KANDULA SRINIVASA REDDY MEMORIAL COLLEGE OF ENGINEERING (AUTONOMOUS)
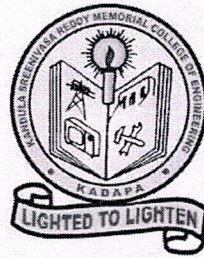
KADAPA-516003. AP

(Approved by AICTE, Affiliated to JNTUA, Ananthapuramu, Accredited by NAAC)

(An ISO 9001-2008 Certified Institution)

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

CERTIFICATION COURSE
ON

"Soft Skills"

Resource Person   : 1. Mr. K. Vijaya Bhaskara Reddy, Assistant Professor, Dept. of H&S, KSRMCE

                        2. Mr. A. Anand Rao, Assistant Professor, Dept. of H&S, KSRMCE

Course Coordinator: Mr. K. Eswar Reddy, Assistant Professor, Dept. of H&S, KSRMCE

Duration: 13/08/2019 to 30/08/2019

Lr./KSRMCE/ (Department of H&S)/2019-20

Date: 05/08/2019

To
The Principal
KSRM College of Engineering
Kadapa, AP.

Sub: KSRMCE - (Department of H&S) – Permission to conduct certification course on Soft Skills - Requested – reg.

---***---

Respected Sir,

   With reference to the cited, the Department of H&S is planning to conduct certificate course on **"Soft Skills"** for B.Tech students from 13/08/2019 to 30/08/2019. So I request you to grant permission to conduct the certificate course. This is submitted for your kind perusal.

Thanking you sir,

Yours Faithfully,

Coordinator,
K. Eswar Reddy
Assistant Professor,
H&S Dept.,

Forwarded to the Principal sir)

Cc:

To The Director for Information

To All Deans/HODs

Permitted
V. S. S. Mvu 19

Dated: 06/08/2019

Circular

All the B.Tech students are here by informed that department of H & S is going to organize certification course on **"Soft Skills"** from 13/08/2019 to 30/08/2019. Interested students do register their names with the below mentioned coordinator on or before 12/08/2019, 5PM.

For any queries contact,

Coordinator
Sri. K. Eswar Reddy ,
Assistant Professor,
H&S Dept.,

HoD

Dr. M. Sreenivasulu,
M E , Ph. D.
Professer & HOD CSE
K.S R.M. College of Engineering
K A D A P A - 516 003

Cc to:

The Management /Director / All Deans / All HODS/Staff / Students for information

The IQAC Cell for Documentation

K.S.R.M. COLLEGE OF ENGINEERING

(UGC - AUTONOMOUS)

Kadapa, Andhra Pradesh, India - 516003
Approved by AICTE, New Delhi & Affiliated to JNTUA,
Ananthapuramu.
An ISO 14001:2004 & 9001: 2015 Certified Institution

Date: 06/08/2019

Department of Humanities and Sciences
Certificate Course on Soft Skills 13/08/2019 to 30/08/2019
Registered Student List

S.No.	Roll Number	Name Of The Student	Year & Branch	Signature of the Student

Coordinator   HoD

K.S.R.M. COLLEGE OF ENGINEERING

(UGC - AUTONOMOUS)

Kadapa, Andhra Pradesh, India - 516003
Approved by AICTE, New Delhi & Affiliated to JNTUA,
Ananthapuramu.
An ISO 14001:2004 & 9001: 2015 Certified Institution

Date: 06/08/2019

Department of Humanities and Sciences
Certificate Course on Soft Skills 13/08/2019 to 30/08/2019
Registered Student List

S.No.	Roll Number	Name Of The Student	Year & Branch	Signature of the Student
1	1894IA0501	A. Sai Tarun	B-Tech IV Sem	A. Sai Tarun
2	189YIA0508	A. POOJITHA	IV Sem	A. poojitha
3	189JIA0514	B. Akshaja	IV Sem	AK
4	18941A0504	A. Venkata Bhavitha	IV sem	A.V. Bhavitha
5	1894IA0519	B. Sainath Reddy	IV sem	B. Sainath Reddy
6	18941A0518	B. Jagadeesh	IV Sem	Jagadeesh
7	18941A0507	A. Nagendra	4th sem	Nagendra
8	18941A0516	B. Sudeesh	IV Sem	Sudeesh
9	1894IA0502	A. Nanditha	IV Sem	A
10	18941A0517	B. Tejananda Reddy	IV Sem	Teja
11	18941A0505 A. Maheswara Reddy		4th sem	Maheswar
12	18941A0520	C. Supraja	IV sem	C. supraja
13	18941A0550	B. Swathi	IV Sem	Swathi
14	1894IA0503	A. Ajay Kumar	IV Sem	Ajay Kum
15	18941A0521	C. Sai priya	IV sem	C. Saipriya
16	18941A0506	A. Sivananda Reddy	4th sem	Sivananda

17	189YIAO509	B. Akhil kumar	B.Tech IV sem	Akhil
18	189yIAo538	G. prasad	IV sem	G.prasad
19	179yIAO573	M. Mamatha	VI sem	M. Mamatha
20	179YAIO586	M. Rakesh Kumar Reddy	VI sem	M. Rakesh.
21	189yIAO524	C. Ashish	B.Tech IV sem	Ashish
22	179yIAo585	M. Veera Sai sharakhardr	VI sem	M.Veerasai sharat
23	179yIAO574	M. Teseshwini	VI sem	M. Teshwin.
24	179yIAO576	M. purushotam	VI sem	M. purushotam
25	189yIAO526	C Bindu	B.Tech IV Sem	G. Bindu
26	189yIAO539	G. Sainath Reethika	IV sem	G. Sai Reethika.
27	89yIAO575	M. Diskhit Reddy	VI Sem	M. Diskhit
28	189yIAO510	B. Jayasree	B.Tech IV sem	B. Jayasree
29	179yIAO572	L. Hanumantha Reddy	B.Tech VI sem	L. Hanumantha Reddy
30	179yIAO587	M. Vishnu vardan Reddy	VI sem	M. Vishnu Vardan
31	189yIA527	C Jayanth	B.Tech IV sem	Jayant
32	179yIA588	M. priyanka	VI sem	M. priyanka
33	189yIAO523	C. Sainath Reddy	B.Tech IV sem	C. Sai
34	179yIA589	M. yogananda Reddy	VI sem	M. yogananda
35	189yIAO537	e. Harshitha	IV sem	E. Harshitha
36	189yIAO525	C. Mallikarjuna reddy	B.Tech IV sem.	Malli
37	179yI595	O.C. Bhargav REDDY	VI Sem	Bhargav
38	189yIAO528	D. Manoj kumar reddy	B.Tech IV sem	M.
39	189yIAO540	G. Malihanaz	IV sem	G. Mali hanaz
40	189yIAO511	B. Prathyusha Reddy	4th Sem	B. Reddy
41	189yI535	E. Kiran Kumar	B.Tech 4th sem	E. Kiran
42	179yIAO596	O. Gangi Reddy	VI sem	O. Gangi
43	189yIAO530	D. Anil kumar	IV sem	Anil
44	189yIAO536	E. Shiva sai Reddy	IV sem	E. shiva.
45	199yIAO596	P. RAKESH REDDY	VI sem	p. Rakesh
46	189yIAO531	D. Murthi	IV sem	Murt
47	179yAI598	P. Afrin	VI sem	Afrin
48	189yIAO532	D. vishnu vardhan	IV sem	Vish
49	179yIA599	P. Soumya	IV sem	P. Soumya
50	189yIAO533	D. pranitha	IV sem	pra
51	179yIAO5AO	P. Priyanka	VI Sem	P. Priyanka
52	189yIAO512	B. NAGA GANESH	4th sem	B. ganesh
53	179yIAO5A1	P. Tejeswar Reddy	6th sem	P. Te
54	179yIAO5A9	P. Rajesh	6th sem	A. Rajesh.
55	189yIAO534	G. Sunil kumar	4th sem	Sunil kuma.
56	179yIAO5A6	P. SAI CHARAN	6th Sem	P. Sai
57	179yIAO5A8	P. Saisanjay Bhargav	6th Sem	P. Saisan
58	189yIAO513	B. Mohana Narasimha Prasad	IV Sem	B. M. N. Prasad
59	179yIAO5A7	P. Anudeep Reddy	6th Sem	P. Anudeep
60	179yIAO5BO	P. vinay kumar	6th Sem	P. Vinay

Reddy

61	189U1A0516	Bommanaboina Sudesh	B-Tech. IV Sem	Sud
62	169YIA05C7	Y. Aneela	B-Tech VIII Sem	y. Aneela
63	189YIA0522	C. Venkata Siva Reddy	B-Tech IV Sem	Venta
64	169YIA0520	C. Govardhan Reddy	VIII Sem	Gov
65	169YIA0521	C. Pravithra	VIII sem.	Pavi
66	169YIA0543	k. Sri Ram	B Tech VIII Sem	Sai
67	179YIA05B6	S. Akaranyak	VII Sem.	Akaynt
68	169YIA05A0	kS. Danish Aftab	VIII Sem	Danish
69	169YIA0526	D. Manjula	B-Tech VIII Sem	D.manjula
70	169YIA0546	J. Ashok Reddy	VIII. Sem	Ashok
71	169YIA0518	C. Sravanthi	VIII Sem	Sravanthi
72	169YIA0522	C. Praveen	B Tech VIII Sen	Praveen
73	169YIA0507	A.S. Sumanth kumar	VIII sem.	kumar
74	169YIA0556	k. Suparja	VIII Sem.	k. Suparja
75	169YIA0557	k. Sai kusuma	B Tech VIII Sem	kSai
76	169YIA0551	k. Babitha	VIII sem.	Babitha.
77	169YIA05C2	V. Sree Lakshmi	VIII sem.	Sree
78	169YIA0519	C. Vinod kumar reddy	VIII sem	Vonod
79	169YIA0552	k. Valasala Sai Adithya	VIII sem.	Sai
80	169YIA0534	k. Rajeswara Redd	B Tech VIII Sem	k. RR
81	169YIA0511	B. Anandsrinivasyadav	VIII sem	Anand
82	179YIA05E3	V. venkatesh.	VII sem.	Venkatesh.
83	169YIA0525	D. Gangi Reddy	VIII sem.	Gang
84	169YIA0523	C. Swapna.		Swapna.
85	169YIA0527	D. Prasanna Kumar	B Tech VIII Sem	D. Prasanna
86	169YIA0504	A. Sreesha.	VII sem	Sreesha.
87	169YIA0553	k. Suman kumar Reddy	VIII sem	Sumankr.
88	169YIA0510	B. Govardhan Reddy	VIII sem	Govard.
89	169YIA0555	k. Anil kumar Reddy	VIII sem	Anil
90.	169YIA0524	D. Vasudha	VIII sem	Vasu

Coordinator

HoD

Dr. M. Sreenivasulu,
M E, Ph. D.
Professer & HOD CSE
K.S.R.M. College of Engineering
KADAPA - 516 003

K.S.R.M. College of Engineering (Autonomous), Kadapa.
Department of Humanities & Sciences
Certificate Course on
Soft Skills
Syllabus

Overview: Soft skills include attributes and personality traits that help employees interact with others and succeed in the workplace.

Course Objectives: To enable students to inculcate proficiency in professional communication to meet the growing demand in the field of global communication. To acquire ability to speak effectively in real life situations, to improve grammatical and communicative skills.

Course Outcomes: At the end of the course participants will be able to
- Understand public speaking, group communication, oral presentation, interviews, etc.,

Module 1: Meaning and definition, functions-objective-importance-types and communication barriers.

Module 2: Technical writing process, writing drafts and revising, collaborative creating indexes.

Module 3: Editing strategies, introduction to advanced technical communication, usability, human factors, managing technical communication projects, time estimation.

Module 4: Self-assessment, personal goal setting, career planning, managing time.

Module 5: Personal memory, Rapid reading, creativity.

Module 6: Public speaking, group discussion, oral presentation, interviews, graphic presentation, presentation aids, personality development, role and responsibility of engineers, work culture in jobs.

Textbook:
- Soft Skills Training: A Workbook to Develop Skills for Employment – by Frederick H.
- Everyone Communicates, Few People Connect: What the Most Effective People do Differently – by John C.
- How to Talk to Anyone: 92 Little Tricks to Have Big Success in Relationships – by Leil Lowndes.
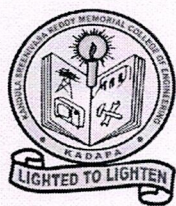
K.S.R.M. COLLEGE OF ENGINEERING
(UGC - AUTONOMOUS)
Kadapa, Andhra Pradesh, India - 516003
Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.
An ISO 14001:2004 & 9001: 2015 Certified Institution

Department of Humanities & Sciences
Certificate Course on Soft Skills from 13/08/2019 to 30/08/2019
Schedule

S.No	Date	Time	Faculty	Topic
1	13-03-2019	4PM to 5PM	Sri. K. Eswar Reddy Sri. K. Vijay Bhaskara Reddy Sri. A. Anand Rao	Inauguration
		5PM to 6PM	Sri. K. Eswar Reddy	Overview about certificate course
2	14-08-2019	4PM to 5PM	Sri. K. Vijay Bhaskara Reddy	Meaning and definition
		5PM to 6PM	Sri. K. Vijay Bhaskara Reddy	Importance
3	15-08-2019	4PM to 5PM	Sri. K. Vijay Bhaskara Reddy	Types and communication barriers
		5PM to 6PM	Sri. K. Vijay Bhaskara Reddy	Types and communication barriers
4	16-08-2019	4PM to 5PM	Sri. A. Anand Rao	Technical writing process
		5PM to 6PM	Sri. A. Anand Rao	Writing drafts and revising
5	17-08-2019	4PM to 5PM	Sri. K. Vijay Bhaskara Reddy	Collaborative creating indexes
		5PM to 6PM	Sri. K. Vijay Bhaskara Reddy	Practice technical writing
6	19-08-2019	4PM to 5PM	Sri. A. Anand Rao	Editing strategies
		5PM to 6PM	Sri. A. Anand Rao	Introduction to advanced technical communication
7	20-08-2019	4PM to 5PM	Sri. A. Anand Rao	Usability, Human factors
		5PM to 6PM	Sri. A. Anand Rao	Managing technical communication projects
8	21-08-2019	4PM to 5PM	Sri. K. Vijay Bhaskara Reddy	Time estimation
		5PM to 6PM	Sri. K. Vijay Bhaskara Reddy	Single sourcing
9	22-08-2019	4PM to 5PM	Sri. K. Vijay	Self-assessment, Personal goal setting

			Bhaskara Reddy	
		5PM to 6PM	Sri. K. Vijay Bhaskara Reddy	Career planning, Managing time
10	23-08-2019	4PM to 5PM	Sri. A. Anand Rao	Personal memory, rapid reading
		5PM to 6PM	Sri. A. Anand Rao	Complex problem solving, Creativity
11	24-08-2019	4PM to 5PM	Sri. A. Anand Rao	Public speaking, Oral presentation
		5PM to 6PM	Sri. K. Eswar Reddy Sri. K. Vijay Bhaskara Reddy **Sri. A. Anand Rao**	Group discussion
12	26-08-2019	4PM to 5PM	Sri. K. Eswar Reddy Sri. K. Vijay Bhaskara Reddy **Sri. A. Anand Rao**	Interviews
		5PM to 6PM	Sri. K. Eswar Reddy Sri. K. Vijay Bhaskara Reddy **Sri. A. Anand Rao**	Mock interviews
13	27-08-2019	4PM to 5PM	Sri. K. Eswar Reddy Sri. K. Vijay Bhaskara Reddy **Sri. A. Anand Rao**	Mock interviews
		5PM to 6PM	**Sri. A. Anand Rao**	Graphic presentation
14	28-08-2019	4PM to 5PM	Sri. K. Vijay Bhaskara Reddy	Presentation aids, personality development
		5PM to 6PM	Sri. K. Vijay Bhaskara Reddy	Role and responsibility of engineer
15	29-08-2019	4PM to 5PM	**Sri. A. Anand Rao**	Work culture in jobs,
		5PM to 6PM	**Sri. A. Anand Rao**	Certificate Distribution and Vote of Thanks
16	30-08-2019	4PM to 6PM	Sri. K. Eswar Reddy Sri. K. Vijay Bhaskara Reddy **Sri. A. Anand Rao**	

Coordinator

HoD

Dr. M. Sreenivasulu,
M. E., Ph. D.
Professor & HOD CSE
K. S R.M. College of Engineering
K A D A P A - 516 003

K.S.R.M. COLLEGE OF ENGINEERING
(UGC - AUTONOMOUS)
Kadapa, Andhra Pradesh, India - 516003
Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.
An ISO 14001:2004 & 9001: 2015 Certified Institution

Department of Humanities & Sciences

Certificate Course on Soft Skills

Attendance Sheet

S.No	Roll Num	Name of the Student	13/08/2019	14/08/2019	15/08/2019	16/08/2019	17/08/2019	19/08/2019	20/08/2019	21/08/2019	22/08/2019	23/08/2019	24/08/2019	26/08/2019	27/08/2019	28/08/2019	29/08/2019	30/08/2019
1	189Y1A0501	Adunukota Sai Tarun	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P
2	189Y1A0502	Alavalapati Nanditha (W)	P	P	A	P	A	P	P	A	P	P	P	P	P	P	P	P
3	189Y1A0503	Andala Ajay Kumar	P	P	P	P	P	A	P	P	P	P	A	P	P	P		P
4	189Y1A0504	Annareddy Venkata Bhavitha (W)	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
5	189Y1A0505	Appireddy Maheswar Reddy	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
6	189Y1A0506	Arava Sivananda Reddy	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A
7	189Y1A0507	Avula Nagendra	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	P
8	189Y1A0508	Avula Poojitha (W)	P	P	P	A	P	P	A	P	P	P	P	P	P	P	P	P
9	189Y1A0509	Badigi Akhil Kumar	P	P	P	P	P	P	P	P	A	P	P	P	A	P	P	P
10	189Y1A0510	Badvel Jayasree (W)	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P
11	189Y1A0511	Bandarla Prathyusha Reddy (W)	P	A	P	P	P	A	P	P	A	P	P	P	P	P	P	P
12	189Y1A0512	Bandi Naga Ganesh	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A
13	189Y1A0513	Billa Mohana Narasimha Prasad	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P

#	Roll No	Name																
14	189Y1A0514	Bojja Akshaya (W)	A	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
15	189Y1A0515	Boksam Swathi (W)	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P
16	189Y1A0516	Bommanaboina Sudesh	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P	P
17	189Y1A0517	Buchupalli Tejananda Reddy	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A
18	189Y1A0518	Budigi Jagadeesh	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P
19	189Y1A0519	Busa Sainath Reddy	P	P	P	P	P	P	P	A	P	P	P	A	P	P	P	P
20	189Y1A0520	Challa Supraja (W)	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P
21	189Y1A0521	Chammireddy Sai Priya (W)	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
22	189Y1A0522	Cheemala Venkata Siva Reddy	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P
23	189Y1A0523	Chennareddy Gari Sainath Reddy	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P
24	189Y1A0524	Chillale Ashish	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
25	189Y1A0525	Chinnamallu Mallikarjuna Reddy	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P
26	189Y1A0526	Chinthakunta Bindu (W)	P	P	P	P	A	P	P	P	A	P	P	P	P	A	P	P
27	189Y1A0527	Chowdam Jayanth	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
28	189Y1A0528	Dandu Manoj Kumar Reddy	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A
29	189Y1A0529	Danduboina Sreelekha (W)	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P
30	189Y1A0530	Dasari Anil Kumar	P	P	P	P	A	P	A	P	P	P	P	P	P	P	P	P
31	189Y1A0531	Devara Murthi	P	P	P	A	P	P	P	P	P	P	A	P	P	A	P	P
32	189Y1A0532	Devarla Vishnu Vardhan	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P	P
33	189Y1A0533	Devireddy Pranitha (W)	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	A
34	189Y1A0534	Eege Sunil Kumar	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P
35	189Y1A0535	Eerla Kiran Kumar	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P
36	189Y1A0536	Endluru Siva Sai Reddy	P	P	P	P	P	P	P	P	A	P	P	A	P	P	P	P
37	189Y1A0537	Eragamreddy Harshitha (W)	P	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P
38	189Y1A0538	Gaaja Prasad	P	P	P	P	P	A	P	A	P	P	P	P	P	P	P	P
39	189Y1A0539	Gadde Sai Reethika (W)	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P
40	189Y1A0540	Gajakhan Malihanaz (W)	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A
41	179Y1A0572	Lingala Hanumantha Reddy	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P
42	179Y1A0573	Madam Mamatha	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P
43	179Y1A0574	Malasandra Tejaswini	P	P	P	P	P	P	P	A	P	A	P	P	P	P	P	P
44	179Y1A0575	Malepati Deekshith Reddy	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A
45	179Y1A0576	Madanapalli Purushotham	A	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
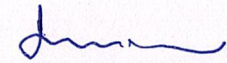
S.No	Roll No	Name															
46	179Y1A0585	More Veera Sai Sarath Chandra	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P
47	179Y1A0586	Muchhala Rakesh Kumar Reddy	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P
48	179Y1A0587	Mummadi Vishnu Vardhan Reddy	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	P
49	179Y1A0588	M.Priyanka	A	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
50	179Y1A0589	Murikinati Yogananda Reddy	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P
51	179Y1A0595	Obili Chinnarapugari Bhargav Reddy	P	P	P	P	A	P	P	A	P	P	P	P	P	P	P	P
52	179Y1A0596	O Gangi Reddy	P	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P
53	179Y1A0597	P Rakesh Reddy	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P
54	179Y1A0598	Palasamudram Afreen	P	P	P	P	P	A	P	P	P	A	P	P	P	P	P	P
55	179Y1A0599	Palem Soumya	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P
56	179Y1A05A0	P. Priyanka	P	P	P	P	P	A	P	P	A	P	P	P	P	P	P	P
57	179Y1A05A1	Pandirlapalli Tejeswar Reddy	A	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
58	179Y1A05A6	P Sai Charan	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P
59	179Y1A05A7	P Anudeep Reddy	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	A
60	179Y1A05A8	Pikkili Saisnjay Bhargav	P	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P
61	179Y1A05A9	P Rajesh	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
62	179Y1A05B0	P . Vinay Kumar Reddy	P	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P
63	179Y1A05B1	Putta Ganesh	P	P	P	P	P	A	P	P	P	P	P	A	P	P	P	P
64	179Y1A05B2	Putturu Nagaraju	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
65	179Y1A05B3	Sadda Sai Cheritha	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P
66	179Y1A05B4	Sanda Leelavathi	P	P	P	P	P	P	P	A	A	P	P	P	P	P	P	P
67	179Y1A05B5	Sangati Kavya	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A
68	179Y1A05B6	Shaik Akramrazak	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P
69	179Y1A05B7	Shaik Aneesh Ahamed	P	P	P	A	P	P	A	P	P	P	P	P	P	P	P	P
70	179Y1A05E2	V.Mounika	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
71	179Y1A05E3	Velpula Venkatesh	P	P	P	A	P	P	P	P	P	P	A	P	P	P	P	P
72	179Y1A05E4	Vempalle Maimunnisa	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P
73	179Y1A05E5	Venkatanarigari Silpa	P	P	A	P	P	P	P	P	P	A	P	P	P	P	A	P
73	169Y1A0504	Alamuru Shireesha (W)	P	P	P	P	P	P	P	A	P	A	P	P	P	P	P	P
74	169Y1A0505	Alamuru Venkata Ravindra Reddy	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P
75	169Y1A0507	Avula Subrahmanya Sumanth Kumar	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
76	169Y1A0509	Bandla Venkatesh	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P	P

77	169Y1A0510	Banka Govardhan Reddy	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P
78	169Y1A0511	Batthini Anandsrinivasyadav	P	P	A	P	A	P	P	P	P	P	P	P	P	P	P
79	169Y1A0518	Chenchanaboina Sravanthi (W)	P	P	P	P	P	A	P	A	P	P	P	P	P	P	P
80	169Y1A0519	Chinnamallayagari Vinod Kumar Reddy	P	P	P	P	P	P	P	P	P	P	A	P	P	A	P
81	169Y1A0520	Chinta Govardhanreddy	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P
82	169Y1A0521	Chinthakunta Pavithra (W)	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P
83	169Y1A0522	Chithirala Praveen	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P
84	169Y1A0523	Chukka Swapna (W)	P	P	P	P	P	A	P	P	P	P	P	A	P	P	P
85	169Y1A0524	Dalaie Vasudha (W)	P	P	P	P	P	P	P	P	P	A	P	P	A	P	P
86	169Y1A0525	Dasari Gangi Reddy	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A
87	169Y1A0526	Dasari Manjula (W)	A	P	A	P	P	P	P	P	P	P	P	P	P	P	P
88	169Y1A0527	Dasari Prasannakumar	P	P	P	P	A	P	A	P	P	P	P	P	P	P	P
89	169Y1A0540	Jakkam Ashok Reddy	P	P	P	P	P	A	P	P	A	P	P	P	P	P	P
90	169Y1A0543	Kandra Sriram	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P
91	169Y1A0551	Konduru Babitha (W)	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
92	169Y1A0552	Konnepalli Valasala Sai Adithya	P	P	P	P	P	P	P	P	P	A	P	P	A	P
93	169Y1A0553	Kotha Suman Kumar Reddy	A	P	P	A	P	P	P	P	P	P	P	P	P	P
94	169Y1A0554	Kristipati Rajeswara Reddy	P	P	P	P	P	P	P	A	A	P	P	P	P	P
95	169Y1A0555	Kummathi Anilkumarreddy	P	P	P	P	P	A	P	P	P	P	P	P	P	A
96	169Y1A0556	Kuncham Supraja (W)	P	P	A	P	P	P	P	P	P	P	P	A	P	P
97	169Y1A0557	Kuppala Sai Kusuma (W)	P	P	P	P	A	P	P	A	P	P	P	P	A	P
98	169Y1A05A0	Shaik Danish Aftab (W)	P	P	P	P	P	P	P	P	A	P	A	P	P	P
99	169Y1A05C2	Vadla Sree Lakshmi (W)	P	P	P	A	P	P	A	P	P	P	P	P	P	P	P
100	169Y1A05C7	Yarrapureddy Aneela (W)	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P

Coordinator

HoD

Dr. M. Sreenivasulu,
M. E., Ph. D.
Professor & HOD CSE
K.S.R.M. College of Engineering
KADAPA - 516 003

K.S.R.M. COLLEGE OF ENGINEERING
(AUTONOMOUS)
Pulivendala Road, Kadapa-516 005
Andhra Pradesh, India
Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.
An ISO 14001:2004 & 9001: 2015 Certified Institution

ACTIVITY REPORT

Certification Course

On

"SOFT SKILLS"
13/08/2019 to 30/08/2019 (4.00 PM to 6.00 PM)

Target Group	:	B.Tech III, V & VII semesters CSE Students
Details of Participants	:	100 Students
Coordinator	:	Sri. K. Eswar Reddy Asst. Prof, Dept. of H & S
Organizing Department	:	Humanities & Sciences
Venue	:	English Language Lab (PG 112)

Description: Certification course on "Soft Skills" was organized by Dept. of H&S from 13/08/2019 to 30/08/2019 (4.00 PM to 6.00 PM). Sri. K. Eswar Reddy acted as Course Coordinator and Sri. K. Vijaya Bhaskar Reddy and Sri. A. Anand Rao acted as Course instructors. The course is designed to provide complete knowledge of technical writing, self-assessment, public speaking, group discussion, oral presentation and practice how to face interviews, etc,. of the students. Thirty Two hours course was successfully completed and participation certificates were provided to the students.

Event Photos:

Event Banner
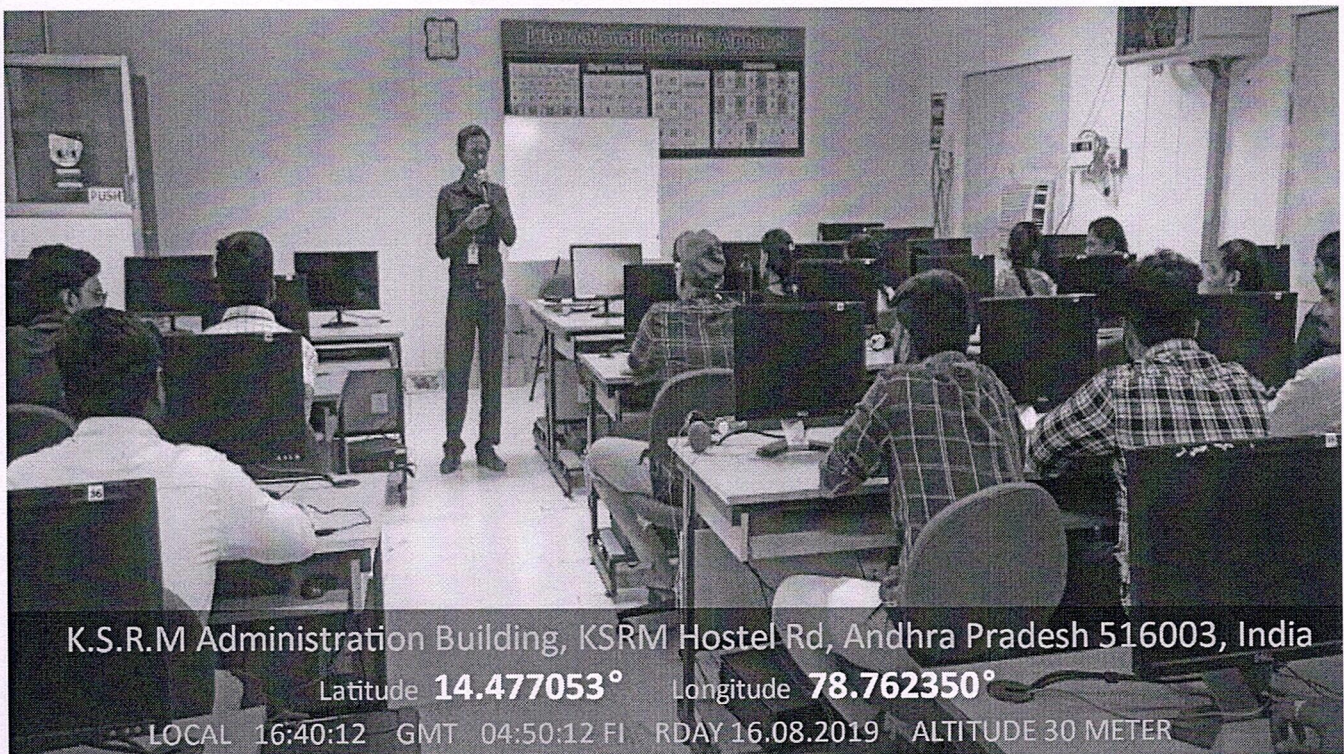
Resource Person gives brief overview about Soft Skills
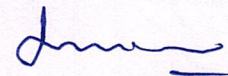
K.S.R.M Administration Building, KSRM Hostel Rd, Andhra Pradesh 516003, India
Latitude **14.477053°**   Longitude **78.762350°**
LOCAL 16:40:12   GMT 04:50:12 FI   RDAY 23.08.2019   ALTITUDE 30 METER

Coordinator

HoD

Dr. M. Sreenivasulu,
M. E., Ph. D.
Professor & HOD CSE
K.S.R.M. College of Engineering
K A D A P A - 516 003

K.S.R.M. COLLEGE OF ENGINEERING

(UGC - Autonomous)

Kadapa, Andhra Pradesh, India– 516 003

Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.

DEPARTMENT OF HUMANITIES & SCIENCES

CERTIFICATE OF PARTICIPATION

This is to certify that Mr/Miss. _Avula Poojitha_ bearing Roll Number. _189Y1A0507_ participated in a certification course on **"Soft Skills"** organized by department of Humanities & Siences from 13-08-2019 to 30-08-2019.

COORDINATOR   HOD   PRINCIPAL

K.S.R.M. COLLEGE OF ENGINEERING

(UGC - Autonomous)

Kadapa, Andhra Pradesh, India— 516 003

Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.

DEPARTMENT OF HUMANITIES & SCIENCES

CERTIFICATE OF PARTICIPATION

This is to certify that Mr/Miss. ___R.Rajesh___ bearing Roll Number ___179Y1A05A9___ participated in a certification course on **"Soft Skills"** organized by department of Humanities & Siences from 13-08-2019 to 30-08-2019.

COORDINATOR	HOD	PRINCIPAL

K.S.R.M. COLLEGE OF ENGINEERING

(UGC - Autonomous)

Kadapa, Andhra Pradesh, India– 516 003

Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.

DEPARTMENT OF HUMANITIES & SCIENCES

CERTIFICATE OF PARTICIPATION

This is to certify that Mr/Miss. _B. Venkatesh_ bearing Roll Number. _169Y1A0509_ participated in a certification course on **"Soft Skills"** organized by department of Humanities & Siences from 13-08-2019 to 30-08-2019.

COORDINATOR	HOD	PRINCIPAL

K.S.R.M. COLLEGE OF ENGINEERING

UGC - AUTONOMOUS

Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.
Kadapa, Andhra Pradesh, India– 516 003

FEEDBACK FORM

Certificate Course on "Soft Skills", from 13/08/2019 to 30/08/2019
Organized
by
Department of Humanities and sciences

NAME:

Roll No:

S.No	Feedback Item	Excellent	Very Good	Good	Average	Below Average
1	Organization of certificate course and session planning by instructor.					
2	Clarity in content delivery.					
3	Content is relevant and useful.					
4	Adequate opportunity to interact with trainer.					
5	Judicious mix of concepts. Principles and practices.					
6	Assignments and tasks are interesting and challenging.					
7	Overall rating					

Any suggestions for improvement.

Signature

K.S.R.M. COLLEGE OF ENGINEERING

UGC - AUTONOMOUS
Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.
Kadapa, Andhra Pradesh, India– 516 003

FEEDBACK FORM

Certificate Course on "Soft Skills", from 13/08/2019 to 30/08/2019
Organized
by
Department of Humanities and sciences

NAME: G. Prasad

Roll No: 189Y1A0538

No	Feedback Item	Excellent	Very Good	Good	Average	Below Average
1	Organization of certificate course and session planning by instructor.	✓				
2	Clarity in content delivery.	✓				
3	Content is relevant and useful.	✓	✓			
4	Adequate opportunity to interact with trainer.		✓			
5	Judicious mix of concepts. Principles and practices.	✓				
6	Assignments and tasks are interesting and challenging.	✓				
7	Overall rating	✓				

Any suggestions for improvement.

G. Prasad.
Signature

1

FEEDBACK FORM

Certificate Course on "Soft Skills", from 13/08/2019 to 30/08/2019

Organized

by

Department of Humanities and sciences

NAME: D. Manoj kumar Reddy

Roll No: 189Y1A0528

No	Feedback Item	Excellent	Very Good	Good	Average	Below Average
1	Organization of certificate course and session planning by instructor.		✓			
2	Clarity in content delivery.	✓				
3	Content is relevant and useful.		✓			
4	Adequate opportunity to interact with trainer.	✓				
5	Judicious mix of concepts. Principles and practices.	✓	✓			
6	Assignments and tasks are interesting and challenging.		✓			
7	Overall rating		✓			

Any suggestions for improvement.

D. Manoj kumar

Signature

K.S.R.M. COLLEGE OF ENGINEERING

UGC - AUTONOMOUS
Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.
Kadapa, Andhra Pradesh, India– 516 003

FEEDBACK FORM

Certificate Course on "Soft Skills", from 13/08/2019 to 30/08/2019
Organized
by
Department of Humanities and sciences

NAME: C. Venkata. Siva Reddy.

Roll No: 189Y1A0522

No	Feedback Item	Excellent	Very Good	Good	Average	Below Average
1	Organization of certificate course and session planning by instructor.		✓			
2	Clarity in content delivery.	✓				
3	Content is relevant and useful.		✓			
4	Adequate opportunity to interact with trainer.	✓				
5	Judicious mix of concepts. Principles and practices.		✓			
6	Assignments and tasks are interesting and challenging.	✓				
7	Overall rating		✓			

Any suggestions for improvement.

C. Venkata siva Reddy
Signature

1

FEEDBACK FORM

Certificate Course on "Soft Skills", from 13/08/2019 to 30/08/2019

Organized

by

Department of Humanities and sciences

NAME: D. Manjula

Roll No: 169Y1A0526

No	Feedback Item	Excellent	Very Good	Good	Average	Below Average
1	Organization of certificate course and session planning by instructor.		✓			
2	Clarity in content delivery.	✓				
3	Content is relevant and useful.			✓		
4	Adequate opportunity to interact with trainer.		✓			
5	Judicious mix of concepts. Principles and practices.				✓	
6	Assignments and tasks are interesting and challenging.	✓				
7	Overall rating	✓				

Any suggestions for improvement.

D. Manjula

Signature

Unit -1

INTRODUCTION TO SOFT SKILLS AND HARD SKILLS

Unit Structure

1.0 ABSTRACT

The growth India has been experiencing for the last two decades is phenomenal and there has been an immense rise in the number of institutes and centres offering professional and technical education yet

the industry and the employers are unhappy with the kind of workforce being churned out.

With the growth of technology taking place at a missile's pace, many things have changed the approach and lifestyle of a person. This generation is urging the human beings to update according to the pace. Most of the discoveries in this period show how the world has become a virtual village. One has to move according to the trends of the period.

The need of the hour is to capitalize on the skills and get updated. This era witnessed the need for more skills, and soft skills are one of them. When the world has become mostly materialistic, there is a need to have a corner for personality development. The revolutionary smart phones have replaced many things which existed for many years i.e., wrist watch, alarm clock, calendar and camera and so on. In this process see that it should not replace human beings.

1.1 INTRODUCTION

The skills that enable you to fit-in at a workplace. They include your personality, emotional intelligence, attitude, flexibility, motivation, and manners. Soft skills are so important that they are often the reason employers decide whether to keep or promote an employee. In order to succeed at work, you must get along well with all the people with whom you interact, including managers, co-workers, clients, vendors, customers, and anyone else you communicate with while on the job.

Soft skills are different from hard skills (also known as technical skills). Hard skills are part of the skill set that are directly relevant to the job to which you are applying. These are often more quantifiable, and easier to learn than soft skills. They include the expertise necessary for an individual to successfully do the job. They are job-specific and are typically listed in job postings and job descriptions. Hard skills are acquired through formal education and training programs, including college, apprenticeships, short-term training classes, online courses, and certification programs, as well as on-the-job training.

1.2 PERSONALITY DEVELOPMENT

Personality refers to an individual's characteristics, style, behaviour, mindset, attitude, his own unique way of perceiving things and seeing the world. Genetic factors, family backgrounds, varied cultures, environment, current situations play an imperative role in shaping one's personality. The way you behave with others reflects your personality. An individual with a pleasing personality is appreciated and respected by all.

Personality development is defined as a process of developing and enhancing one's personality. Personality development helps an individual to gain confidence and high self esteem. Individuals need to have a style of their own for others to follow them. You need to set an example for people around. Personality development not only makes you look good and presentable but also helps you face the world with a smile. Personality development helps you develop a positive attitude in life. An individual with a negative attitude finds a problem in every situation. Personality development helps an individual to inculcate positive qualities like punctuality, flexible attitude, willingness to learn, friendly nature, eagerness to help others and so on

1.2.1 Tips for enhancing personality

There are some tips for enhancing personality.

- **Smile a lot-** Nothing works better than a big smile when it comes to interacting with people around. Do not forget to flash your trillion dollar smile quite often. Believe me, it works! As they say "*a smile is a curve that sets everything straight*". A smiling face wins even the toughest soul. Wear your smile while

interacting with others. Smile not only helps in enhancing an individual's personality but also winning other's heart.

- **Think positive-** It is really essential to think positive. Remember there is light at the end of every dark tunnel. Do not always think negative as it not only acts as a demotivating factor but also makes an individual dull and frustrated. Don't get upset over minor things. Be a little flexible and always look at the broader perspectives of life.

- **Dress Sensibly-** Dressing sensibly and smartly go a long way in honing one's personality. One needs to dress according to the occasion. How would a female look if she wears a sari to a discotheque? Obviously ridiculous! No matter how expensive your sari is, you can't wear it to a night club or a pub where everyone is dressed in smart casuals. Price has nothing to do with smart dressing. An individual who is well dressed is respected and liked by all. No one would take you seriously if you do not wear suitable clothes fitting with occasions. Do take care of the fit of the dress as well. An individual should wear clothes as per his/her body type, height, physique and so on. Someone who is bulky would not look very impressive in body hugging clothes. It is not necessary that something which looks good on your friend would also look good on you. Wear the right make up. You do not have to apply loud make up to look good and attractive. Even minimal make up, if applied sensibly can really make you stand apart from the rest.

- **Be soft-spoken-** Do not always find faults in others. Fighting and quarrelling lead to no solution. Be polite with others. Be very careful of what you speak. Avoid being rude and short tempered.

- **Leave your ego behind-** An individual needs to hide his ego everywhere he goes. Be it office or workplace you need to leave your ego behind if you wish to win appreciation from others. An individual who is good from within is loved by all.

- **Help others-** Do not always think of harming others. Share whatever you know. Remember no one can steal your knowledge. Always help others.

- **Confidence-** Confidence is the key to a positive personality. Exude confidence and positive aura wherever you go.

- **A Patient listener-** Be a patient listener. Never interrupt when others are speaking. Try to imbibe good qualities of others.

1.2.2 Types of personality

An individual's personality refers to his/her appearance, characteristics, attitude, mindset and behaviour with others. Some types of personality are listed below.

1. **The Duty Fulfiller -** Such individuals take their roles and responsibilities seriously and perform whatever tasks are assigned to them. Duty fulfillers are serious individuals and believe in honesty and a peaceful living. They never do anything which is not good for themselves, their job, families or for the society. Such individuals are actually good and responsible citizens who abide by the legal system and can't even dream of breaking the law. People with such a personality type are extremely hard working and often find it difficult to say NO to others, eventually becoming overburdened at the end of the day. Such individuals adopt an organized approach towards work and are extremely loyal and faithful. They also show a strong inclination towards creativity and aesthetics.

2. **The Artist -** Artists have an eye for natural beauty and creativity. Rather than worrying about future, they believe in living for the moment. Such individuals are extremely cool headed and do not get into

unnecessary fights and troubles. They do not blindly copy others and aspire to create a style of their own.

3. **The Protector -** You would find such a personality type in very few people, making it a very rare personality type. Protectors are systematic individuals who want the best system to get things done. They often think irrationally. They are pessimists who find a problem in every situation. Such individuals do not trust others and only believe in themselves.

4. **The Idealist -** Such people have strong set of values and ethics. They find happiness in helping others. They consider themselves lucky if they get an opportunity to help others.

5. **The Scientist -** Such individuals believe in careful and strategic planning. They are good observers who believe in constantly gathering information and upgrade their existing knowledge. Scientists are extremely intelligent people who have a very sharp analytical mind.

6. **The Guardian -** Such individuals are perfectionists who ensure that everything everywhere is going on smoothly. They are mature individuals who have a clear set of standards.

7. **The Performer -** Performers strive hard to grab attention of others and love being the centre of attention. They are fun loving individuals who enjoy fun and excitement in life.

8. **The Inspirer -** Inspirers are talented individuals and often act as a role model for others. They have great people skills.

9. **The Giver -** Individuals with "The Giver" personality type enjoy the company of others and do not prefer staying alone.

1.2.3   Knowing Yourself

Knowing yourself is your motivations; preferences, personality and understanding how these factors influence your judgment, decisions and interactions with other people. Through this self-awareness one "develops the ability to know how you are feeling and why, and the impact your feelings on your behaviour. But it involves a capacity to monitor and control those strong but subliminal biases that all us harbor and that skew our decision making". Internal feelings and thoughts, interests, strengths and limitations, value skills, goals, abilities, leadership orientation and preferred communication style are just a few elements that self awareness comprises.

- Knowing yourself has many benefits; some of them are as follows.
- Understanding yourself in relation to others
- Developing and implementing a sound self-improvement program
- Setting appropriate life and career goals
- Developing relationships with others
- Understand the value of diversity
- Managing others effectively
- Increasing productivity
- Increasing your ability to contribute to Organizations, your community and family.

In others words it helps one to know what one is good at and choose a career they enjoy. Depending on others thoughts or beliefs in terms of what is good for us leads to personal and professional unhappiness.

Knowing yourself is also important for managers and Organizations as one who have attained heightened states of self-awareness tend to be superior performers. This is because they can relate and understand others better and thus will be capable of reducing the potential of conflict. Usually this kind of

person will be open to feedback and make positive modifications to personal behavior so as to create trusting and productive work environments. Working effectively with others will therefore increase managerial and Organizational effectiveness.

How to Gain?

The first step in becoming aware of ourselves is to recognize our weaknesses, strengths, biases, attitudes, values and perceptions. There are many ways to enhance our self-awareness. Some of these include analyzing our own experiences, looking at ourselves through the eyes of others, self-disclosure, acquiring diverse experiences and increasing our emotional intelligence.

- **Self-analysis:** It requires people to examine themselves as an object in an experience or event. It requires a person to step back and observe the positive and the negative impact that may have influenced behaviours, attitudes, thoughts or interactions. Self-analysis is not always an easy process, yet it is a necessary skill for synthesizing information relevant to professional or personal effectiveness.

The self-analysis process should begin with reflection on and exploration of thoughts and feelings associated with effective events. By reflecting on these feelings and thoughts, individuals can obtain new perspectives relevant to their lives based on these learning experiences. From obtaining new knowledge and perspectives, individuals can become more effective by implementing new behavioural and cognitive changes in future situations.

One of the means to gain insight about our self is through reflecting on, examining and analyzing our behaviour, personality, attitudes and perceptions.

1. **Behaviour** is the way in which we conduct ourselves-the way in which we act. Our behaviour is influenced by our feelings, judgments, beliefs, motivations, needs, experience and opinions of others. Patterns of behaviour develop through our reactions to events and actions over a period of time. Behaviour consist of four components:

I. **Motivation:** The drive to pursue one action over another. Being aware of our core drivers, those things that motivate you positively or negatively- can help you understand the roots of your behaviour and make adjustments as necessary to modify your behaviour.

II. **Modes of thinking:** the way you process the various inputs your brain receives. Being aware of how you take in and make sense of information can help you understand how you make judgments or decisions that lead to choosing one behaviour or course of action over another.

III. **Modes of acting:** the course of action you apply in a given situation. Being aware of how you express your reaction to the things that happen to and around you can help you understand the alternatives available to you when certain events arise.

IV. **Modes of interacting:** the way in which you communicate and share ideas, opinions and feelings with others. Being aware of how you talk and work with others can help you understand how your preferred style meshes with those with whom you work and live. o Personality: describes the relatively stable set of characteristics, tendencies and temperaments that have been formed by heredity and by social, cultural and environmental factors. These traits determine how we interact with and react to various people and situations. Some of the aspects of personality are believed to be a result of nature-those traits with which we are born and that we posses through heredity. Other characteristics of our personality are thought to be as a result of our environment-those factors that we acquire through exposure to people and events in our lives.

2.   **Personality** traits are enduring characteristics that describe an individual's attitude and behaviour. Examples are agreeableness, aggression, dominance and shyness. Most of these traits have been found to be quite stable over time. This means a person who is cold and uncaring in one situation is likely to behave similarly in other situations. The "Big five" model is a powerful instrument because it organizes numerous concepts into a "short list" of just five factors that are representative of the characteristics that can be linked with satisfaction and success. The Big Five has five primary components: extroversion, agreeableness, emotional stability, conscientiousness and openness to experience.

I.   **Extroversion:** represents the degree to which an individual is social or antisocial, outgoing or shy, assertive or passive, active or inactive and talkative or quiet. A person who rates high for first traits in these pairs is extroverted, while someone who rates high for second traits is introverted. Extroversion or introversion, in itself, is not necessarily bad, but extremes at both the ends of the spectrum can be equally dysfunctional. A person who is too outgoing could be perceived as overbearing and a person who is too reserved would lack the skills to relate to others.

II.   **Agreeableness:** measures the degree to which a person is friendly or reversed, cooperative or guarded, flexible or inflexible, trusting or cautious, good natured or moody, soft-hearted or tough and tolerant or judgmental. Those scoring high on the first element of these paired traits are viewed as more disagreeable and difficult to work with. Being too agreeable could cause a person to be too accommodating; however the others may take advantage of these weaknesses.

III. **Emotional Stability:** characterizes the degree to which a person is consistent or inconsistent is how they react to certain events, reacts impulsively or weighs options before acting and takes things personally or looks at a situation objectively. Those who rate high on emotional stability are viewed as generally calm, stable having a positive attitude, able to manage their anger, secure, happy and objective. Those who rate low are more likely to be anxious, depressed, angry, insecure, worried and emotional.

IV.   **Conscientiousness:** represents the degree to which an individual is dependable or inconsistent, can be counted on or is unreliable, follows through on commitments or are generally perceived to be careful, thorough, organized, persistent, achievement oriented, hardworking and persevering. Those who score lower on this dimension are more likely to be viewed as inattentive to detail, uncaring, disrespectful, not interested or motivated unorganized, apt to give up easily and lazy.

V.   **Openness to experience:** characterizes the degree to which people are interested in broadening th horizons or limiting them, learning new things or sticking with what they already know, meeting new people or associating with current friends and co-workers, going to new places or restricting themselves to known places. Individuals who score high on this factor tend to be highly intellectual, broad minded. Curious, imaginative and cultured. Those who rate lower tend to be narrower minded, less interested in the outside world and uncomfortable in unfamiliar surroundings and situations. Professionals who are open to experience are more willing to reflect on feedback for personal development.

VI.   **Self-monitoring:** is the tendency to adjust our behaviour relative to the changing demands of social situations. The concept of monitoring our own personality can help us come to grips with both those qualities we view as positive and those we would like to change. By being aware of the role of self-monitoring, we can assess our own behaviours and attitudes; diagnose which elements we are satisfied with, and identify and develop plans for addressing those aspects we want to change. When self-monitoring, it is important to want to set personal standards in accordance with certain accepted norms. High self-monitors are very sensitive to external cues and constantly adapt their true selves to conform to a situation or set of expectations. Low self-monitors are more consistent, displaying their feelings, attitudes and behaviours in every situation

3.   **Attitudes** are evaluative statements or learned pre-dispositions to respond to an object, person or an idea in a favourable or unfavourable way. Attitudes are narrow in scope. They can vary from situation to situation. Strong attitudes can have an impact on professional and personal relationship. Our attitude can determine whether we think positively and take control of a situation or think negatively and feel helpless to change or respond to a situation. Our attitude is an important component of our ability to be productive at work. Our attitudes can influence people around us. Being aware of our own attitudes and making a choice about which attitude to display to others is very important to us as individuals or as managers. Our attitude can affect our behaviour as well as our interaction with others. Our friends, significant others, family members, co-workers and others are definitely influenced by our thought and feelings towards situations. As managers it is also important to recognize that our employees are affected by the attitudes we display towards them and towards the work that needs to get done. A manager's attitude is a large factor in how people feel about their jobs. If a manager is upbeat most of the time and supportive of his or her colleagues, employees will generally respond well and work hard to produce the desired results. On the other hand if a manager is pessimistic and belittling towards his or her employees, staff morale will suffer and ultimately so will the expected outcomes.

4.   **Perceptions:** Perception describes the process by which individuals gather sensory information and assign meaning to it. When we encounter a person or situation, we use our senses to absorb various inputs. Next our brains select aspects from stored information in order to process and organize these inputs. Finally our brains interpret and evaluate the person or situation. Individual perception may not always be consistent with reality; it is only perceiver's interpretation of reality. Our perceptions are influenced by many factors, such as our culture, environment, heredity, the media, peers, past experiences, intelligence, needs, emotions, attitudes and values. Perception can be the result of multiple causality. As human beings we tend to form perceptions based on our biases. If we are not aware of our biases and don't check our understanding with others, we might miss out on important information and situations by relying on distorted perceptions. Some of the more common filters are stereotyping, selective perception, projection expectation and interest.

Other's Perceptions about us is also viewed to be important, as we can understand how we are shaped by others opinions of us. This concept is referred to as social mirroring. By seeing ourselves through others eyes we can learn about our strengths and also about areas in which we can improve. Learning to read accurately how others see us enhances our "self-maps" our images and judgments of our self.

- **Self-disclosure:** Another means of self-awareness is through self disclosure-sharing your thoughts, feelings and ideas with others without self-deception, without distortion. Talking to others allows to share our feelings and responses. Self-   disclosure is a key factor in improving self-awareness; we must disclose information and interact with others to further clarify our perceptions.

- **Diverse Experiences:** Another way of increasing self-awareness is through acquiring multiple experiences in diverse situations and with diverse others. As we encounter new situations, we use skills and acquire new ones, meet people and develop friendships, see new places and learn firsthand about things we might have only read about. Being open to experiences broadens our horizons. It helps us to see ourselves in a new light while giving us new information about ourselves and our ability to interact with the world. This boosts our confidence level and encourages us to reach out to further our experiences even more.

1.2.4 Positive Thinking

Positive thinking is a mental and emotional attitude that focuses on optimistic and positive thoughts and expects positive results. People with positive thinking mentality look at the bright side of life and anticipate happiness, health and success. Such people, are confident that they can overcome any obstacle and difficulties they might face.

Positive thinking is not a concept that everyone believes and follows. Some, consider it as nonsense, and scoff at people who believe in it. However, there is a growing number of people, who accept the power of positive thinking as a fact, and believe in its effectiveness.

Positive thinking is the idea that you can change your life by thinking positively about things. However, research shows that positive thinking really does have a scientific basis. You can't change the world, but you can change how you perceive it and how you react to it. And that can change the way that you feel about yourself and others, which can in turn have a huge effect on your well-being.

- **Gain Control of Yourself:** Do not be critical of yourself to others. Whilst it can be useful to confide your concerns to someone you trust, telling the world is something else. Be kind to yourself. Make a list of your good qualities and believe them, believe in yourself.

- **Don't Be A Complainer:** By being negative you can isolate yourself from others and cut yourself off from positive solutions to problems.

- **Learn to Relax:** Allow time for yourself each day, if only for a few minutes it is important to find time to relax and unwind. See our page on Mindfulness for more.

- **Boost Your Own Morale:** Treat yourself every now and again. Especially if you have overcome a problem or made a personal achievement.

- **Congratulate Yourself** on a job/task well done and perhaps tell a friend. Justified praise is a good boost to morale.

- **Learn to Channel Nerves and Tension Positively:** when you are nervous, adrenalin is pumped through the body and you feel more keyed up and alert. This extra energy can be used to good effect; enabling you to communicate with greater enthusiasm and intensity, for example.

- **Learn to be Assertive:** Stand up for what you believe in and do not be pressured by others. See our section on Assertiveness for more.

- **Developing Habits of Positive Thinking**
If you think about positive thinking as 'being happy', it is much easier to work out what you should do to develop habits based on it. For example, what do you like doing? And with whom do you like spending time?

Three very good ways to build positive thinking skills are:

1. **Meditation:** People who meditate every day show more positive thinking than those who do not.

2. **Writing:** A group of undergraduates were asked to write about an intensely positive experience every day for three days.

3. **Play:** It's important to make time for yourself to have fun.

1.2.5 Johari's Window

The Johari Window model is a simple and useful tool for illustrating and improving self-awareness, and mutual understanding between individuals within a group. This model can also be used to assess and improve a group's relationship with other groups. This model is particularly useful in team development.

It was developed by American psychologists Joseph Luft and Harry Ingham in 1955, hence the name Johari. Johari Window is generally used in Self-help groups in exercises which help a person to learn and discover things about themselves, like heuristic exercise. Johari Window is a method used for self-discovery.

Johari window model is based upon two things – to acquire the trust of others by revealing your information to them and by learning about yourself through feedback by others.

The Johari Window Model

	Known to Self	Not Known to Self
Known to Others	Arena "Open Self"	Blindspot "Blind Self"
Not Known to Others	Facade "Hidden Self"	Unknown Self

Here as you can see in the photo there are four different panes and each signifies one crucial idea behind it. Further, the panes are in the horizontal axis as well as the vertical axis. So, you have to determine in which window you fall and based on that your personality can be known. The information transfers from one pane to the other as the result of mutual trust which can be achieved through socializing and the feedback got from other members of the group.

1. Open/self-area or arena – Here the information about the person his attitudes, behaviour, emotions, feelings, skills and views will be known by the person as well as by others. This is mainly the area where all the communications occur and the larger the arena becomes the more effectual and dynamic the relationship will be. 'Feedback solicitation' is a process which occurs by understanding and listening to the feedback from another person. Through this way the open area can be increased horizontally decreasing the blind spot. The size of the arena can also be increased downwards and thus by reducing the hidden and unknown areas through revealing one's feelings to other person.

2. Blind self or blind spot – Information about yourselves that others know in a group but you will be unaware of it. Others may interpret yourselves differently than you expect. The blind spot is reduced for an efficient communication through seeking feedback from others.

3. Hidden area or façade – Information that is known to you but will be kept unknown from others. This can be any personal information which you feel reluctant to reveal. This includes feelings, past experiences, fears, secrets etc. we keep some of our feelings and information as private as it affects the relationships and thus the hidden area must be reduced by moving the information to the open areas.

4. Unknown area – The Information which are unaware to yourselves as well as others. This includes the information, feelings, capabilities, talents etc. This can be due to traumatic past experiences or events which can be unknown for a lifetime. The person will be unaware till he discovers his hidden qualities and capabilities or through observation of others. Open communication is also an effective way to decrease the unknown area and thus to communicate effectively.

1.2.6 Communication Skills

Communication skills are the abilities you use when giving and receiving different kinds of information. Communication skills involve listening, speaking, observing and empathising. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media.

Types of communication

There are four main types of communication you might use on a daily basis, including:

1. **Verbal**: Communicating by way of a spoken language.

2. **Nonverbal**: Communicating by way of body language, facial expressions and vocalics.

3. **Written**: Communicating by way of written language, symbols and numbers.

4. **Visual**: Communication by way of photography, art, drawings, sketches, charts and graphs.

There are different types of communication skills you can learn and practice to help you become an effective communicator. Many of these skills work together making it important to practice communication skills in different contexts whenever possible.

- Active listening: **Active listening means paying close attention to the person who is speaking to you. People who are active listeners are well-regarded by their co-workers because of the attention and respect they offer others. While it seems simple, this is a skill that can be hard to develop and improve. You can be an active listener by focusing on the speaker, avoiding distractions like cell phones, laptops or other projects and by preparing questions, comments or ideas to thoughtfully respond.**

- Friendliness: **In friendships, characteristics such as honesty and kindness often foster trust and understanding. The same characteristics are important in workplace relationships. When you're working with others, approach your interactions with a positive attitude, keep an open mind and ask questions to help you understand where they're coming from. Small gestures such as asking someone how they're doing, smiling as they speak or offering praise for work well done can help you foster productive relationships with both colleagues and managers.**

- Confidence: **In the workplace, people are more likely to respond to ideas that are presented with confidence. There are many ways to appear confident such as making eye contact when you're addressing someone, sitting up straight with your shoulders open and preparing ahead of time so your thoughts are polished. You'll find confident communication comes in handy not just on the job but during the job interview process as well.**

- Giving and receiving feedback: **Strong communicators can accept critical feedback and provide constructive input to others. Feedback should answer questions, provide solutions or help strengthen the project or topic at hand.**

- Volume and clarity: **When you're speaking, it's important to be clear and audible. Adjusting your speaking voice so you can be heard in a variety of settings is a skill and it's critical to communicating effectively. Speaking too loudly may be disrespectful or awkward in certain settings. If you're unsure, read the room to see how others are communicating.**

- Empathy: **Empathy means that you can understand and share the emotions of others. This communication skill is important in both team and one-on-one settings. In both cases, you will need to understand other people's emotions and select an appropriate response. For example, if someone is expressing anger or frustration, empathy can help you acknowledge and diffuse their emotion. At the same time, being able to understand when someone is feeling positive and enthusiastic can help you get support for your ideas and projects.**

- Respect: **A key aspect of respect is knowing when to initiate communication and respond. In a team or group setting, allowing others to speak without interruption is seen as a necessary communication skill. Respectfully communicating also means using your time with someone else wisely—staying on topic, asking clear questions and responding fully to any questions you've been asked.**

- Understanding nonverbal cues: **A great deal of communication happens through nonverbal cues such as body language, facial expressions and eye contact. When you're listening to someone, you should be paying attention to what they're saying as well as their nonverbal language. By the same measure, you should be conscious of your body language when you're communicating to ensure you're sending appropriate cues to others.**

- Responsiveness: **Whether you're returning a phone call or sending a reply to an email, fast communicators are viewed as more effective than those who are slow to respond. One method is to consider how long your response will take. Is this a request or question you can answer in the next five minutes? If so, it may be a good idea to address it as soon as you see it. If it's a more complex request or question, you can still acknowledge that you've received the message and let the other person know you will respond in full later.**

1.2.7 Non-verbal Communication

The **Non-Verbal Communication** is the process of conveying meaning without the use of words either written or spoken. In other words, any communication made between two or more persons through the use of facial expressions, hand movements, body language, postures, and gestures is called as non-verbal communication.

The Non-Verbal Communication, unlike the verbal communication, helps in establishing and maintaining the interpersonal relationships while the verbals only help in communicating the external events. People use non-verbals to express emotions and interpersonal attitudes, conduct rituals such as greetings and bring forward one's personality.

Types of nonverbal communication are:

1. Eye contact: **Eye contact with audiences increases the speaker's credibility. Teachers who make eye contact open the flow of communication and convey interest, concern, warmth, and credibility.**

2. **Facial expressions**: The face is an important communicator. It is commonly said that the face is the index of the mind. It expresses the type of emotions or feelings such as joy, love, interest, sorrow, anger, annoyance, confusion, enthusiasm, fear, hatred surprise, and uncertainty.

3. Movement: The way you move your arms and legs such as walking quickly or slowly, standing, sitting or fidgeting, can all convey different messages to onlookers.

4. Posture: The way you sit or stand can also communicate your comfort level, professionalism and general disposition towards a person or conversation.

5. Gestures: While gestures vary widely across communities, they are generally used both intentionally and unintentionally to convey information to others.

6. Space: Creating or closing distance between yourself and the people around you can also convey messages about your comfort level, the importance of the conversation, your desire to support or connect with others and more.

7. Paralanguage: Paralanguage includes the non-language elements of speech, such as your talking speed, pitch, intonation, volume and more.

8. Facial expressions: One of the most common forms of nonverbal communication is facial expressions. Using the eyebrows, mouth, eyes and facial muscles to convey can be very effective when communicating both emotion and information.

9. Eye contact: Strategically using eye content (or lack of eye contact) is an extremely effective way to communicate your attention and interest.

10. Touch: Some people also use touch as a form of communication. Most commonly, it is used to communicate support or comfort. This form of communication should be used sparingly and only when you know the receiving party is okay with it. It should never be used to convey anger, frustration or any other negative emotions.

1.2.7 Physical Fitness

Physical fitness is an important component to leading a healthy lifestyle. It helps one to maintain fitness, develop muscular strength and improve cardiovascular health. A regular fitness activity improves the absorption of nutrients by the body, improves digestive processes and increases physiological processes.

Emotional Intelligence:

Meaning and Definition

Emotional intelligence is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict. Emotional intelligence helps you build stronger relationships, succeed at school and work, and achieve your career and personal goals. It can also help you to connect with your feelings, turn intention into action, and make informed decisions about what matters most to you.

Emotional intelligence is a very important skill in leadership. It is said to have five main elements such as - self-awareness, self-regulation, motivation, empathy, and social skills.

Need for Emotional Intelligence

The need of emotional intelligence is vast in terms of personal and professional success. It is a core competency in many vocations, can support the advancement towards academic and professional success, improve relationships, and boost communication skills, the list goes on. Emotional intelligence is an integral part of forming and developing meaningful human relationships.

1.3   INTELLIGENCE QUOTIENT VERSUS EMOTIONAL INTELLIGENCE QUOTIENT

Intelligence Quotientand is known as IQ, it's a measure of a person's relative intelligence. Emotional Quotient is known as EQ, is the ability to identify and manage your emotions and the emotions of others.

	EQ	IQ
Stands for	Emotional Quotient (aka emotional intelligence)	Intelligence Quotient
Definition	Emotional quotient (EQ) or emotional intelligence is the ability to identify, assess, and control the <u>emotions</u> of oneself, of others, and of groups.	An intelligence quotient (IQ) is a score derived from one of several standardized tests designed to assess intelligence.
Abilities	Identify, evaluate, control and express emotions ones own emotions; perceive, and assess others' emotions; use emotions to facilitate thinking, understand emotional meanings.	Ability to learn, understand and apply information to skills, <u>logical reasoning</u>, word comprehension, math skills, abstract and spatial thinking, filter irrelevant information.
In the workplace	Teamwork, leadership, successful relations, service orientation, initiative, collaboration.	Success with challenging tasks, ability to analyze and connect the dots, research and development.
Identifies	Leaders, team-players, individuals who best work alone, individuals with social challenges.	Highly capable or gifted individuals, individuals with mental challenges and special needs.
Popular Tests	Mayer-Salovey-Caruso Test (emotion-based problem-solving tasks); Daniel Goleman model Score (based on emotional competencies).	Stanford-Binet test; Wechsler; Woodcock-Johnson Tests of Cognitive Abilities.

Components of Emotional Intelligence

1. **Self-awareness:** This is the ability to recognise and understand personal moods, emotions and drives and the effect of them on both self and others. Self-awareness depends on one's ability to monitor one's own emotional state and to correctly identify and name the emotions being felt. Developing this ability is essential for realistic self-assessment and builds self-confidence and the ability to take oneself less seriously.

2. **Self-regulation:** This is the ability to control or re- direct disruptive emotional impulses and moods. It involves the ability to suspend judgement and delay action to allow time for thought. From a neuroscientific perspective, you can frequently observe this skill, or lack of it, by watching response times. If an angry client is in rapid-fire mode responding to what you say in less than about half a second then it is very likely that they are not giving conscious thought to what is being said to them. Those with this ability will frequently demonstrate trustworthiness, integrity, comfort, with ambiguity and openness to change.

3. **Internal motivation:** Frequently seen within veterinary professionals, internal motivation is about working with and for an inner vision of what is important, a curiosity and desire for learning and development, a drive that goes beyond external rewards such as money or status. There is often a strong drive to achieve, optimism even in the face of failure and organisational commitment. There are also risks, particularly in the presence of an undue sense of perfectionism.

4. **Empathy:** This relates to the ability to understand the emotional make-up of others and the skill to treat people according to their emotional reactions. It includes skills in building and maintaining relationships with those we come into contact with on a daily basis. Though central to a service profession, empathy can tend to be somewhat less well developed in those with an isolated background and an intensive / competitive scientific training. Empathy often does, but does not necessarily, imply compassion; it can be used for both good and bad.

5. **Social skills:** This involves the ability to manage relationships, build networks, find common ground and build rapport. It will often help when leading change, being persuasive, building expertise and getting great performance from teams.

Whilst complex and somewhat uncertain, Emotional Intelligence reflects a central set of competences within what it is to be a veterinary professional. Education in this area remains basic within the profession but in the increasingly more challenging environment ahead it may make the difference between success and failure.

Skills to Develop Emotional Intelligence

Developing emotional intelligence is an ongoing process. The journey differs from person to person. Nonetheless, according to Andrews, the following actions may lead you to better self-awareness, empathy, and social skills.

1. RECOGNIZE YOUR EMOTIONS AND NAME THEM

What emotions are you feeling right now? Can you name them? When in a stressful situation, what emotions typically arise? How would you like to respond in these situations? Can you stop to pause and reconsider your response? Taking a moment to name your feelings and temper your reactivity is an integral step toward EI.

2. ASK FOR FEEDBACK

Audit your self-perception by asking managers, colleagues, friends, or family how they would rate your emotional intelligence. For example, ask them about how you respond to difficult situations, how

adaptable or empathetic you are, and/or how well you handle conflict. It may not always be what you want to hear, but it will often be what you need to hear.

3. READ LITERATURE

Studies show that reading literature with complex characters can improve empathy. Reading stories from other people's perspectives helps us gain insight into their thoughts, motivations, and actions and may help enhance your social awareness.

1.4   ETIQUETTE AND MANNERISM:

Etiquette and manners have been around as long as man has been here. There is evidence of this in even the most primitive of tribes and groups of people in the vast, far reaches of the world. Etiquette or manners expected in any group, are the social rules that we live by in order to show respect to others and ourselves. Professional etiquette builds leadership, quality, business and careers. Etiquette and manners have been around as long as man has been here. There is evidence of this in even the most primitive of tribes and groups of people in the vast, far reaches of the world. Etiquette or manners expected in any group, are the social rules that we live by in order to show respect to others and ourselves. Professional etiquette builds leadership, quality, business and careers.

Etiquette and manners have been around as long as man has been here. There is evidence of this in even the most primitive of tribes and groups of people in the vast, far reaches of the world. Etiquette or manners expected in any group, are the social rules that we live by in order to show respect to others and ourselves. Professional etiquette builds leadership, quality, business and careers. ocesses and increases physiological processes.

According to the Oxford dictionary etiquette is the conventional rules of personal behaviour in polite society. It is about being well-mannered, courteous and showing respect for each other.

Professional Etiquette

1. **Don't Use a Speakerphone.** Roughly 70 percent of employees found using a speakerphone in a shared or open office to be unacceptable. If it's a call you need to take hands-free, use a headset or find a private room to avoid distracting your co-workers.

2. **Gossiping Isn't Good Team Building.** Talk about the weather, sports, upcoming events, or send a sweet GIF, but whatever you do don't fall into gossiping as a way to relate with co-workers.

3. **Don't use all letters in uppercase.** Using all caps indicates an aggressive tone, or a lack of digital skills, neither of which will be appreciated by co-workers. The only time caps are acceptable in the workplace is when you are sending "CONGRATULATIONS!" to celebrate an achievement.

4. **Reply Carefully.** More than 60 percent of employees consider it poor workplace etiquette to hit reply-all to emails. This rule requires some finesse. Don't reply all to an email asking for your order for the staff lunch. Do reply all to a department-wide update to make sure everyone knows you're on the same page.

5. **Politics Aren't Welcome.** More than half of employees think it's inappropriate to discuss politics in the workplace. Even if you think your political interests are aligned with your co-workers, it's best to keep politics or off the clock.

6. **Silence Your Phone.** You're going to compulsively check your phone at least once every half hour anyway; do you really need a ringtone or vibration for every notification? Your co-workers certainly don't think you do.

7. **Don't Copy the Whole Team.** Before sending an email ask yourself: who needs to see this? If it's not something that the entire organization needs to know, there's no reason why everyone should be copied. Be more selective when sending general correspondence to co-workers.

8. **Take Calls When You're Available.** It should be clear that taking a call while going to the bathroom is poor workplace etiquette, but roughly 45 percent of employees think it's still worth mentioning. It's embarrassing to have to reschedule a call because of your bladder, but it's far more uncomfortable for everyone involved to be on a call while you're using the restroom.

9. *Use Styles Appropriately.* Forty percent of workers think the improper use of bolds or italics in work communications is unacceptable. This is somewhat similar to using all caps in the way that it could convey an unintended tone. Bold/italics also have a tendency to draw the attention of the eye, so if a random word is bolded or italicized it can be **confusing** and *distract* viewers from the message itself.

10. **Keep Your Jokes to Yourself.** More than a third of employees think it's poor workplace etiquette to send joke emails to the entire team. It really depends on your work culture whether or not it's appropriate to send joke emails, but the important qualifier here is 'to the entire team.' Rarely, if ever, will there be an occasion for you to send an unsolicited joke email to your entire organization.

Technology Etiquette

The proliferation of <u>technological tools</u> such as cellphones, tablets, social media and email have facilitated and expedited business communications, but they also have sometimes isolated meeting professionals from others.

1. **Language**: When sending emails and texts, use <u>professional language and style</u>. Avoid fancy fonts, casual language and anything else that conveys a very relaxed style. Also, be careful not to use offensive language and <u>humour</u> that could be misunderstood.

2. **Brevity**: Don't be long-winded in online communications; <u>brevity</u> is expected. But don't be too short in your replies. It's usually best to write complete sentences: Avoid one-word answers such as "yes," which can be viewed as curt unless you have established a casual working relationship with the person.

3. **Response time**: The nature of the message or email you receive should dictate how soon you respond. In general, it's best to respond within the same business day, but in some cases this isn't necessary, and in others a more immediate reply is needed.

4. **Reply all**: Be careful when using this function because it's important to respect the privacy of the sender. Each email needs to be handled sensitively: In many cases, you need to send a reply only to the sender, particularly if your response contains confidential or personal information.

5. **Attachments**: It's best to ask before sending <u>attachments</u> in unsolicited emails, since many companies instruct employees not to open these attachments. Also, ask whether the recipient prefers attachments in one file or separate ones, and (in some cases) how they should be sent.

6. **Out of Office**: Before you go away for an extended period of time, provide messages on your email and phone systems indicating when you will be away, when you will return and who should be contacted in your absence.

1.5 COMMUNICATION TODAY

In the last decades the ways people use to communicate between them are changing quickly. In only one century we have changed from letters and telegraph to mobile phones and social networks. It's true that the communication nowadays is faster than before. We know whatever thing that happens in wherever place immediately. Nowadays we have more technology than never before to improve our communication, but

it's true too that this doesn't mean necessarily that now we communicate better than before.

1.5.1   Significance of Communication

As we continue to emphasize the importance of communication skills, it's important to mention that effective communication involves both listening and conveying information. The success of your communication depends on how well you balance the two. This is what makes talking different from communicating.

With talking you are only concerned with expressing your thoughts without listening to what the other person has to say. Communication requires you to <u>talk and listen</u> in equal measure. Your ability to talk and listen will have a huge effect on every aspect of your life.

A healthy relationship requires effective communication. It's important that you're able to express your needs to your partner and at the same time be able to perceive their needs as well.

When it comes to your business life, good communication will allow you to converse positively and productively with clients and colleagues leading resulting to career success. This is what we call good interpersonal skills.

Benefits of Effective Communication in Personal and Professional Settings

- It increases your chances of getting the job you want on your terms.
- It helps with developing your leadership skills and getting a better position among your friends, co-workers, or any other team members.
- It brings you new networking and career opportunities and eases your daily teamwork.
- It lets you understand people way better and also be more understandable, not only verbally but also by your facial expressions and other signals that you send while having nonverbal communication.
- It shows you how to remain good relationships with people all the time, even during an argument.
- It eases your pain while interacting with organizations and institutions, no matter which level of bureaucracy they are at.
- It boosts your grades by making both your studies and your interactions with your professors easier.
- It saves your time and energy that you would have wasted on poor communication followed by misunderstandings, guilt, and anxiety.

1.5.2   GSC's 3M Model of Communication

In order to explain the process of communication, GSC has developed 3M Model. The 3M are Message, Media, and Meaning.

➢ **Message:** A *message* may consist of the sounds, words, or behaviours in   a   communication interaction. The message itself is transmitted through a *channel*, the pathway or route for communication, to a *receiver*, who is the target or recipient of the message. There may be obstacles in the communication process, or noise. *Noise* refers to any interference in the channel or distortion of the message. This is a fairly simple model in which a message is simply passed from sender to receiver.

➢ **Media:** This means of communication. Following types of media are used for communication.

- Radio: Traditional radio and digital equivalents such as podcasts.

- Video: Video and film based content such as television, movies, promotional videos, commercials and video-sharing websites.

- Publications: Publications such as books, magazines, newspapers, blogs and research papers.

- Social Media: Digital tools that allow people to communicate and share and produce content.

- Messaging: Traditional mail and digital messaging tools such as email and messaging apps.

- Digital Communication: Forums, chats and other tools that allow people to socialize, share information and form communities.

- Games: Digital games and virtual environments.

- Applications: Applications a general term for software that people use including mobile apps.

- Graphics: Graphics such as signs, billboards, digital advertising, t-shirts and product packaging.

- Public Speaking: Speaking directly to groups of people often with visual aids such as graphics, slides and video.

- Art & Music: Art displayed in public and musical performance.

- Performance: Theatre and other performance such as dance.

➢ **Meaning:**

Meaningful communication is a skill set and it can be developed with both practice and courage. Making real change to a communication style is a long- term project. Such change may require frequent effortful reorientation of attention and conversational habits. However, the goals of meaningful communication, which include gaining emotional connection and depth, can make this challenge truly worthwhile.

1. Add value

People want to hear something they don't know. Even if you're giving a persuasive talk, you should offer your audience information or concepts they don't know. That's right, even persuasive presentations involve some teaching.

You need to have some idea of what your audience knows in order to teach them something new. You can often do some research to get more information about their level of knowledge. Sometimes, you can simply ask them.

2. Be relevant

Your content needs to be helpful and useful. It should be at the appropriate level for your audience's knowledge, skills, and experience. Try to find out what your audience needs and wants. In most cases, you want to give people information that they can use, act on.

3. Be accurate

Know your subject well. Ideally, you"ll speak on topics that you know. If necessary, do some research, using reliable sources.

Being accurate doesn't mean that you have to include every piece of data and content you can find about a topic. Filter out what you present, because much of it isn't relevant.

4. Be clear and organized

Once you have decided on what you'll say, organize it and make it crystal clear. Use meaningful graphics, tell stories, make analogies and provide examples.

1.5.3   Vitality of the Communication Process

Communication entails the transfer of ideas, thoughts or feelings by the sender to receiver via verbal or nonverbal means. This transfer gains special significance in business especially in the service sector, since the service providers work with humans and what distinguishes humans from any other species is their ability to communicate with others. Communication affects a wide variety of business issues including productivity and job satisfaction via improving the conveyance of information in every level of the organization. Thus, in order to establish effective communication, the managers in an organization has to channel the receiver what they mean to communicate in a simple, direct and precise manner whether it be on the oral or written modality. To achieve this end, they should also take into consideration the gender and cultural variations in terms of communication.

1.5.4   Virtue of listening

One of the main virtues of a true leader is listening. Listening, not hearing, gives the advantage of analysing and of ensuring that one addresses issues and matters in an appropriate manner and with that level of importance they may or may not warrant. One would also be in a better position to address matters in the appropriate language, thus ensuring one is heading in the right direction.

Shutting down, pretending to listen and pretending to address others' interest is far from looking ahead long term. No leader with a vision can ever ignore the messages people are transmitting, particularly if they come with a certain level of enthusiasm and/or concern. Failing to listen means there is either a defective structure or that, alternatively, there is no true leader but an administrator.

1.5.5   Fundamentals of Good Listening
The Five Fundamentals of Effective Listening

1. Attending to Nonverbal Behaviours – Your nonverbal behaviours tell the speaker you are either interested and comprehending what is being said or you are disinterested and would rather be somewhere else. Are you smiling and nodding in understanding or are you yawning, scowling, or staring the person down? Is your body position leaning in to the conversation to show you are engaged or are you leaning back with your arms folded indicating you're feeling defensive? Your body language should communicate "Go ahead, I care, I'm listening."

2. Asking Questions – The best leaders ask questions – lots of them. But not all questions are created equal and different types of questions serve different purposes. Open-ended questions encourage the speaker to share more information and go deeper in the conversation. Clarifying questions help you understand the full context of what is being shared whereas prompting questions encourage the speaker to reflect deeper on their own thoughts. Close-ended questions allow you to limit the conversation or find out specific information and leading questions allow you to bring the conversation to a close.

3. Reflecting Feelings – Reflecting feelings is the skill of capturing the speaker's feelings and restating them in non-judgemental terms. It demonstrates to the speaker that you are aware of the emotion behind the content of what is being shared. Using phrases such as "It sounds like you're really _____" (frustrated, angry, sad, etc.) or "I can sense your _____ (apprehension, anxiety, pride, etc.)" indicates you are empathizing with the speaker which allows him/her to trust you more and share more information.

4. Paraphrasing – Paraphrasing demonstrates that you heard and understand what was being shared. The basics of paraphrasing include restating key words or phrases, following the speaker's sequence, listening to understand, and showing empathy. You don't want to robotically repeat what the speaker said verbatim, twist the speaker's words, or prejudge the situation.

5. Summarizing – Summarizing is the skill of being able to concisely recap what the speaker said over a longer period of time. The exact words aren't as important as capturing the key ideas, feelings, or action items that were shared. It can help to take notes, summarize periodically throughout the conversation, and