising an event, include the location, date, time and ticket price.
- **Decide where and when to advertise.** If you're advertising for an event, start promoting it at least 6 to 8 weeks beforehand if it's going to accommodate more than 100 people; if it's less than that, start advertising 3 to 4 weeks ahead. If you're advertising a product, think about the time of year when people are more apt to buy what you're selling. For instance, if you're promoting a vacuum cleaner, it might sell better in the spring, when people are undertaking spring cleaning.

5) Skits:

The 'Skit' has proved to be the powerful medium in hands of professional and nonprofessionals alike in communicating important messages concerning various human values to masses.

"These issues are sort of hidden on campus," Freddy said before the event. "We wanted to show that these issues aren't isolated and that other people care about these issues, even if they aren't obviously involved with organizations that deal with them on a regular basis."

"The organizations are all connected within our missions in some way," Russell said. "It's about bringing social awareness to these issues."

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ACADEMIC YEAR: 2022 – 2023

YEAR / SEMESTER: S.E. – I

DEPARTMENT: COMPUTER ENGINEERING

SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 11: Situational games for role playing as leaders.
PROBLEM DEFINITION	To enact certain situations for role playing by the students for inculcating leadership skills among them.
OBJECTIVE	<ul style="list-style-type: none">• Inculcating a sense of leadership amongst students

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	<ul style="list-style-type: none"> To make the students aware of the various roles and responsibilities undertaken by a leader.
APARATUS (S/W)	Microsoft Word
REFERENCES	<ol style="list-style-type: none"> On Becoming a Leader by Warren Bennis Wooden on Leadership by John Wooden & Steve Jamison Primal Leadership: Unleashing the Power of Emotional Intelligence by Daniel Goleman, Richard Boyatzis & Annie McKee
STEPS	<ol style="list-style-type: none"> The batch can be divided into two groups Each group will have a specific task: Managing a newly opened gym/restaurant/company, etc. The levels of hierarchy are also decided: For e.g., 1 leader, 2 mid-level employees, 4 bottom level employees and so on The students are asked to think of and come up with the various roles and responsibilities they will have in that particular position in the team. Likewise, the roles will be shuffled to give each student a chance to be on each level of the hierarchy.
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none"> Title Problem Definition Importance of leadership skills Brief description of the activity conducted Conclusion

Theory:

Leadership skills can help you in all aspects of your career, from applying for jobs to seeking career advancement. It is one of many soft skills that employers value. Leadership skills often incorporate several different personality traits and communication abilities that are useful for anyone to learn and practice over time.

Knowing the definitions of leadership skills and citing relevant examples can be especially helpful when you're writing your resume. If you're applying for jobs that require you to take initiative and be a leader—whether as a manager or among your peers—you should list leadership skills on your resume.

What are leadership skills?

Leadership skills are skills you use when organizing other people to reach a shared goal. Whether you're in a management position or leading a project, leadership skills require you to motivate others to complete a series of tasks often according to a schedule. Leadership is not just one skill but rather a combination of several different skills working together.

Some examples of skills that make a strong leader include:

1. Patience
2. Empathy

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3. Active listening
4. Reliability
5. Dependability
6. Creativity
7. Positivity
8. Effective feedback
9. Timely communication
10. Team building
11. Flexibility
12. Risk-taking
13. Ability to teach and mentor

Why are leadership skills important?

Effective leaders are essential to any organization. They can help build strong teams within a business and ensure projects, initiatives or other work functions are performed successfully. Because the skills of a leader involve multiple interpersonal and communication skills, anyone can exercise and hone their leadership abilities.

Most people have seen the results of both effective and ineffective leaders on the job. Good leaders increase employee engagement, support a positive environment and help remove obstacles for their team. Good leadership is also contagious, inspiring colleagues to apply positive leadership traits in their own work.

Almost any positive soft skill might be considered a leadership skill. For example, active listening helps leaders bring projects to completion by hearing the ideas and concerns of the team. Empathy, for example, helps leaders understand how their team feels about their workload, environment and workplace relationships.

Here is a list of must-have leadership skills that may prove valuable to anyone applying for work or looking to advance in a career.

1. Decisiveness

Effective leaders are those who can make decisions quickly with the information they have. Effective decision-making comes with time and experience. As you become more familiar with your specific industry, you'll be able to make decisions faster, even when you don't have all of the necessary information. Decisiveness is seen as a valuable leadership skill because it can help move projects along faster and improve efficiency.

2. Integrity

Integrity is often seen as just truthfulness or honesty but, in many cases, it also means having and standing by a set of strong values. Integrity in the workplace often means being able to make ethical choices and helping the company maintain a positive image. All businesses seek to hire workers who have a strong sense of integrity.

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3. Relationship building (or team building)

Leadership requires the ability to build and maintain a strong and collaborative team of individuals working towards the same goal. Team building requires other leadership strengths like effective communication skills and conflict resolution.

4. Problem-solving

Good leaders are skilled at solving issues that arise on the job. Effective problem-solving often requires staying calm and identifying a step-by-step solution. Problem-solving skills can help leaders make quick decisions, resolve obstacles with their team and external teams alike and ensure projects are completed on time according to specifications.

5. Dependability

Being a dependable leader means that people can trust and rely on you. A dependable person follows through on plans and keeps promises. The strong relationships built by a dependable leader create a resilient team that is able to work through difficulties that may arise.

6. Ability to teach and mentor

One of the skills that differentiates leadership from many other competencies is the ability to teach and mentor. Effectively teaching colleagues or subordinates how to grow in their careers helps organizations scale. Often, this skill requires that leaders think less about themselves and more about how to make their team, as a whole, successful.

How to improve your leadership skills

You can practice good leadership skills in any role, at any level. For example, showing up on time to meetings and meeting deadlines show dependability. Offering support and coaching to less experienced colleagues is also an example of leadership. If it seems like a good fit for you, you might consider seeking out leadership roles to develop and practice your leadership skills.

Here are some examples of additional ways you can develop your leadership skills.

1. Identify your leadership style

While you will use different styles of leadership for different occasions, identifying your leadership style can help you refine specific skills that will be effective for your team or project. You might use your team or project's goals to help identify what leadership styles will be most effective for you.

2. Find resources like books or podcasts about leadership

A self-study on leadership may help you get a better understanding of how to develop your leadership skills. Many books on the subject exist including the 1937 Dale Carnegie book, *How to Win Friends and Influence People*, which has been a favorite among many business leaders for decades. There are also many podcasts and video workshops you can find offered at no cost online.

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3. Participate in leadership training courses or workshops
You can find both in-person and online courses that help teach leadership skills. In-person courses, in particular, often include practice sessions and role play.
4. Find leadership activities outside of work
If you have trouble finding leadership opportunities on the job, you may be able to find them outside of your workplace. This can include taking the lead in organizing activities or work outings with your colleagues.
5. Study leadership styles you admire
When you see leaders, you admire whether they are at your job or in your community, take note of the specific qualities they have that make them a great leader. Focus on ways you can develop those qualities and apply them in your work. It might also be helpful to set specific goals towards developing one practice at a time.
6. Find a mentor
The best way to learn is by studying under those you admire most. If possible, ask a leader you respect to mentor you on a weekly or monthly basis. They can help you set goals towards becoming a better leader by developing skills and using them.
7. How to highlight leadership skills when applying for jobs
If being a leader is one of your career goals, you should include leadership skills on your resume. Try incorporating key traits you possess that may be valuable to future employers. You may be able to present those skills in different areas of your resume such as the skills and achievements sections as well as in the experience section. Your cover letter is also a good place to showcase leadership ability.
8. Leadership skills for resume
The two sections where you can include your leadership skills on your resume are your skills section and the achievements section. The skills section can include leadership skills that you believe any of your professional references can verify on your behalf.

Meanwhile, your achievements list can include awards or honours that reflect leadership.

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ACADEMIC YEAR: 2022 – 2023

YEAR / SEMESTER: S.E. – I

DEPARTMENT: COMPUTER ENGINEERING

SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 12: External session
PROBLEM DEFINITION	External session on Corporate Manners & Etiquettes and Effective Leadership
OBJECTIVE	To learn and understand importance of team work To learn the importance of time management To learn to handle stress and decision making To learn time management techniques to improve performance
APARATUS (S/W)	Microsoft Word document
REFERENCES	<ul style="list-style-type: none">• Developing Communication Skill : Krishna Mohan, Meera Banerji,- McMillan India Ltd• English for Business Communication : Simon Sweeney , Cambridge University Press• Change Your Thoughts, Change Your Life: Wayne Dyer, Hay House India,

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	<ul style="list-style-type: none"> • 8 Habits of Highly Effective People: Stephen Covey Pocket Books, ISBN-13 • The Power of Your Subconscious Mind: Dr Joseph Murphy Maanu Graphics
STEPS	<ul style="list-style-type: none"> • Session conduction • Description of the contents delivered • Techniques to handle stress • Time management • Importance of team work
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none"> • Title • Problem Definition • Dos and don'ts • Techniques to handle stress • Time management • Importance of team work • Conclusion

Following external sessions were arranged:

Session 1:

Title of the session :

Speaker :

Organizing Team :

Date and Date of conduction :

No. of students attended :

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Mode of conduction :

Objective of the session:

Outcome of the session:

Evidences of the session conduction:

1) Notice to faculty members:

Please find the pdf of Notice by opening following link:

2) Attendance:

Please find the excel sheet of MS-Teams generated attendance by opening following link:

3) Sreenshots:

4) MS-Teams recording

Please find the MS-Teams recording of the session by opening following link:

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5) Feedback by students

Please find MS-Form generated responses excel sheet by opening following link:

Session 2:

Guest Session Report

Title of the session :

Speaker :

Organizing Team :

Date and Date of conduction :

No. of students attended :

Mode of conduction :

Objective of the session:

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Outcome of the session:

Evidences of the session conduction:

6) Notice to faculty members:

Please find the pdf of Notice by opening following link:

7) Attendance:

Please find the excel sheet of MS-Teams generated attendance by opening following link:

8) Screenshots:

9) MS-Teams recording

Please find the MS-Teams recording of the session by opening following link:

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10) Feedback by students

Please find MS-Form generated responses excel sheet by opening following link:

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DEPARTMENT: COMPUTER ENGINEERING

SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment no 13: Mock Interviews
PROBLEM DEFINITION	<ul style="list-style-type: none">▪ To conduct the different types of interview process for the students
OBJECTIVE	<ul style="list-style-type: none">▪ Understand what an interview is & its importance in selection process▪ Familiarize yourself with interview process▪ Learn in detail various personality traits that are assessed during interviews▪ Get to know different types of interviews held▪ Learn dos & don'ts for achieving success in interviews
APARATUS	Interview room & sitting arrangements
REFERENCES	<ul style="list-style-type: none">▪ Jenny Rogers, “ Effective Interviews ”, Video Arts MARSHALL▪ Communication Skills : Sanjay Kumar and Pushpa Lata , Oxford University Press
STEPS	<ul style="list-style-type: none">▪ Selection of students for the interview▪ Selection of panel members for interview▪ Conducting multiple different types of interview session▪ Observe the participant & instructor▪ Conclusion of interview with feedback
INSTRUCTIONS	<ul style="list-style-type: none">▪ Title

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**FOR WRITING
JOURNAL**

- Problem Definition
- Definition, description and types.
- Dos & Don'ts of interviews.
- Difference between the various types of interviews
- Conclusion

Learning Outcome:

- To adopt rules and regulations to be followed during mock interviews.
- Candidate must practice mock interview before appearing for actual interview process.

Pre – requisites:

- Planning & preparation
- Knowledge with self – confidence
- Body Language, personal appearance , power of speech & listening skills
- Being calm & cool
- Analyze the social, economic issues logistically .
- Co-operation

Theory related to concept :

Definition of Interview : The word ‘ interview ’ comes from ‘ inter ’ & ‘ view ’ . ‘ Inter ’ means in between & ‘ view ’ means to see . Infact , an interview is a process in which the employer gets an opportunity to see whether the candidate is suitable for the position vacant , & the candidate tries to prove that he / she possesses the desired skills & knowledge .

Mock interview :

- A mock interview is a simulation interview.
- Although your mock interviewer is well experienced in conducting the interview, he/she may be unable to answer specific questions about your field.
- The role of the mock interviewer during this portion of the interview is to advise you on appropriate questions to ask and guide you to resources that may provide you with tips on appropriate questions to ask.

Purpose:

- To simulate actual interview conditions in order to provide a more comfortable interview experience.
- To provide feedback that will aid you in assessing current strengths and weaknesses in regard to your interviewing skills.
- To help you with the interview process: developing confidence and enhancing skills.

You will be evaluated on the following:

✍ **Appearance:** Dress appropriately for the interview.

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- ✍ **Greeting/Introduction:** We recommend that you stand to greet your interviewer with a handshake, using his/her name. Also, make good eye contact with the interviewer, smile, and be professional.
- ✍ **Body Language:** During the interview, be aware of your eye contact, subtle use of hands while speaking, good posture, etc.
- ✍ **Attitude:** Your attitude toward work and working with others is crucial in the hiring process. Be sure to convey an attitude that is enthusiastic, sincere, and genuine.
- ✍ **Responses to the Interview Questions:** Do your research and practice, practice, practice! Know your goals and be able to express them to the interviewer.
- ✍ **Oral Communication:** Speak clearly and concisely. Try to think out your response before answering a question.
- ✍ **Preparation:** Prepare questions for your interviewer and research the position and/or company/organization/agency for which you are interviewing. If applying to graduate school, it is important to have knowledge on the particular program and be able to articulate why you want to further your education in that field.

Prepare yourself:

- Interviews can be a very intimidating task if you are unprepared.
- Preparation and practice are key ingredients to a successful interview!
- You must be able to talk about yourself with confidence.
- Exploring and understanding yourself allows you to answer interview questions as effectively as possible.
- It is vital to understand your attributes and personality so that you can convey those positive qualities to the interviewer.

Know the Employer:

- Do your homework! Be prepared for an interviewer to ask questions about his/her organization.
- Researching the company/organization/agency shows genuine interest in the career opportunity and it allows you to gain valuable information as well.
- By learning about the company/organization/agency you are able to see if it is a place where you would like to find employment.
- Also, this time spent will help generate questions to ask the employer during the interview process.
- The Internet will have a lot of information to offer and is a good place to start your research.
- The questions will prepare you for possible questions that employers may ask.
- A survey revealed that the following factors were most important when interviewing a candidate:
 - ✓ **Skills & experience 10%**
 - ✓ **Education 10%**
 - ✓ **First impression 40%**
 - ✓ **Personal characteristics 40%**

Prepare yourself:

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1. Personality traits or skills I have that are job related:
2. Examples of experiences I have had that demonstrate the above traits/skills:
3. List 3-5 accomplishments that would be of interest to the person interviewing me:
4. What are the 3 most important things I want the interviewer to know about me?
5. What concerns might an employer have about me and what will alleviate those concerns?

Know the Employer:

1. How long has the organization been in operation?
2. Where is the organization located? Are there other locations?
3. Is it a public or private organization?
4. Has the organization been in the news lately? For what reason(s)?
5. What are the services/products/programs this organization provides?
6. Who are its competitors?
7. How is it doing relative to its competitors?
8. What are the organization's short-term goals? Long-term goals?
9. What else is the organization known for (e.g., community involvement, supportive of families, relaxed atmosphere, etc.)?
10. What challenges/difficulties does this organization face? How can I help solve them?

Types of Interviews :

- Telephonic / Phone interview
- Technical interview
- Behavioral interview
- Stress or skeet shoot interview
- Psychometric / Aptitude test

While appearing at interviews , the prospective candidates must aim at reflecting the following traits :

- ✓ Clarity of thought
- ✓ Presence of mind
- ✓ Balanced point of view
- ✓ Logical thinking
- ✓ Sincerity
- ✓ Capacity to conceptualize
- ✓ Presence of mind
- ✓ Cool composure
- ✓ Maturity
- ✓ Openness
- ✓ Good understanding of fundamentals

Behavior Based Interviewing:

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What exactly is behavior based interviewing?

Behavioral based interviewing is a style of interviewing that many companies and organizations use in the hiring process. The basic premise behind behavioral interviewing is this: ***The most accurate predictor of future performance is past behavior in a similar situation.*** It provides a more objective set of facts to make employment decisions than other interviewing methods. Traditional interviewing may ask you to respond to general statements like, “tell me about yourself.” The process of behavioral interviewing is much more probing and works very differently.

The “STAR” Technique: a good approach to responding to Behavior Based Questions

S-Situation (Describe the situation.)

T-Task (What needed to be done?)

A-Action (What did you do?)

R-Result (What happened?)

Important Points: Behavior Based Interviewing

- In the interview, your response needs to be **specific** and **relevant** to the situation that relates to the question, not a general one. Tell briefly about the situation, the task at hand, what you did specifically, and the positive result or outcome.
- The interviewee tells a story for a few minutes; typically the interviewer will pick apart the story to try to get at the specific behavior(s). The interviewer can probe further for more depth or detail such as “What were you thinking at the point?” or “Tell me more about your meeting with that person,” or “Lead me through your decision process.”
- Always listen carefully to the question, ask for clarification if necessary, and make sure you answer the question completely.
- Your interview preparation should include identifying examples of situations where you have demonstrated the behaviors desired by a given company/organization/agency.
- Prepare success stories. The stories should represent your skills, qualities, and characteristics. Always give examples of your strengths and successes.
- Your resume will serve as a good guide when answering these questions. Refresh your memory regarding your achievements in the past couple of years. Demonstration of the desired behaviors may be given in many ways. Use examples from past internships, classes, activities, team involvement, community service, and work experience. In addition, you may use examples of which you may be especially proud of, such as: winning a marathon race, exhibiting paintings in an art show, running for student government, etc.

Sample Behavior Based Interview statements for response:

1. Describe a situation in which you were able to use persuasion to successfully convince someone to see things your way.
2. Describe an instance when you had to think on your feet to extricate yourself from a difficult situation.
3. Give me a specific example of a time when you used good judgment and logic in solving a problem.

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4. By providing examples, convince me that you can adapt to a wide variety of people, situations, and environments.
5. Describe a time on any job that you held in which you were faced with problems or stresses that tested your coping skills.
6. Give an example of a time in which you had to be relatively quick in coming to a decision.
7. Give me a specific occasion in which you conformed to a policy with which you did not agree.
8. Give me an example of an important goal which you had set in the past and tell me about your success in reaching it.
9. Describe the most significant or creative presentation which you have had to complete.
10. Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.
11. Give me an example of a time when you were able to successfully communicate with another person when the individual may not have personally liked you (or vice versa).

Other possible interview questions & statements for response

Education

- Why did you choose your major?
- Why did you choose to attend your college or university?
- Do you think you received a good education? In what ways?
- In which campus activities did you participate?
- In what ways do your college education

Experience

- What job related skills have you developed?
- What did you enjoy the most/least about your last employment?
- Have you ever done any volunteer work? What kind?
- How do you define leadership? In what capacity have you served as a leader?
- How do you think a former supervisor would describe your work?

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appropriate to have the questions written down in :
interview:

1. What are some of the qualifications you expect the ideal candidate for this position to have?
2. What characteristics do the individuals who are successful in this position possess?
3. Could you describe the normal daily routine for this position?

Personal

- What do you consider to be your greatest strength?
- Can you name some weaknesses? How are you working to improve them?
- Define success.
- Have you had a time that you failed at something? What did you learn from that failure?
- Of which three accomplishments are you most proud?
- Who are your role models? Why?

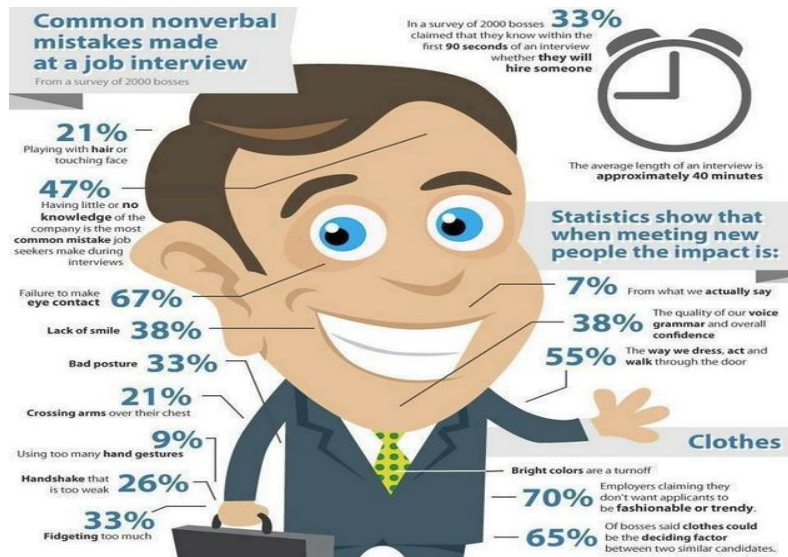
In the Workplace

- Do you prefer to work under supervision or on your own?
- What do you look for in a supervisor?
- Would you be successful working with a team?
- Are you able to work on multiple assignments at a time?
- What can your supervisor expect from you?

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4. Is there a training period? What does it involve? Are there opportunities for professional development?
5. How would my performance be evaluated? How often? By whom?



Interview Tips and Suggestions:

- Have a positive attitude. Keep all of your answers as positive as possible.
- Pay attention to your non-verbals (i.e. eye contact, voice projection, posture, nervous habits).
- Express your qualifications. Come up with a list of six to eight adjectives that you use to describe yourself. Think of examples that demonstrate these adjectives. When you are asked to tell the employer about yourself, use these adjectives and examples to do just that.
- The first few minutes of the interview are the most important. It is at this time that you really want to sell yourself and get the interviewer interested in you. That is why it is important to package yourself and your qualifications. Having a set agenda of what you want to get across during the interview will help (i.e. education, background, experience, strengths, goals, accomplishments, challenges)
- Always try to relate what you are saying and how it can benefit the company/organization/agency with which you are interviewing. It is important to be familiar with the employer prior to the interview so you can know what type of person they seek, as well as what the position requires.
- If you get stuck on a question, it is okay to pause. Often, you can simply say, “That’s a very good question; let me take a minute to think about that.” Although a short pause is okay, try to avoid a lengthy one. Employers can tell if you are just buying time to make something up.

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- It is important to end the interview on a positive note, either reiterating your interest in the position or telling the recruiter you look forward to hearing from him/her soon. Don't forget to thank the employer for his/her time and interest.
- In addition to knowing information about the company/organization/agency, always have questions prepared to ask the interviewer.
- Grades may be a topic. If your grades are low, be prepared to have an explanation.

Don't Leave Home Without Reading This Advice!

Tips for Success :

Dos :

- 1) Find out about the company / institute
- 2) Practice
- 3) Greet interviewers enthusiastically & sit comfortably
- 4) Dress smartly to make a good first impression
- 5) Be mentally alert
- 6) Stay positive
- 7) Focus on what you have to offer , not what you want
- 8) Appear confident
- 9) Be prepared to ask the interviewer questions
- 10) Thank the interviewer before leaving

Don'ts :

1. Don't tell lies
2. Don't blame your circumstances
3. Don't find faults with your earlier employer or company
4. Don't make tall claims about your skills
5. Don't fidget about in your chair
6. Don't use vocalized pauses while answering
7. Don't look down or make furtive eye contact with interviewers
8. Don't bluff about issues you are not aware of .
9. Don't keep on simpering sheepishly or answer emotionally
10. Don't exhibit your nervousness

Review Questions:

- 1) Your placements are going to commence next month . What preparations will you make to get through the job interview
- 2) Discuss the ways , adopting which , you will exhibit confidence during an interview ?
- 3) Discuss the various qualities of candidate that are evaluated during an interview
- 4) How will you combat your nervousness before & during an interview ?

Extra assignment: Perform telephonic interview or audio record clip for the question ‘ Tell about

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yourself' .

ACADEMIC YEAR: 2022 – 2023

YEAR / SEMESTER: S.E. – I

DEPARTMENT: COMPUTER ENGINEERING

SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 14: Telephonic Etiquettes
PROBLEM DEFINITION	To teach students the skills to communicate effectively on phone.
OBJECTIVE	Understand importance of telephone etiquettes Learn ways to improve telephone communication skills Get to know the do's and dont's during a telephonic conversation
APARATUS (S/W)	Telephone
REFERENCES	1. Telephone skills from A to Z by Nancy Friedman 2. Telephone Etiquette by Lori Gillin 3. Telephone Etiquette- Opportunities for change by CreateSpace Independent Publishing Platform
STEPS	1. Understand thoroughly the message to be conveyed on phone. 2. Analyze the post and designation of person to be communicated. Decide about points to be covered during telephonic conversation. Activity: Students can be divided into pairs. Every pair should have an official telephonic conversation based on any subject given by teacher.
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none">▪ Title▪ Problem Definition▪ Importance of telephone etiquettes▪ Do's and Dont's▪ Summary of telephone activity▪ Conclusion

Theory related to concept :

Definition: Telephone etiquette implies the manners of using telephone communication including the way you represent your business and yourself, greeting the receiver, the tone of voice, the choice of words, listening skills, the closure to the call, etc.

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Importance of telephone etiquettes:

Having good phone etiquette plays a large part in maintaining a strong connection with your customers and ensuring an air of professionalism. Good phone etiquette can separate you from the rest of the market and encourage customers to call back once more.

Ways to Improve Phone Etiquette for Business

1. Answer Quickly
2. Greet Calls Courteously
3. Smile as You Speak
4. Speak Clearly
5. Ask Permission and Say Thanks
6. Never Interrupt
7. Stay Focused
8. Recap Key Facts
9. Don't Pre-empt

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ACADEMIC YEAR: 2022 – 2023

YEAR / SEMESTER: S.E. – I

DEPARTMENT: COMPUTER ENGINEERING

SUBJECT: BUSINESS COMMUNICATION SKILLS

Revised on date: 15-08-2022

TITLE	Assignment 15: Email Etiquettes
PROBLEM DEFINITION	To provide students with an in-depth understanding of email skills.
OBJECTIVE	Understand importance of email etiquettes Learn ways for effective email communication. Get to know the do's and don't's while writing an email.
APARATUS (S/W)	Computer/Mobile
REFERENCES	1. Email Writing: Advanced by Marc Roche 2. E-mail Etiquette Made Easy by Judith Kallos
STEPS	<ul style="list-style-type: none">• Understand subject of email.• Decide the email structure<ol style="list-style-type: none">1. Start with introduction/context of any previous communication or discussion.2. Communicate main topic3. Concluding text. <p>Activity: Students should write a formal email. Topic can be given by teacher.</p>
INSTRUCTIONS FOR WRITING JOURNAL	<ul style="list-style-type: none">▪ Title▪ Problem Definition▪ Types of emails.▪ General structure of email.▪ Points to be remembered for effective email communication▪ Email written.▪ Conclusion

Theory related to concept:

What are email etiquettes?

Email etiquette means the principles that guide our behavior when sending and receiving emails. This code of conduct includes guidelines regarding appropriate language, spelling, grammar, and manners. The proper etiquette depends on whom you are emailing. In the workplace, it's always safer to err on the formal side of these conventions.

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Importance of email etiquettes:

Adhering to the email etiquette will help you establish professionalism, build stronger relationships in the workplace and represent your employer well. It'll also make communications more efficient and prevent you and the business from getting into trouble. Familiarizing yourself with professional email etiquette will help you communicate respectfully with others and succeed in your career.

Points to be remembered:

Write a clear subject line

To adhere to email etiquette, aim for a clear and short subject line that describes what your email is about in a couple of words or a concise sentence. Use identifiers such as "proposal" and "application" that immediately tell the recipient explicitly what to expect from your email.

Start with a professional greeting

The best way to greet a person in an email always depends on your relationship with them and the subject matter. The appropriate way to start an email professionally varies from formal to casual, but you should never come across informal.

Some of the most common greetings include:

- Dear Ms./Mrs./Mr. <Last name>,
- Hello <First name>,
- Hi <First name>,

The list of informal greetings that count as bad email etiquette ranges from "Heya" and "Yo" to just the recipient's name

Don't forget to introduce yourself

You shouldn't ever assume that the recipient knows who you are. Especially if you contact someone you don't know for the first time, it's part of email etiquette to start your email's body with a brief introduction – a short line or two covering relevant information will do.

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Keep it short

As an average office worker receives well over 100 emails a day, no one has time to read lengthy messages. you should be upfront about your email's purpose by stating it in the very beginning. Make your point fast, don't be wordy, and use short sentences that read well.

Structure the email properly

A professional email should include a subject line, greeting, body, sign-off, and signature. Straying away from this structure can be considered as a violation of email etiquette. You should always separate these parts with paragraph breaks to make your message easily digestible.

Use sentence case

Using a sentence case means capitalizing the first letter of the first word in a sentence and any proper nouns. Using capital letters in a conventional way is part of business email etiquette, so you shouldn't stray from it. Remember that writing in all caps at work is also considered a faux pas.

Watch your tone

Be intentional with your word choices and always consider how the recipient might interpret them. As you can't rely on facial expressions and intonation to deliver the message, make an extra effort to come across as positive.

Write like nothing is confidential

Keep away from discussing sensitive topics or confidential information over email as they can get into the wrong hands notoriously easily. No matter who the recipient is, you shouldn't trust that they're the only person who'll see your email as a leak can be just a matter of accidental forward or CC.

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Spare the exclamation points!!!

you should be mindful when using exclamation points in business emails. The only real reason to use one is to express excitement – and that never requires more than an exclamation point.

Be aware of cultural differences

Miscommunication can easily happen due to cultural differences.

The risk is even greater in written words as there's no body language to accompany the message. That's why you should try to familiarize yourself with the recipient's culture when you are emailing someone abroad. Accommodating their preferences will help you to build stronger relationships with them.