

B.Com II Year – IV Semester
Department of Commerce and Business Management, Kakatiya University, Warangal
BC401 : Soft Skills

Max. Marks: 40UE+10IA

Unit I: Personality Development: Personality Development: Meaning- Characteristics – Determinants – Ingredients of pleasing personality. Learning: Meaning – Characteristics – Significance – Principles of learning. Self esteem: Meaning – Characteristics – Significance - Building self esteem.

Unit II: Self Management: Attitude Development: Meaning – Characteristics – Significance – Building Positive Attitude. Achievement Motivation: Meaning – Characteristics – Significance – Goal setting for achievement – Strategies of achievement motivation. Emotional Intelligence: Meaning – Characteristics – Significance – Strategies of developing emotional intelligence: Fear, Anger and Anxiety.

Suggested Readings:

1. Sarma V S Veluri & Muralidhar D., Personal Empowerment: LOTUS Series - Interactive Learning, CAMEL Limited, 2017.
2. Sarma V S Veluri and Others., Jeevan nipunyaalu: LOTUS Series, (Telugu), CAMEL Limited, 2017.
3. K Alex, Soft Skills, S. Chand & Company, 2013
4. Narula, S S., Personality Development & Communication Skills, Taxman Publications Pvt. Ltd. New Delhi.
5. Arora, A., Communication Skills and Personality Development, Kalyani Publishers, Ludhiana, 2015.