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SEM-III

Subject

Business Communication-I

Chapter 3

Softskills

Chapter-3rd

SOFTSKILLS

Introduction

Soft skill is the ability required unexpected from persons for finding a suitable job it's maintenance and promotion soft skills is so sure logical tum for a person's emotion intelligence quotient. It refers to personality features communication language personal habits friendliness. Softskill is important part of success of an organisation

Definition

“Soft skill is the kind of skills needed to perform job where job requirements are defined in terms of expected outcomes”

“Soft skills are business skills such as communication and professional and presentation leadership management human resource marketing and professional development etc.”

Importance of soft skills

1) For work ethic

Soft skills are also important for employees when doing their work in organisation as ethically. Some employees may be able to develop a stronger work ethic with incentive based pay for monetary rewards such as bonus.

2) For communicating

Communication skills are most important soft skill for an employee. The ability to communicate through spoken and written word is a necessity in every industry. Communication skills can be learnt and improved with right training.

3) For teamwork

Some employees may naturally feel comfortable working within group. Team building exercises can be very beneficial in helping employees develop the skills.

4) Decision making

Soft skills are also important for decision making. Every person require a power of take right decision at right time to stop so for this soft skill are requires so it is importance of soft skill for decision making.

5) Problem solving

In organisation at least one employee needs to have ability to change of situation and solve problems. So soft skills required for this so it is importance of soft skills.

6) To have good impression and impact

Soft skills are important to have good impression in organisation. to have good impression a person must be posses presentation skills which include planning preparation of message so these are the importance of soft skills.

Elements of soft skills

1) Grooming

Personal grooming is the term for how people take care of their body and appearance. Personal grooming include dressing applying makeup hair removal and taking care of teeth and skin. bathing is one of the most important aspect of grooming.

2) Manners and etiquettes

Manners and etiquettes are also very much important in every time of organisation fullstop business etiquette is the practice of polite and appropriate behaviour in business. business executive who follow correct business etiquette. Good manners communicate a strong positive message about you as a person.

3) Effective speaking

Effective speaking means to speak effectively. Means use sufficient tone for speaking at right time. Serious issues are best delivered in a serious tone. The reaction of listener to both good or bad can be directly controlled by speaker by using word choice and delivery are carefully considered.

4) Interview

An interview is a conversation between two or more people where questions are asked by the interviewer to interviewee. Interview refers to meeting of two persons as face to face about some issue. It is face to face oral communication.

5) Listening

Oral communication cannot be effective without proper listening on part of the receiver of the message. Listening is an important activity in communication to stop the most of the communication time is taken up by listening. A good listening increases efficiency at all levels for stop listening is a positive function.

6) Group discussion

Group discussion in simple words means discussion among a group of people. Many peoples are continuously involved in informal discussion with one group of people. The general rules of formal group discussion are also used in a selection of candidates for various assignments.

7) Oral presentation

Speaking is an important means of communication to stop delivering speeches oral presentations are now a days becoming very popular means of communication in business world. Speaking before an audience provides an opportunity to the speaker to present his point of view.

8) Problem solving skills

Problem-solving skills help you solve issues quickly and effectively. It's one of the key skills that employers seek in job applicants, as employees with these skills tend to be self-reliant. Problem-solving skills require quickly identifying the underlying issue and implementing a solution.

A) Grooming

- Attributes of grooming
- Appearance
- Clothing and accessories
- Artefacts

B) Manners and etiquettes

- Important aspect of business etiquettes
- Self introduction
- While telephone calls
- While business dining
- While interaction with foreign visitors
- While business to business etiquettes
- While business meetings

C) Effective speaking

a) Elements of effective speaking

1) Proper planning

For friendly chat planning is not necessary but for business talks seminars workshops require planning

2) Clarity of objective

Why are you giving speech? It may be for one or combination of two or more reasons to inform.

3) Proper use of words

Words play important role in face-to-face communication. It is dominated by nonverbal symbols. Wrong words create misunderstanding within people.

4) Pace of speaking

Very slow speaking can irritate listeners. Fast speaking is not effective communication. So pace of speaking according to situation is important.

5) Choice of language

Speakers should use common language which is understandable for audience. It is depend upon audience.

6) Use of nonverbal symbols

For effective speaking requires eye contact gestures posters smiles etc it also effective for effective speaking.

D) Listening

Listening is one of the elements of communication. It has also process like communication listening is an activity.

a) Process of listening

- Awareness
- Reception
- Perception

b) Importance of listening

Listening is not only just hearing the words of speaker. It means making effort to get his full meaning. It requires self-discipline.

1) Way of success

For the success of business effective listening skill is important.

If listener also listen and understood a message which is said by speaker then he also get right direction or guidance so it is also a result to success.

2) Efficient accomplishment of the task

It is important to listen carefully the instructions given by seniors. A special task are given orally so good listening is necessary for accomplishment of task.

3) Create better human relations

Good listening creates better human relations. Downward communication has found many objectives such as motivation rising morals so it build better human relations.

4) Grievances are disappeared

If the supervisor listened with sympathy some of grievances disappear. If listener properly listen and understand information then the listener's grievances are automatically disappeared.

5) Improve conversation and social relations

Good listening improves conversation and social relations. Good listening consists properly understanding and if it is done then it opens the door of communication for conversation.

6) Reduces verbal conflicts

In conferences and in group discussion listening is very important. Every member of the group must be good listener otherwise there is much waste of time and energy in a reputation of points. So good listening reduces verbal conflicts.

So these are the importance of listening.

E) Interview

a) Types of interview

1) Structured interview

Structure interview means it is decided in advance. It is also called standardized pattern or guided interview. Structure interview aaye pre planned. they are accurate and precise.

2) Unstructured interview

This interview is not planned in detail. Hence it is also called as non directed interview. It is not decided in advance. Candidates are more relax in such interview. They are encouraged to express themselves about different subject.

3) Formal interview

Formal interview is hold in a more formal atmosphere to stop the interviewer ask pre-planned questions. formal interview is also called planned interview.

4) Informal interview

It can be arranged at anytime place. Different questions are asked to collect the information from candidate. It is friendly interview. Specific rigid procedure is not followed.

5) Group interview

In this small groups of candidates are interviewed together. A group interview is similar to a group discussion. A topic is given to the group and they are asked to discuss it. The interviewer carefully watches the candidates to stop it tries to judge the behaviour of each candidate in groups situation.

6) Individual interview

This is one to one interview. It is verbal and visual interaction between two peoples. The purpose of this interview is to match the candidate with job. It is two way communication.

7) Exit interview

When an employee leaves the company he is interviewed by his superior. This interview is called an exit interview. exit interview is taken to find out why the employee is leaving the company for stop exit interview is taken to create good image of company in minds of employees who are leaving the company.

8) Depth interview

This is same structure interview to stop the candidate has give details information about his subject background special interest etc. depth interview tries to find out the candidate is an expert in his subject or not.

9) Stress interview

The purpose of this interview is to find out how the candidate behave in stressful situation. That is candidates gets angry confused nervous or remain cool in stressful situation to stop the candidate who keeps his cool in stressful situation is selected for a stressful job to stop interviewer tries to create a stressful situation during interview.

10) Panel interview

Panel means selection committee for interview committee that is appointed for interviewing candidates. It includes three or five members. They give marks to each candidates. They will take final decision collectively by rating candidates. Panel interview is better than another interview.

b) Interview skills or techniques

i) skills for conducting the interview

1. Structuring the interview

The interview should structure the questions in order to follow a set procedure planning or structure or draught should be making by interviewer. So interview are required to this skill for conducting interview.

2. Making notes

Sometimes decision maker or interviewer forget what was actually said during an interview therefore making notes while interviewing is important.

3. Making eye to eye contact

While interviewing an eye to eye contact insures that the interview is replying with open mind without any reservation.

4. Inspiring Confidence

The interview was should try to create a friendly atmosphere during interview. because its results to inspiring confidence.

5. Asking questions

Apart from the knowledge of the subject considered the interviewer should ask question which will put to test applicants confidence.

ii) Skills for appearing for interviews

1. Getting prepared for job

Interviewee require to getting prepared for job because interview is held for job purpose.

Be ready with answers regarding qualification and experiences

Interview should be ready for giving answers regarding qualification and experiences there for mentally one should keep on answer ready for such a question.

2. Keep the appearance neat and tidy

Interviewee should go for interview with a neat and tidy appearance. It also give good influence on subordinate.

3. Be ready to answer an expected questions

The interviewer may surprise the candidate by asking out of the way questions. The key is not to get disturbed and answer in cool manner.

4. Punctuality

Interviewee should never be late for an interview so this point should be take into account.

5. Proper greetings

Interviewee should be given a polite expression of thanks after the completion of interview.

F) Group discussion

a) Do's and don'ts of group discussion

1) Keep eye contact

Candidates should not look at anywhere. They continuously keep eye contact with each member of group discussion batch.

2) Allowing others to speak

At the time of group discussion all candidates required to speak with each and every candidate at proper situation. Speaking of won candidates is not fair.

3) Speak clearly

All candidates should speak clearly with proper words. They required using polite language within group discussion with clearly.

4) Positive attitude

Confidence is the key to success. Participating candidates should not try to dominate anyone. A positive body language is essential with interest in discussion.

5) Speak sensibly

Candidates should not shout and speak just for increase their speaking time. They should not worry even if they speak less.

6) Listen carefully to others

Participants must speak less and listen more. They should pay attention to others. It is positively affected on others.

7) Formal dressing

Dressing should not be taken casually. Dressing should not be fancy are funny. Candidate should be comfortable while speaking in group.

b) Guidelines for group discussion

1) Introduction

It is mandatory for every individual to start the topic with self introduction.

2) Initiative and assertive tone

Initiation is the important part of group discussion. He should not only initiate the topic but also should speak clearly.

3) Flows should be avoided

In order to achieve a flow less discussion candidates are required to have understanding of topic.

4) Discussing and questioning

Explaining questioning and debating and related issues facilitate learning and understanding to stop it is important to discuss and asked question to each others.

G) Oral presentation

a) Features of oral presentation

1) Preparation

Without preparation oral presentation cannot be success. A strong oral presentation begins with sound research. Oral presentation will perfect when speaker prepare about presentation system.

2) Delivery

After the preparation of information delivery of information is important for this practicing it in front of mirror or with a video camera helps in improving the tone of voice and pacing.

3) Audience

The audience is the feature of oral presentation. A speaker must know the type of audience while preparing and practicing a presentation, if audience is informal then presentation include more casual tone. If audience is formal or professional then presentation include formal tone.

4) Visual Aids

Visual aids are an essential part of an oral presentation. It considered using computers experiments. Visual it should be relevant.

b) Common problems with oral presentation

1) Fear of public speaking

When people are asked to talk before a group j feel frightened. So it is common problem for oral presentation.

2) Low in tone of voice

Bed speakers tend to show less energy when it comes to presentation. During the oral presentation this problem is also arises.

3) Destracton

There are also destraction faced during presentation like entering room without permission cut in supply of electricity and unclear visual aids.

4) Lengthy presentation without any visuals

Most people often think that long speeches proves effective but sometimes it is an unnecessary. Use of facts figures and diagrams can prove beneficial in case of long explanation.

c) Remedies to overcome problems of oral presentation

1) Practicing

This is a key to successful presentation. Practice boost confidence level and helps to stay focused. A presentation is live show and it present with more and more practice before hand.

2) Using the right language

Using formal but simple language with some funny remarks every now and then keeps the audience interested in the presentation.

3) Talking with right attitude

The way of speakers talk is a major contribution to the style of presentation. Positive and right attitude is also important for oral presentation.

4) Speaking with moderate speed

If the speakers tok the quickly then he mein loss the audience attention. If speakers telling story with slow pace than audience may leave to stock so speaking with moderate speed is important.

H) Problem Solving skills

Problem-solving skills help you solve issues quickly and effectively. It's one of the key skills that employers seek in job applicants, as employees with these skills tend to be self-reliant. Problem-solving skills require quickly identifying the underlying issue and implementing a solution.

Problem-solving is considered a soft skill (a personal strength) rather than a hard skill that's learned through education or training. You can improve your problem-solving skills by familiarizing yourself with common issues in your industry and learning from more experienced employees.

Some Problem solving skills includes

1. Active listening

The art of being a good listener can make the manager more likeable and effective in the workplace for problem solving. Active listening means as its name suggest active listening.

2. Analytical thinking skills

The first step to solving any problem is to analyse the situation. Analytical skills will help understand problems and effectively developed solutions. Analytical skills help during research to distinguish between effective and in effective solutions.

3. Research skills

Defining and solving problems often requires to do some research. Researching is an essential skill related to problem solving. Results skills are our ability to find an answer to a question or a solution to a problem. Research skills include the ability to gather information about problem review that information and analyse and interpret the information in the manner that bring us to a solution.

4. Creativity thinking

Problems are usually solved either intuitively or systematically. Intuition is used when no new knowledge is needed. Managers are able to make a quick decision and solve the problem or he uses common sense or experience to solve the problem. More complex problems that he has not experienced before likely require more systematic and logical approach to solve and for these he will need to use creative thinking.

5. Communication

Good communication can help solve the problems. When organising and operating in business or life disagreements can arise among committee members or project manager over how to solve the problems facing the project or business or otherwise. Communication means transferring information from one person to other person.

6. Decision making

Problem solving and decision making are closely related skills and making a decision is an important part of the problem solving .

7. Team Building

Many problems are based define and solved with the input of other people. Team working may sound like a work thing but it is just as important as home and school as well as in the workplace. Not only our problem solves more effectively with strong teamwork but an efficient team is able to attend to more issues than team that is bogged down by in effective teamwork.

I) Time Management Abilities

“Time management is about effective scheduling of once time goal setting prioritizing and choosing what to do and what not to do.”

“Time management refers to managing time effectively so that the right time is allocated to the right activity.”

Elements or Steps or principles of effective time management

1. Effective planning

The day should be planned will in advance. A to do list or it task plan should be prepared. Manager must jot down the important activities that need to be done in a single day against the time that should be allocated to each activity.

2. Setting goals and objectives

Working without goals and target in an organisation would be similar to a situation where the captain of the ship losses his way in the sea. The manager needs to set target and make sure they are realistic and achievable.

3. Delegation of responsibilities

The rules and responsibilities must be delighted as per interest and the specialisation of employees for them to finish task within deadlines. A person who does not have knowledge about some specific task needs more time than someone who knows the work well.

4. Prioritising task

Task should be prioritising as per their importance and urgency. The difference between important and urgent work needs to be known. Managers should identify which task should be done within a day which all should be done within a month and so on.

5. Spending the right time on right activity

Manager needs to develop the habit of doing the right thing at the right time. Work done at the wrong time is not of much use. As a manager she need not waste a complete day on something which can be done in hour or so.

Advantages of Time Management

1. Time management boosts punctuality.
2. Time management helps to be organised.
3. Time management boosts the morale of the manager.
4. Time management helps to realise goals and objectives.
5. Time management leads to success of individual and organisation.
6. Time management results in a good planning.
7. Time management helps in prioritisation of work.

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