



ACADEMIC YEAR 2025-2026, SEMESTER – II
STUDY MATERIAL FOR BUSINESS ADMINISTRATION
MANAGERIAL SKILL DEVELOPMENT



STUDY MATERIAL FOR BUSINESS ADMINISTRATION
MANAGERIAL SKILL DEVELOPMENT
SEMESTER – II



ACADEMIC YEAR 2025-26

PREPARED BY

BUSINESS ADMINISTRATION DEPARTMENT



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UNIT – I

MANAGERIAL SKILL

Management Skills are abilities and traits needed to perform certain duties, usually as it pertains to overseeing a team, such as solving problems, communicating well, and motivating employees. Such skills can be learned, through practical experience, or in courses and then honed on the job.

Skills Management is the practice of understanding, developing and deploying people and their skills. Well-implemented skills management should identify the skills that job roles require, the skills of individual employees, and any gap between the two.

Managerial Skill Development

Simply, managerial skills are the knowledge and ability of the individuals in a managerial position to fulfil some specific management activities or tasks. This knowledge and ability can be learned and practiced. However, they also can be acquired through practical implementation of required activities and tasks.

Management skills are important for many reasons. They position you to act as an effective leader who can make good decisions, an effective communicator with the soft skills necessary to inspire a team, and a problem-solver who can bring clarity to any situation.

TYPES OF MANAGERIAL SKILLS:

The skills needed by managers vary according to level. Top managers need strong conceptual skills, while those at midlevel's need good interpersonal skills and those at lower levels need technical skills. All managers need strong communication, decision-making, and time-management skills.

Important Skills for Effective Management:

- Communication skills.
- Leadership skills.
- Strategic Thinking
- Organization and time management.
- Problem-solving skills.
- Decision-making skills.
- Conflict resolution skills.
- Emotional intelligence.
- Adaptability



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- Coaching and Mentoring

SELF-CORE COMPETENCY

The self-management core competency Focus on an individual's ability to regulate and control their emotions, thought behaviours. For example, this can mean improving areas like stress management, organizational skills, goal-setting abilities, impulse control, and self-discipline.

Definitions of Self-Core Competency

"Self" refers to an individual person, their identity, characteristics, capabilities, and experiences. It encompasses one's unique attributes, including strengths, weaknesses, values, and personality traits.

Core competency refers to a specific set of skills, knowledge, and abilities that an individual possesses and that are fundamental to their success in a particular role, field, or area of expertise. These competencies distinguish an individual from others and are central to their performance and achievements.

IMPORTANCE OF SELF-CORE COMPETENCY:

A Core Competency is a knowledge, skill, or ability that contributes to the successful completion of a task on the job. All employees use multiple competencies to perform their job.

1. Career Development

Identifying your core competencies allows you to focus on areas where you excel, thereby guiding your career trajectory. By understanding your strengths, you can make informed decisions about which roles or industries to pursue and where to allocate your time and resources for professional development.

2. Competitive Advantage

Your core competencies are what set you apart from others in your field. Leveraging these strengths gives you a competitive edge, whether in job applications, promotions, or entrepreneurial endeavours. They showcase your unique value proposition and make you stand out among peers or competitors.

3. Performance Improvement

Recognizing your core competencies enables you to capitalize on them to improve your performance. By honing these skills and continually refining them, you can enhance your effectiveness in your current role, leading to increased productivity, better outcomes, and overall job satisfaction.



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4. Personal Fulfilment

Aligning your work with your core competencies often leads to a greater sense of fulfilment and satisfaction. When you're leveraging your strengths on a daily basis, you're more likely to feel engaged, motivated, and passionate about your work, which can contribute to a higher quality of life and career satisfaction.

5. Adaptability and Resilience

Understanding your core competencies also involves acknowledging areas where you may need improvement. This awareness fosters a growth mind-set and a willingness to adapt and learn new skills. By continuously evolving and expanding your competencies, you become more resilient in the face of challenges and better equipped to navigate changes in your career or industry.

UNDERSTANDING OF SELF

Understanding oneself is a fundamental aspect of personal development and growth. It involves gaining insight into various facets of your identity, including your values, beliefs, emotions, strengths, weaknesses, motivations, and behaviors.

COMPONENTS OF SELF-UNDERSTANDING:

The meaning of understanding the self is having insight into one's own behavior, attitudes, strengths, and weakness. It is the individual's ability to say and know what he or she is good at or needs improvement. Self-understanding is one of the highest goals in psychology.

1. Self-Awareness

This is the ability to recognize and understand your own emotions, thoughts, and behaviors. It involves being aware of your strengths, weaknesses, values, and how they influence your actions and interactions with others.

2. Self-Reflection

Self-understanding often involves engaging in self-reflection, which is the process of examining your thoughts, feelings, and experiences in order to gain insight and learn from them.

This can be done through journaling, meditation, or seeking feedback from others.

3. Values and Beliefs

Understanding yourself includes identifying your core values and beliefs, which are the principles or standards that guide your behavior and decision-making. Clarifying your values helps you align your actions with what matters most to you.



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4. Strengths and Weaknesses

Recognizing your strengths involves identifying the areas where you excel and leveraging them to achieve your goals. Similarly, acknowledging your weaknesses allows you to address areas for improvement and seek opportunities for growth.

5. Motivations and Goals

Understanding your motivations involves recognizing what drives you and what goals you want to achieve. This awareness helps you set meaningful goals and take actions that are in line with your aspirations.

6. Emotional Intelligence

Understanding oneself also involves developing emotional intelligence, which is the ability to recognize, understand, and manage your own emotions, as well as the emotions of others. This includes being able to regulate your emotions effectively and empathize with others.

7. Identity and Purpose

Understanding yourself means exploring your identity—who you are at your core and clarifying your sense of purpose or meaning in life. This involves reflecting on your life experiences, interests, and passions to discover what brings you fulfilment and satisfaction.

COMPONENTS OF SELF:

The components of self-refer to the various aspects or elements that contribute to an individual's sense of identity, personality, and self-concept. The self-concept according to Rogers has three different components that interact together as our self-concept, they include the view we have of ourselves (self-image), what we wish we were like (ideal-self), and how much value we place on ourselves often defined as (self-esteem/worth).

1. Physical Self

This component encompasses aspects related to the physical body, including appearance, health, and physical abilities.

2. Cognitive Self

The cognitive self involves mental processes such as thoughts, beliefs, perceptions, memories, and problem-solving abilities.

3. Emotional Self

The emotional self pertains to an individual's emotions, feelings, moods, and emotional responses to different situations and stimuli.



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4. Social Self

The social self encompasses an individual's interactions and relationships with others, including roles, social identity, social skills, and social roles.

5. Spiritual Self

The spiritual self relates to beliefs, values, morals, existential questions, and a sense of connection to something greater than oneself, such as spirituality or religion.

6. Psychological Self

The psychological self refers to an individual's psychological characteristics, traits, personality, self-esteem, self-efficacy, and overall psychological well-being.

7. Self-Concept

Self-concept is the overall perception or understanding that an individual has about themselves, including their beliefs, attitudes, values, and self-perceptions across various domains.

8. Self-Esteem

Self-esteem is the subjective evaluation of one's worth or value as a person, which can influence confidence, self-perception, and behavior.

9. Self-Identity

Self-identity is the sense of who one is as an individual, including aspects such as gender identity, cultural identity, ethnic identity, and personal identity.

10. Self-Awareness

Self-awareness involves the ability to recognize and understand one's own thoughts, feelings, behaviors, strengths, weaknesses, and motivations.

SELF-IDENTITY

Self-identity refers to the overall sense of who an individual perceives themselves to be. It encompasses the beliefs, values, attitudes, roles, and characteristics that define one's understanding of themselves as a unique and distinct person. Self-identity is shaped by various factors, including personal experiences, relationships, cultural influences, societal norms, and individual traits. It is an ongoing process of self-discovery and self-definition that evolves over time.



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DIFFERENT TYPES OF SELF-IDENTITY:

1. Personal Identity

Personal identity refers to the unique characteristics, traits, experiences, and attributes that distinguish an individual from others. It includes aspects such as personality traits, interests, talents, values, and life experiences.

2. Social Identities

Social identity relates to the part of self-identity that is derived from group memberships and social categories. This includes aspects such as gender identity, cultural identity, ethnic identity, religious identity, socioeconomic status, and group affiliations (e.g., sports teams, clubs, organizations).

3. Cultural Identity

Cultural identity encompasses the beliefs, values, customs, traditions, language, and practices associated with a particular cultural group or community. It involves a sense of belonging and connection to one's cultural heritage and may be influenced by factors such as nationality, ethnicity, race, and upbringing.

4. Gender Identity

Gender identity is an individual's deeply held sense of their own gender, which may or may not correspond with the sex assigned to them at birth. It encompasses how individuals perceive themselves and their gender expression, including aspects such as masculinity, femininity, and non-binary identities.

5. Ethnic Identity

Ethnic identity refers to the part of self-identity that is based on one's membership in an ethnic or racial group. It involves a sense of belonging and connection to one's ethnic heritage, including shared cultural traditions, language, customs, and history.

6. Professional Identity

Professional identity relates to how individuals perceive themselves within the context of their careers or occupations. It encompasses aspects such as skills, expertise, professional values, career aspirations, and roles within the workplace.

7. Religious Identity

Religious identity involves the beliefs, values, practices, and affiliations associated with a particular religion or spiritual tradition. It encompasses one's sense of faith, spirituality, and connection to religious communities and traditions.



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SELF-CONCEPT

Self-concept, also known as self-perception or self-image, refers to the overall perception or understanding that an individual has about them. It encompasses the beliefs, attitudes, thoughts, feelings, and evaluations that an individual holds about their own identity, abilities, attributes, and characteristics.

ROGER'S THREE PARTS OF SELF-CONCEPT:

It seems like you're referring to Carl Rogers and his theory of self-concept. Carl Rogers, a prominent humanistic psychologist, proposed a theory of personality that emphasized the importance of self-concept in shaping human behavior and psychological functioning. According to Rogers, self-concept consists of three main components:

1. Self-Image

This component refers to the way individuals perceive themselves and the characteristics they believe they possess. It includes aspects such as physical appearance, personality traits, abilities, and roles. Self-image is influenced by internal factors (such as personal experiences and perceptions) as well as external factors (such as feedback from others and societal norms).

2. Self-Esteem

Self-esteem is the evaluative aspect of self-concept and reflects the degree to which individuals value and accept themselves. It involves feelings of self-worth, self-respect, and self-acceptance. High self-esteem is associated with a positive self-concept, while low self-esteem can lead to negative self-concept and feelings of inadequacy.

3. Ideal Self

The ideal self represents the person an individual wishes to be or believes they should be based on their aspirations, goals, values, and societal standards. It encompasses the qualities, characteristics, and achievements that individuals strive for and consider important for their self-fulfilment and self-actualization. Discrepancies between the ideal self and the actual self (self-image) can lead to feelings of incongruence and psychological distress according to Rogers' theory.

SELF-CONFIDENCE

Self-confidence refers to the belief in oneself and one's abilities. It's the assurance and trust in one's own judgment, skills, and qualities. Having self-confidence is essential for achieving success, maintaining a positive outlook on life, and effectively handling challenges and setbacks.



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Self-confidence is not necessarily a fixed trait; it can vary depending on different situations and experiences. It's also influenced by factors such as upbringing, past successes and failures, social environment, and personal beliefs.

BENEFITS OF SELF-CONFIDENCE:

1. Positive Self-Image

Self-confident individuals have a positive perception of themselves. They accept their strengths and weaknesses and have a realistic view of their capabilities.

Assertiveness: Self-confidence enables individuals to express their thoughts, opinions, and needs assertively. They can communicate effectively without being overly aggressive or passive.

2. Resilience

Self-confident individuals are more resilient in the face of challenges and setbacks.

They bounce back from failures, learn from their experiences, and persevere in pursuing their goals.

3. Effective Communication

Confidence enhances communication skills, allowing individuals to articulate their ideas clearly and persuasively. They can engage in meaningful conversations, negotiate effectively, and build strong interpersonal relationships.

4. Goal Achievement

Self-confident individuals set ambitious yet achievable goals and take consistent action to pursue them. They believe in their ability to overcome obstacles and stay motivated despite setbacks.

5. Leadership

Confidence is a key attribute of effective leaders. Self-confident leaders inspire trust and respect, empower their team members, and navigate challenges with composure and decisiveness.

6. Adaptability

Self-confident individuals are open to new experiences and challenges. They embrace change, take calculated risks, and adapt their strategies based on evolving circumstances.

7. Emotional Well-being

Self-confidence contributes to emotional well-being by reducing anxiety and stress.



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Confident individuals have a more positive outlook on life, experience greater satisfaction, and enjoy better mental health.

8. Social Competence

Confidence enhances social skills and fosters meaningful connections with others. Self-confident individuals are comfortable in social settings, initiate interactions, and build rapport effortlessly.

9. Career Successes

Self-confidence is crucial for career advancement and success. Confident individuals are more likely to seize opportunities, showcase their talents, and excel in their chosen fields.

SELF-IMAGE

Self-image refers to the way an individual sees themselves, both physically and mentally. An individual's self-image is developed over time and influenced by the experiences they have encountered.

Characteristics of a Positive Self-Image: Feels confident

Compares themselves positively with peers

Content with how they look and has belief in their own ability

Positive feedback received from friends and family on looks and abilities

Characteristics of a Negative Self-Image:

Doubts own ability

Compares themselves negatively with peers and images on social media/TV/magazines

Received negative comments from friends and family on physical appearance or mental ability

SELF-ANALYSIS AND FINDING THE RIGHT FIT

The starting point in the career development process is identifying your skills, values, interests, and preferences to determine what types of positions are of interest and would be a good fit.

Self-analysis is a process of introspection and self-reflection aimed at gaining a deeper understanding of oneself, including strengths, weaknesses, values, interests, and goals. It involves examining various aspects of your personality, experiences, and preferences to identify patterns and insights that can guide decision-making and personal growth.

Step-by-step approach to conducting self-analysis and finding the right fit



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1. Identify Your Strengths and Weaknesses

Take stock of your skills, abilities, and areas for improvement. Reflect on past successes and challenges to understand what you excel at and where you may need to develop further.

2. Clarify Your Values

Determine what matters most to you in life. Consider your core beliefs, principles, and priorities. Your values serve as a guiding compass in making decisions and pursuing goals that align with your authentic self.

3. Explore Your Interests

Reflect on activities, hobbies, and subjects that genuinely interest and energize you. Pay attention to moments when you feel engaged and passionate, as they can indicate areas where you have a natural inclination.

4. Assess Your Goals

Define both short-term and long-term goals for various aspects of your life, such as career, relationships, health, and personal development. Ensure that your goals are meaningful and aligned with your values and interests.

5. Evaluate Your Personality

Consider your personality traits, preferences, and tendencies. Are you more introverted or extroverted? Do you thrive in structured environments or prefer flexibility? Understanding your personality can help you identify environments and opportunities that suit you best.

6. Reflect on Past Experiences

Examine past experiences, including successes, failures, and significant life events. What have you learned from these experiences? How have they shaped your aspirations and preferences?

7. Seek Feedback

Ask trusted friends, family members, mentors, or colleagues for feedback on your strengths, weaknesses, and areas of potential growth. Their perspectives can provide valuable insights that may complement your self-analysis.

8. Research Options

Once you have a clearer understanding of yourself, research various opportunities, whether they're career paths, educational programs, or personal endeavours. Evaluate how well they align with your strengths, values, and interests.



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9. Experiment and Learn:

Don't be afraid to try new things and explore different paths. Engage in activities, internships, or projects that allow you to gain hands-on experience and test your preferences. Be open to learning from both successes and setbacks.

10. Regular Reflection and Adjustment

Self-analysis is an ongoing process. Regularly revisit and reassess your goals, values, and interests as you grow and evolve. Adjust your path accordingly to ensure that you're continuously moving toward a fulfilling and meaningful life.

SELF-LEARNING STYLES

Self-learning, also known as self-directed learning or independent learning, refers to the process of acquiring knowledge, skills, or competencies through self-initiated and self-regulated means. It involves taking responsibility for one's own learning journey, often outside the traditional classroom setting. Self-learning can occur through various methods, including reading, online courses, experimentation, practical experience, and interaction with others.

Here are some key principles and strategies for effective self-learning Styles:

1. Set Clear Goals

Define what you want to learn and why it's important to you. Establish clear, achievable goals that guide your learning process and keep you motivated.

2. Create a Learning Plan

Develop a structured plan outlining the topics you want to cover, resources you'll use, and timelines for achieving your learning goals. Break down larger goals into smaller, manageable tasks.

3. Identify Learning Resources

Utilize a variety of resources to support your learning, including books, online courses, tutorials, videos, and podcasts, articles, and mentorship opportunities. Choose resources that align with your learning style and preferences.

4. Practice Active Learning

Engage actively with the material by taking notes, summarizing key concepts, asking questions, and applying what you've learned through practical exercises or projects. Actively participating in the learning process enhances understanding and retention.



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5. Seek Feedback

Solicit feedback from peers, mentors, or experts in the field to assess your progress, identify areas for improvement, and gain valuable insights. Constructive feedback can help refine your learning approach and deepen your understanding.

6. Stay Organized and Disciplined

Maintain a structured schedule for your learning activities and allocate dedicated time each day or week for self-learning. Set aside distractions and create a conducive environment for focused study.

7. Embrace Curiosity and Exploration

Cultivate a curious mind-set and explore topics beyond your immediate interests. Be open to discovering new ideas, perspectives, and areas of knowledge that broaden your understanding.

8. Reflect on Your Learning

Regularly reflect on your learning experiences, achievements, and challenges. Evaluate what strategies are working well for you and where adjustments may be needed. Reflective practice enhances self-awareness and informs future learning decisions.

9. Stay Persistent and Resilient

Learning new skills or mastering complex subjects may require persistence and resilience in the face of challenges and setbacks. Embrace setbacks as opportunities for growth and remain committed to your learning goals.

10. Celebrate Progress

Acknowledge and celebrate your achievements and milestones along the way.

Recognizing your progress boosts motivation and reinforces your commitment to continuous self-improvement.

ATTITUDE TOWARDS CHANGE AND APPLICATIONS OF SKILLS:

Our attitude toward change creates our lives, which also means that if we want to change our lives, we must first change our attitude toward change. If we react to life mindlessly, we are simply controlled by life situations that promote a reactive past reality.

For example, a vegetarian person has a negative attitude towards beef consumption and avoids eating beef. If this person at some point in life comes to know that beef is a good source of protein which essential for health, he may develop a positive attitude towards beef consumption and start eating it. Attitude is important because it can influence your ability to move through the world. For instance, maintaining a positive attitude can help you



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achieve measurable success in your personal and professional life. "Applicable Skills" is correct and usable in written English. You can use it when referring to a set of skills that can be used to achieve a specific goal or outcome.

For example:

"The candidate had the applicable skills to be successful in the role."

1. Openness to Change

Some individuals are naturally open to adapting their skills to new applications. They see change as an opportunity for growth, learning, and innovation. They may actively seek out new ways to apply their skills and enjoy the challenge of mastering new domains.

2. Resilience

Others may approach changes in skill application with a sense of resilience. They recognize that change is inevitable and are willing to adapt as needed to remain relevant and effective in their field. They may view challenges as opportunities to demonstrate their ability to overcome obstacles.

3. Curiosity and Exploration

Some people have a curious and exploratory attitude towards changing skill applications.

They enjoy experimenting with different ways to apply their skills and are constantly seeking out new knowledge and experiences. They thrive on novelty and are eager to push the boundaries of what is possible.

4. Skepticism or Resistance

On the other hand, some individuals may approach changes in skill application with skepticism or resistance. They may be comfortable with the status quo and hesitant to deviate from familiar practices. They may fear the unknown or worry about the potential risks associated with change.

5. Pragmatism

There are also those who take a pragmatic approach to changing skill applications. They carefully weigh the potential benefits and drawbacks of adopting new practices and make decisions based on what is most likely to yield positive outcomes. They may be willing to embrace change if they see clear advantages, but they also value stability and consistency.



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UNIT - II

SELF-ESTEEM

Self-esteem refers to a person's overall subjective evaluation of their own worth and value. It encompasses feelings of self-worth, self-respect, and self-confidence. A healthy level of self-esteem is essential for psychological well-being and plays a significant role in various aspects of life, including relationships, work, and personal development.

Self-esteem is confidence in one's own worth, abilities, or morals. Self-esteem encompasses beliefs about oneself as well as emotional states, such as triumph, despair, pride, and shame.

Definition

Dr. Branden defines self-esteem as "Self-esteem is the experience of being competent to cope with the basic challenges of life and being worthy of happiness."

IMPORTANCE OF SELF-ESTEEM:

Self-esteem is how we value and perceive ourselves. It's based on our opinions and beliefs about ourselves, which can feel difficult to change. We might also think of this as self-confidence.

1. Emotional Well-being

Individuals with high self-esteem tend to experience greater emotional stability and resilience. They are better equipped to cope with stress, setbacks, and challenges, leading to lower levels of anxiety, depression, and other mental health issues.

2. Healthy Relationships

Healthy self-esteem fosters positive relationships with others. When individuals value themselves and feel worthy of love and respect, they are more likely to establish boundaries, communicate assertively, and engage in mutually supportive relationships.

3. Academic and Career Success

Self-esteem influences academic and career achievements. Individuals with high self-esteem are more likely to set ambitious goals, persist in the face of obstacles, and take calculated risks to pursue their aspirations. They also tend to perform better academically and advance more effectively in their careers.

4. Resilience

Self-esteem contributes to resilience the ability to bounce back from adversity. High self-esteem provides a buffer against negative experiences and setbacks, allowing individuals to maintain a positive outlook and persevere in challenging situations.



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5. Self-Confidence

Confidence in one's abilities is closely linked to self-esteem. When individuals believe in themselves and their capacity to succeed, they are more likely to pursue opportunities for growth and development, take on new challenges, and assert themselves in various contexts.

6. Healthy Lifestyle Choices

Individuals with high self-esteem are more inclined to prioritize self-care and make healthy lifestyle choices. They value their well-being and are motivated to engage in activities that promote physical and mental health, such as exercise, proper nutrition, and stress management.

7. Assertiveness and Advocacy

Healthy self-esteem empowers individuals to assert their needs, express their opinions, and advocate for themselves effectively. They are less likely to tolerate mistreatment or accept unfair treatment from others, leading to greater self-advocacy and assertiveness.

8. Life Satisfaction

Self-esteem contributes to overall life satisfaction and subjective well-being. When individuals have a positive self-image and feel confident in their abilities, they are more likely to experience fulfillment, happiness, and a sense of purpose in their lives.

COMPONENTS OF SELF-ESTEEM:

Self-esteem is how we value and perceive ourselves. It's based on our opinions and beliefs about ourselves, which can feel difficult to change. We might also think of this as self-confidence.

1. Self-Worth

Self-worth refers to the intrinsic value that individuals attribute to themselves. It involves recognizing and acknowledging one's inherent dignity and worthiness as a human being, irrespective of external factors such as achievements, possessions, or social status.

2. Self-Respect

Self-respect involves treating oneself with kindness, dignity, and compassion. It encompasses the ability to set healthy boundaries, assert one's needs and values, and avoid behaviors or situations that compromise one's integrity or well-being.

3. Self-Confidence

Self-confidence reflects the belief in one's abilities, skills, and potential for success. It involves having trust and faith in oneself to navigate life's challenges, pursue goals, and overcome obstacles with resilience and determination.



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4. Self-Acceptance

Self-acceptance entails embracing oneself fully, including both strengths and weaknesses, without harsh self-judgment or criticism. It involves cultivating a sense of unconditional positive regard for oneself and fostering self-love and self-compassion.

5. Self-Compassion

Self-compassion involves extending kindness, understanding, and support to oneself during times of difficulty, failure, or suffering. It entails treating oneself with the same care and empathy that one would offer to a close friend or loved one, thereby fostering emotional resilience and well-being.

6. Self-Identity

Self-identity refers to the perception and understanding individuals have of themselves, including their beliefs, values, interests, and personality traits. It encompasses a sense of continuity and coherence in one's sense of self across different life domains and experiences.

7. Self-Efficacy

Self-efficacy is the belief in one's ability to effectively execute specific tasks, achieve desired outcomes, and cope with challenges. It involves having confidence in one's capacity to exert control over one's environment and produce desired results through one's actions and efforts.

8. Self-Image

Self-image refers to the mental representation individuals have of themselves, including their physical appearance, capabilities, and perceived strengths and weaknesses. It encompasses both objective attributes and subjective evaluations of oneself, which can influence self-esteem.

HIGH SELF-ESTEEM:

High self-esteem is not just liking yourself but generally affording yourself love, value, dignity, and respect, too. Positive self-esteem also means believing in your capability (to learn, achieve, and contribute to the world) and autonomy to do things on your own.

Positive Self-Esteem

Individuals with high self-esteem typically have a positive perception of themselves.

They view themselves in a favourable light and are comfortable with who they are.



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1. Confidence and Assertiveness

They possess confidence in their abilities and feel capable of achieving their goals. They are assertive in expressing their opinions and standing up for themselves.

2. Resilience

High self-esteem individuals are resilient in the face of challenges. They bounce back from setbacks and view failures as opportunities for growth rather than personal shortcomings.

3. Healthy Boundaries

They establish and maintain healthy boundaries in relationships. They are able to say no when necessary and prioritize their own well-being without feeling guilty.

4. Positive Relationship

They tend to have positive and fulfilling relationships. They attract people who respect and value them, fostering a supportive social network.

5. Optimism

High self-esteem individuals have an optimistic outlook on life. They approach challenges with a positive attitude and believe in their ability to overcome obstacles.

2.2 LOW SELF-ESTEEM:

Typically, a person with low self-esteem: Is extremely critical of themselves. Downplays or ignores their positive qualities. Judges themselves to be inferior to their peers. Uses negative words to describe themselves such as stupid, fat, ugly or unlovable.

1. Negative Self Image

Individuals with low self-esteem often have a negative perception of themselves. They may focus on their flaws and shortcomings, feeling unworthy or inadequate.

2. Self-Doubt and Insecurity

They experience self-doubt and insecurity about their abilities and worth. They may question their decisions and hesitate to pursue opportunities due to fear of failure or rejection.

3. Sensitivity to Criticism

People with low self-esteem are often sensitive to criticism and rejection. They may take feedback personally and interpret it as confirmation of their perceived inadequacies.

4. Avoidance of Challenges

They may avoid taking risks or pursuing goals due to a fear of failure. They may stick to their comfort zones and resist trying new things out of fear of judgment or disappointment.



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5. Negative Relationships

Low self-esteem individuals may attract toxic or unhealthy relationships characterized by manipulation, abuse, or co-dependency.

6. Depression and Anxiety

Low self-esteem is often associated with symptoms of depression, anxiety, and other mental health issues. Negative self-talk and self-criticism can contribute to feelings of hopelessness and despair.

MEASURING THE SELF-ESTEEM:

Measuring Self – esteem involves assessing one’s objective Evaluation of their own worth, Value, and capabilities .while there is no single definitive measure of self-esteem, several tools and techniques can provide insights in to one’s self - perception and level of confident additionally evaluating the effectiveness of one’s self - esteem involves considering its impact on

Various aspects of life, including relationship, personal Well-being, and also achievements of goals. Here are some methods for measuring self-measuring self-esteem and assessing its effectiveness

1. Self-Report Questionnaires

Self-esteem questionnaires, such as the Rosenberg Self-Esteem Scale or the Self-Esteem

Inventory, ask individuals to rate their agreement with statements related to self-worth, self-respect, and self-confidence.

2. Observational Assessment

Mental health professionals may conduct observational assessments to evaluate an individual's behaviour, emotional responses, and interpersonal interactions as indicators of self-esteem.

3. Reflections and Self-Awareness Exercise

Engaging in self-reflection exercises, such as journaling or mindfulness practices, can help individuals explore their thoughts, emotions, and beliefs about themselves, providing insights into their self-esteem.

4. Feedback from others

Seeking feedback from trusted friends, family members, or mentors can offer external perspectives on one's strengths, weaknesses, and areas for growth, which may influence self-esteem.



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ASSESSING EFFECTIVENESS OF SELF-ESTEEM:

1. Psychological Well-Being

Effective self-esteem contributes to psychological well-being, including feelings of happiness, satisfaction, and fulfilment in life. Assessing one's overall emotional state and life satisfaction can provide indicators of self-esteem effectiveness

2. Interpersonal Relationship

Healthy self-esteem fosters positive and supportive relationships characterized by mutual respect, trust, and communication. Evaluating the quality of relationships with friends, family, and romantic partners can reflect the effectiveness of self-esteem in social contexts.

3. Goal Achievement

Effective self-esteem empowers individuals to set and pursue meaningful goals, take calculated risks, and persevere in the face of challenges. Assessing progress towards personal and professional goals can indicate the impact of self-esteem on achievement.

4. Adaptive coping Strategies

Individuals with effective self-esteem are better equipped to cope with stress, setbacks, and failures, utilizing adaptive coping strategies such as problem-solving, seeking social support, and maintaining a positive outlook.

5. Self-Care Behaviors

Effective self-esteem promotes self-care practices that prioritize physical, emotional, mental well-being. Assessing the consistency and effectiveness of self-care routines, such as exercise, relaxation, and seeking professional support when needed, can reflect the impact of self-esteem on health and wellness.

6. Resilience and Confident

Effective self-esteem enhances resilience, confidence, and self-efficacy, enabling individuals to bounce back from adversity, assert their needs, and pursue opportunities for growth and development.



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UNIT - III

EMOTIONAL COMPETENCE

BUILDING EMOTIONAL COMPETENCE

Emotional competence and emotional capital refer to the essential set of personal and social skills to recognize, interpret, and respond constructively to emotions in oneself and others. The term implies an ease around others and determines one's ability to effectively and successfully lead and express.

Emotional Competence

Emotional competence is another term for emotional intelligence. It describes a person's ability to express their emotions completely freely, and it comes from emotional intelligence, the ability to recognize emotions.

Emotional Intelligence

Emotional intelligence (EI), also known as emotional quotient (EQ), refers to the ability to recognize, understand, manage, and express emotions effectively in oneself and others. It involves a set of skills that enable individuals to navigate their own emotions, understand the emotions of others, and use this understanding to guide their thoughts, behaviors, and interaction.

DEFINITIONS OF EMOTIONAL INTELLIGENCE

1. Mayer and Salovey (1997)

"Emotional intelligence is the ability to perceive emotions, to access and generate emotions so as to assist thought, to understand emotions and emotional knowledge, and to reflectively regulate emotions so as to promote emotional and intellectual growth."

2. Daniel Gole (1995)

"Emotional intelligence is the ability to recognize one's own and other people's emotions, to discriminate between different feelings and label them appropriately, and to use emotional information to guide thinking and behavior."

3. Travis Bradberry and Jean Greaves (2009)

"Emotional intelligence is your ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships."



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COMPONENTS OF EMOTIONAL INTELLIGENCE:

1. Self-Awareness

This involves recognizing and understanding one's own emotions, strengths, weaknesses, values, and motivations. Self-aware individuals are attuned to their feelings and can accurately assess their impact on themselves and others.

2. Self-Regulation

Also known as self-management, this component involves effectively managing and controlling one's emotions, impulses, and reactions. People with strong self-regulation skills can remain calm and composed even in challenging situations, and they can adapt to changing circumstances without becoming overwhelmed by emotions.

3. Social Awareness

This refers to the ability to accurately perceive and understand the emotions, needs, and perspectives of others. Socially aware individuals are empathetic and sensitive to the feelings of those around them, which enables them to navigate social interactions with greater ease and effectiveness.

4. Relationship Management

This involves building and maintaining healthy relationships with others by effectively communicating, resolving conflicts, and collaborating. Individuals with strong relationship management skills can establish rapport, inspire trust, and foster teamwork, leading to more positive and productive interactions with others.

IMPORTANCE OF EMOTIONAL INTELLIGENCE:

1. Enhanced Relationship

EI allows individuals to understand and manage their own emotions effectively, leading to healthier interpersonal relationships. By being attuned to the emotions of others, individuals with high EI can empathize, communicate clearly, and resolve conflicts constructively. This fosters trust, cooperation, and mutual respect in personal and professional relationships.

2. Effective Leadership

Leaders with high EI are adept at inspiring and motivating others, fostering collaboration, and navigating complex social dynamics. They can understand the needs and concerns of their team members, provide constructive feedback, and adapt their leadership style to suit different situations. EI enables leaders to build cohesive teams, drive organizational success, and cultivate a positive work culture.



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3. Improved Decisions-Making

Emotions play a significant role in decision-making, and individuals with high EI can make more informed and rational decisions. They can weigh the emotional implications of various choices, consider diverse perspectives, and remain objective even in challenging circumstances. This leads to more thoughtful, ethical, and effective decision-making outcomes.

4. Stress Management and Resilience

EI equips individuals with the ability to recognize and regulate their emotions, reducing the impact of stress and adversity. People with high EI can cope with setbacks, maintain a positive outlook, and bounce back from challenges more resiliently. This resilience enables them to thrive in dynamic environments and sustain peak performance over time.

5. Conflict Resolution

EI enhances conflict resolution skills by enabling individuals to remain calm, empathetic, and solution-focused during conflicts. They can communicate assertively, listen actively, and find mutually beneficial resolutions that preserve relationships and promote cooperation. Effective conflict resolution fosters a harmonious environment and minimizes disruptions in personal and professional settings.

6. Personal Well-Being

Developing EI contributes to greater self-awareness, self-acceptance, and overall emotional well-being. Individuals with high EI can recognize and manage stressors, cultivate healthy coping mechanisms, and maintain a balanced perspective on life's challenges. This leads to greater resilience, satisfaction, and fulfilment in both personal and professional spheres.



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UNIT - IV

The Mind / Brain / Behaviour, Thinking Skills

Thinking skills are cognitive operations or processes that are the building blocks of thinking. There are several core thinking skills including focusing, organizing, analyzing, evaluating and generating.

1. Mind

The mind encompasses the totality of conscious and unconscious mental processes, including thoughts, feelings, perceptions, memories, and beliefs. It is the subjective aspect of consciousness that enables individuals to experience the world and interact with it. The mind is influenced by both biological factors (such as brain structure and neurotransmitters) and environmental factors (such as experiences and cultural influences).

2. Brain

The brain is the physical organ responsible for processing information, regulating bodily functions, and generating thoughts and behaviors. It consists of billions of interconnected neurons that form complex neural networks. Different regions of the brain are specialized for specific functions, such as sensory perception, motor control, language processing, and higher order cognition. Brain activity, including electrical and chemical processes, underlies all mental processes and behaviours.

3. Behavior

Behaviour refers to the observable actions, reactions, and responses exhibited by an individual. It encompasses a wide range of activities, from simple reflexes to complex social interactions. Behavior is influenced by a combination of genetic, biological, psychological, and environmental factors. While some behaviors are instinctual or automatic, others are learned through experience and shaped by social and cultural norms.

Meaning of Critical Thinking

Thinking skills enable all of us to process information, recall facts and apply knowledge to various situations. At a higher level, this can involve problem-solving and analysis, which are both useful in education. We can apply the same thinking skills in all subjects across the curriculum.

Critical thinking and learning are closely intertwined, as critical thinking skills play a crucial role in the process of acquiring and applying knowledge effectively.

Critical thinking is a kind of thinking in which you question, analyse, interpret, evaluate and make a judgement about what you read, hear, say, or write. The term critical comes from the Greek word kritikos meaning “able to judge or discern”. Critical thinking is the intellectually disciplined process of actively and skilfully conceptualizing, applying, analyzing,



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synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reflection, reasoning, or communication, as a guide to belief and action.

ESSENTIALS OF CRITICAL THINKING:

1. Problem Solve: Critical thinkers excel at breaking down complex problems into manageable parts, identifying underlying issues, and devising effective solutions. Whether it's tackling a math problem or addressing a real-world issue, students equipped with critical thinking skills approach challenges with confidence and creativity.

2. Make Informed Decisions: In an age inundated with information, the ability to sift through data, discern fact from fiction, and make informed decisions is invaluable. Critical thinkers weigh evidence, consider multiple perspectives, and anticipate consequences before arriving at a reasoned judgment.

3. Communicate Effectively: Clear communication is a hallmark of critical thinking. Students who can articulate their thoughts, present evidence, and engage in constructive dialogue are better equipped to express themselves persuasively and collaborate with others.

4. Adapt to Change: The pace of change in the modern world demands adaptability. Critical thinkers embrace new ideas, challenge assumptions, and approach unfamiliar situations with an open mind. They thrive in dynamic environments where innovation and creativity are prized.

5. Engage in Lifelong Learning: Education doesn't end in the classroom; it's a lifelong journey. Critical thinking instills a curiosity for learning and a commitment to continuous improvement. Students who think critically are more likely to seek out new information, explore diverse perspectives, and pursue personal and professional growth.

CRITICAL THINKING SKILLS:

Nurturing critical thinking skills requires a multifaceted approach that integrates teaching strategies, curriculum design, and classroom practices. Educators play a pivotal role in fostering an environment that encourages critical inquiry and intellectual curiosity.

1. Encourage Questioning: Foster a culture of inquiry by encouraging students to ask questions, challenge assumptions, and explore alternative viewpoints. Encourage curiosity and curiosity, and model the importance of asking thoughtful questions.

2. Provide Opportunities for Problem-Based Learning: Incorporate problem-solving activities, case studies, and real-world scenarios into the curriculum to engage students in authentic learning experiences. Encourage collaborative problem-solving and reflection to deepen understanding and promote critical thinking.

3. Teach Metacognitive Strategies: Help students develop metacognitive awareness by teaching them to reflect on their thinking processes, monitor their comprehension, and



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regulate their learning strategies. Encourage self-assessment and reflection to foster metacognitive growth.

4. Emphasize the Process over the Product: Shift the focus from rote memorization and regurgitation of information to the process of inquiry and analysis. Encourage students to explore different approaches, consider multiple perspectives, and justify their reasoning.

5. Provide Constructive Feedback: Offer timely and constructive feedback that encourages students to reflect on their thinking, revise their work, and improve their reasoning skills. Focus on the process of thinking rather than just the correctness of the final answer.

LEARNING:

Learning is the process of acquiring new understanding, knowledge, behaviors, skills, values, attitudes, and preferences. The ability to learn is possessed by humans, non-human animals, and some machines; there is also evidence for some kind of learning in certain plants.

CONTRIBUTION OF LEARNING:

Critical thinking is the analysis of available facts, evidence, observations, and arguments in order to form a judgement by the application of rational, skeptical, and unbiased analyses and evaluation.

1. Analyzing Information

Critical thinking involves systematically evaluating information, arguments, and evidence to discern their validity, relevance, and reliability. When learning new concepts or topics, individuals use critical thinking to analyse and interpret information, identify key ideas, and differentiate between fact and opinion.

2. Problem-Solving

Critical thinking is essential for problem-solving, as it enables individuals to identify and define problems, generate and evaluate potential solutions, and implement effective strategies. In the learning process, critical thinking helps students approach complex problems or challenges in a structured and systematic manner, leading to deeper understanding and mastery of the subject matter.

3. Synthesizing Ideas

Critical thinking involves synthesizing and integrating diverse perspectives, information, and concepts to develop a comprehensive understanding of a topic. When learning, individuals use critical thinking to connect new information with prior knowledge, recognize patterns and relationships, and construct coherent and nuanced interpretations.



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4. Evaluating Arguments

Critical thinking involves assessing the strengths and weaknesses of arguments, claims, or explanations based on evidence and logical reasoning. In the learning context, individuals use critical thinking to evaluate the credibility and validity of sources, assess the quality of arguments presented in texts or discussions, and form informed opinions or judgments.

5. Making Informed Decisions

Critical thinking enables individuals to make reasoned and informed decisions based on careful analysis and evaluation of available information and alternatives. In the learning process, critical thinking helps students weigh different options, anticipate potential consequences, and make choices that align with their goals and values.

6. Metacognition

Critical thinking is closely linked to metacognition, which involves reflecting on and monitoring one's own thinking processes. In the learning context, individuals use critical thinking to reflect on their learning experiences, identify strengths and weaknesses in their understanding, and adapt their learning strategies accordingly.

MAKING PREDICTIONS

Making predictions is a strategy in which readers use information from a text (including titles, headings, pictures, and diagrams) and their own personal experiences to anticipate what they are about to read (or what comes next).

1. Anticipating Prediction

Predictions involve anticipating or forecasting future events, outcomes, or consequences based on available information, past experiences, and patterns. It allows individuals to mentally simulate different scenarios and prepare for potential outcomes.

2. Patterns Recognition

Making predictions often relies on the ability to recognize patterns and regularities in data or observations. By identifying recurring patterns, individuals can make educated guesses about what is likely to happen next.

3. Hypothesis Generation

Predictions involve formulating hypotheses or educated guesses about the future based on existing knowledge and evidence. These hypotheses serve as tentative explanations or predictions that can be tested and validated through further observation or experimentation.



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4. Information Decision Making

Predictions provide valuable information that can guide decision-making processes. By anticipating potential outcomes or consequences of different choices, individuals can make more informed and strategic decisions.

5. Facilitating Planning and Preparations

Predictions help individuals anticipate future events or challenges, allowing them to plan and prepare accordingly. Whether in daily life, work, or strategic planning, making predictions enables proactive rather than reactive responses to future situations.

REASONING

You use inductive reasoning every day when you make predictions based on your experiences, knowledge, and evidence. For example, if you notice that every time you eat spicy food, you get a stomach ache, you might predict that the next time you eat spicy food, you will also get a stomach ache.

1. Logical Deduction

Reasoning involves using logic and inference to draw conclusions from given premises or evidence. It allows individuals to make sense of information, identify relationships between concepts, and draw valid conclusions.

2. Critical Thinking

Reasoning is a key component of critical thinking, enabling individuals to evaluate arguments, assess evidence, and identify logical fallacies or inconsistencies. It involves analyzing information systematically and drawing well-reasoned judgments or conclusions.

3. Problem Solving

Reasoning plays a crucial role in problem-solving processes by guiding the formulation of hypotheses, the evaluation of potential solutions, and the selection of the most effective strategies. It involves applying logical principles to analyze and address complex problems or challenges.

4. Inductive and Deductive Reasoning

Reasoning can take various forms, including inductive reasoning (drawing generalizations based on specific observations) and deductive reasoning (drawing specific conclusions from general principles or premises). Both forms of reasoning are essential for making predictions and drawing inferences about the world. For example, if a person is presented with evidence that contradicts their memory, they can critically evaluate the evidence and adjust their beliefs accordingly.



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5. Memory can be improved through practice:

While it is impossible to have a perfectly accurate memory, there are ways to improve memory accuracy. For example, mnemonic techniques such as visualization and association can help people remember information more accurately. Additionally, practicing mindfulness and reducing stress can improve memory recall.

CREATIVITY

Creativity is a multifaceted concept that encompasses the ability to generate novel and valuable ideas, solutions, or products. It involves thinking divergently, breaking away from conventional patterns, and exploring new possibilities.

Definition of Creativity

Creative thinking refers to the cognitive process of generating innovative and original ideas, solutions, or insights. It involves approaching problems, situations, or challenges in nonconventional ways and exploring new possibilities.

NATURE OF CREATIVE THINKING:

1. Flexibility

Creative thinking involves the ability to explore multiple perspectives, approaches, and solutions to a problem. It embraces ambiguity and uncertainty, allowing individuals to consider diverse options and possibilities.

2. Originality

Creative thinking entails generating ideas, insights, or solutions that are novel and unique. It involves breaking away from conventional patterns of thinking and exploring new avenues of thought.

3. Open Mindedness

Creative thinking requires an open-minded approach that is receptive to new ideas, perspectives, and experiences. It involves suspending judgment and being willing to consider unconventional or unconventional ideas.

4. Imagination and Vision

Creative thinking often involves the use of imagination and visualization to generate and develop new ideas or concepts. It enables individuals to envision possibilities beyond the constraints of the present reality.



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5. Problem Solving

Creative thinking is instrumental in problem-solving, enabling individuals to approach problems from unconventional angles and uncover innovative solutions. It involves reframing problems, making connections, and exploring alternative viewpoints.

6. Risk Taking

Creative thinking often entails taking risks and stepping outside one's comfort zone. It requires courage to challenge norms, experiment with new ideas, and embrace uncertainty in pursuit of creative outcomes.

7. Collaboration

Creative thinking can be a collaborative process, with individuals building on each other's ideas and insights to achieve collective innovation. Collaboration fosters synergy, where the combined efforts of a group result in creative outcomes that surpass what any individual could achieve alone.

8. Expression and Communication

Creative thinking involves expressing ideas, emotions, and experiences in original and authentic ways. It encompasses various forms of creative expression, including art, writing, design, music, and performance, as well as effective communication of ideas to others.

CONVERGENT AND DIVERGENT THINKING

Convergent thinking focuses on finding one well-defined solution to a problem.

Divergent thinking is the opposite of convergent thinking and involves more creativity. In this piece, we'll explain the differences between convergent and divergent thinking in the problem-solving process.

Convergent Thinking

Convergent thinking is a type of thinking that focuses on finding a single, correct answer to a problem or question. It involves narrowing down options and identifying the most appropriate solution based on logical reasoning and available information.

Divergent thinking is a thought process used to generate creative ideas by exploring many possible solutions. It typically occurs in a spontaneous, free-flowing, "non-linear" manner, such that many ideas are generated in an emergent cognitive fashion.



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CHARACTERISTICS OF CONVERGENT THINKING

1. Focused and Analytical

Convergent thinking involves narrowing down possibilities and focusing on specific solutions or outcomes. It requires analytical thinking and systematic evaluation of alternatives to arrive at the best possible answer.

2. Linear Progression

Convergent thinking follows a linear progression, moving toward a predetermined goal or solution through a series of logical steps. It typically involves applying rules, criteria, or algorithms to arrive at the correct answer.

3. Elimination of Alternatives

Convergent thinking often involves eliminating irrelevant or incorrect options to narrow down the choices and identify the most suitable solution. It relies on criteria such as feasibility, efficiency, and effectiveness to evaluate and select the best option.

4. Standardized Testing

Convergent thinking is commonly assessed through standardized tests that measure individuals' ability to solve problems with a single correct answer. Examples include multiple-choice tests and standardized assessments in academic settings.

Divergent Thinking

Divergent thinking involves generating a wide range of ideas, perspectives, and possibilities without immediately evaluating them for correctness or feasibility. It encourages exploring multiple avenues and considering unconventional solutions.

CHARACTERISTICS OF DIVERGENT THINKING

1. Nonlinear and Associative

Divergent thinking does not follow a linear progression; instead, it allows for nonlinear exploration and association of ideas. It may involve making unexpected connections between seemingly unrelated concepts or exploring tangential ideas.

2. Quantity over Quality

Divergent thinking prioritizes quantity over quality during the initial idea generation phase. The focus is on generating as many ideas as possible, regardless of their practicality or feasibility, to explore the full range of possibilities.



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3. Brainstorming and Creativity Techniques

Divergent thinking is often facilitated through brainstorming sessions and creativity techniques that encourage idea generation, such as mind mapping, free association, and lateral thinking exercises.

IDEA GENERATION AND EVALUATION

Idea Generation, also known as ideation, is the process of generating new and innovative ideas or solutions to address a problem, challenge, or opportunity. It involves exploring various perspectives, brainstorming creative possibilities, and tapping into the collective creativity of individuals or groups. Idea generation is a crucial step in the creative problem-solving process and is essential for innovation and progress in any field.

COMPONENTS OF IDEA GENERATION

1. Brainstorming

Brainstorming is a technique used to generate a large number of ideas or solutions to a problem in a short period. It involves a group of individuals coming together to freely share their ideas, thoughts, and perspectives without criticism or judgment.

2. Quantitative Over Quality

During brainstorming, the focus is on generating as many ideas as possible, regardless of their feasibility or practicality. Quantity is prioritized over quality during the initial idea generation phase to encourage creativity and exploration.

3. Encouraging Creativity

Brainstorming sessions often involve techniques such as mind mapping, free association, and role-playing to stimulate creativity and foster divergent thinking. Participants are encouraged to think outside the box and explore unconventional solutions.

4. Building on Ideas

Participants are encouraged to build on each other's ideas and perspectives, creating a collaborative and synergistic environment where ideas can flourish. This can lead to the generation of more creative and innovative solutions through the combination and refinement of ideas.

IDEA EVALUATION

Idea evaluation is the process of assessing and analyzing potential ideas or solutions generated during the ideation phase to determine their feasibility, effectiveness, and suitability for addressing a specific problem or opportunity. It involves systematically examining each idea against predetermined criteria and making informed decisions about which ideas to pursue further and which to discard.



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PROCESS OF IDEA EVALUATION

1. Criteria Identification

The first step in idea evaluation is identifying the criteria against which ideas will be assessed. These criteria may include factors such as feasibility, practicality, potential impact, cost-effectiveness, alignment with goals and objectives, and fit with organizational resources and capabilities.

2. Objectives Analysis

Idea evaluation involves objectively analyzing each idea against the established criteria. This may involve assessing the strengths and weaknesses of each idea, considering potential risks and challenges, and weighing the trade-offs associated with pursuing a particular idea.

3. Quantitative and Qualitative Assessments

Idea evaluation may involve both quantitative and qualitative assessment methods.

Quantitative methods may include using decision matrices, scoring systems, or cost-benefit analyses to assign numerical values to different criteria. Qualitative methods may involve expert judgment, peer review, or stakeholder feedback to provide a more nuanced evaluation of ideas.

4. Iterative Processes

Idea evaluation is often an iterative process, where ideas are evaluated, refined, and iterated upon multiple times before making final decisions. This iterative approach allows for continuous improvement and optimization of ideas based on feedback and further analysis.

5. Risk Assessment

Idea evaluation includes assessing the risks associated with each idea and considering potential mitigating strategies. This may involve identifying potential obstacles, uncertainties, or challenges that could affect the implementation of the idea and evaluating the likelihood and potential impact of these risks.

6. Selections and Prioritization

Based on the evaluation criteria and analysis, certain ideas may be selected for further development and implementation, while others may be deprioritized or discarded. Selection decisions are typically based on the potential for achieving desired outcomes, feasibility, resource requirements, and alignment with strategic objectives.

7. Action Planning

Once ideas have been evaluated and selected, action plans are developed to outline the steps required to implement and execute the chosen ideas. Action plans may include



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timelines, resource allocations, responsibilities, and milestones to ensure effective implementation and monitoring of progress.

IMAGE GENERATION AND EVALUATION

Image Generation

Image generation involves the creation of visual representations, designs, or artworks to convey ideas, messages, or concepts.

PROCESS OF IMAGE GENERATION:

1. Conceptualization

Image generation starts with conceptualizing the idea or message that needs to be communicated visually. This involves understanding the purpose of the image, identifying key themes or concepts, and determining the intended audience.

2. Creation

Once the concept is defined, the actual creation of the image begins. This may involve sketching, drawing, painting, digital rendering, or using graphic design software to bring the concept to life visually.

3. Creative and Innovation

Image generation often requires creativity and innovation to produce visually compelling and impactful images. Artists and designers may experiment with different styles, techniques, colours, and compositions to create unique and engaging visuals.

4. Iterative Process

Like idea generation, image generation is often an iterative process, with multiple drafts and revisions made to refine the image and improve its effectiveness. Feedback from stakeholders or clients may be incorporated to ensure the final image meets the desired objectives.

5. Tools and Technology

Advances in technology have expanded the tools and techniques available for image generation. From traditional media such as pencils and paints to digital tools like graphic design software and 3D modelling programs, artists and designers have a wide range of options for creating images.

6. Image Evaluation

Image evaluation involves assessing and analyzing images to determine their effectiveness, quality, and suitability for the intended purpose.



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7. Aesthetic Appeal

Including factors such as composition, color scheme, visual balance, and overall attractiveness. An image that is visually pleasing is more likely to capture the viewer's attention and convey its message effectively.

8. Clarity and Communication

Images are often used to communicate specific messages or ideas. Image evaluation involves assessing how clearly and effectively the image communicates its intended message to the viewer. This may involve evaluating the clarity of the visuals, the coherence of the design, and the relevance of the imagery to the intended message.

9. Audience Response

Another important aspect of image evaluation is considering the audience's response to the image. This may involve gathering feedback through surveys, focus groups, or other methods to understand how the image is perceived by the target audience and whether it resonates with them.

10. Alignment with Objectives

Image evaluation also involves assessing how well the image aligns with the objectives and goals of the project or campaign. This includes evaluating whether the image effectively conveys the desired message, reinforces the brand identity, and achieves the desired impact on the audience.

11. Technical Quality

Finally, image evaluation includes assessing the technical quality of the image, such as resolution, clarity, and file format. Images should meet technical specifications to ensure they can be reproduced or displayed effectively across different platforms and media.



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UNIT- V

PRESENTATION

A presentation typically refers to the act of delivering information, usually in a structured and organized manner, to an audience. It can take various forms, such as a speech, a lecture, a demonstration, or a slideshow. Presentations are commonly used in academic, business, professional, and educational settings to convey ideas, share knowledge, persuade others, or report findings.

KEY ELEMENTS OF PRESENTATION

1. Content

The information, data, or message being conveyed.

2. Structure

The organization and flow of the presentation, including introduction, body, and conclusion.

3. Visual aid

Tools like slides, charts, graphs, or multimedia elements used to enhance understanding and engagement.

4. Delivery

The manner in which the presenter communicates the content, including speaking style, body language, and engagement with the audience.

5. Content

The information, data, or message being conveyed.

6. Structures

The organization and flow of the presentation, including introduction, body, and conclusion.

7. Visual Aids

Tools like slides, charts, graphs, or multimedia elements used to enhance understanding and engagement.

8. Deliveries

The manner in which the presenter communicates the content, including speaking style, body language, and engagement with the audience.



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9. Audience Interactions

Opportunities for the audience to ask questions, participate in discussions, or provide feedback.

ORAL PRESENTATION STEPS

1. Choose a Topic

Select a topic that is interesting, relevant, and appropriate for your audience.

2. Researches

Gather information and materials on your chosen topic from credible sources such as books, articles, and reputable websites.

3. Outline

Create an outline to organize your presentation. Include an introduction, main points, supporting details, and a conclusion.

4. Introduction

Grab the audience's attention with a hook or compelling opening statement. Clearly state the purpose and objectives of your presentation. Provide an overview of what will be covered.

5. Body

- Present your main points in a logical sequence.
- Support each main point with evidence, examples, statistics, or anecdotes.
- Use transitions to smoothly move between points and maintain coherence.

6. Visual Aids:

- Prepare visual aids such as slides, charts, or diagrams to enhance understanding and engagement.
- Keep visual aids simple, clear, and visually appealing.
- Use visuals to reinforce key points rather than overwhelm the audience.

7. Delivery:

- Speak clearly and confidently.
- Maintain eye contact with the audience.
- Use appropriate gestures and body language to emphasize key points.



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- Adjust your tone and pace to keep the audience engaged.
- Avoid reading directly from slides or notes; instead, speak naturally and conversationally.

8. Engagement:

- Encourage audience participation through questions, polls, or interactive activities.
- Foster a supportive and open environment for discussion and feedback.

MEETING

A meeting is a planned gathering of two or more people who come together to discuss, exchange information, make decisions, or solve problems related to a specific topic or agenda. Meetings can occur in various settings, including workplaces, organizations, community groups, and social contexts.

Concept of Meeting:

A meeting is a formal arrangement of gathering people together to discuss matters of common importance. The issue could vary from an issue of personal importance to a few people to the one that could impact the working of an entire organization. The meeting can have any or many of the Following objectives:

- For arriving at a consensus
- For solving a problem
- For brain storming on an issue of importance
- For getting a review and a feedback
- For learning and training
- For passing on some information
- For discussing future plan of action

TYPES OF MEETINGS:

Meetings can be classified based on the objectives, structure, duration and formation of the meetings:

1. Formal meetings: are meetings of committees, managing boards, general boards' advisory bodies and other statutory body's formal meetings as per their formal constitution and legal requirements.

2. Informal meetings: comprise meetings such as regular meetings for periodic reviews, adhocmeetings, task group meetings, group gatherings for group discussions, special brain storming sessions and idea generating gatherings.



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3. Decision making meetings: are generally arranged for board of trustees, board of directors, senior management and executives to settle issues by decision making.

4. Executive meetings: the decisions need to be implemented by the executives and the authority holding executive powers; hence such meetings are called for execution and implementation of the decisions.

5. Consultation meetings: consultation meetings are called of advisory boards, consultative committees and joint departmental meetings to review a situation and give advice, though such meetings will not have the power to implement their decisions arrived at.

6. Problem solving meetings: such are special meetings called to settle problematic issues. The idea is to get as many views on the problem and its resolutions as possible.

7. Briefing meetings: such meeting is called for sharing information and briefing participants on issues/plans pertaining to particular interests to all the invitees.

8. Negotiation meetings: such meeting as is obvious from the name are called to reach an agreement between two competing parties or sides. The meetings can be between two business collaborators, suppliers-sellers, employee-employers, political parties or even between two parties eager to collaborate on certain specific issues.

9. Conferences meetings: large groups are called to deliberate on the matters of common interest varying from the happenings of the acts of the past to the plans and programs for the future.

10. Group discussions: these are also meetings on a very small scale and level. People gather to discuss certain contentious or common issues to arrive at a final understanding.

11. Committee meetings: committee is a small group of a few persons either related to the common cause or with divergent interest, assigned to review and express their opinions and help the executive in decisions making.

Steps involved in conducting a good meeting:

1. Set Objectives

Clearly define the purpose and objectives of the meeting. Determine what needs to be accomplished and what topics will be discussed.

2. Create an Agenda

Develop a detailed agenda outlining the topics to be covered, the time allocated for each item, and the individuals responsible for presenting or leading discussions.

3. Choose the Right Participants

Invite relevant stakeholders and decision-makers to attend the meeting. Ensure that all necessary parties are included while keeping the group size manageable.



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4. Select a Suitable Venue

Choose a comfortable and conducive meeting space with adequate seating, lighting, and audio-visual equipment if needed. Ensure that the venue is accessible to all participants.

5. Send Invitations

Send out meeting invitations well in advance, including the agenda, date, time, location, and any pre-meeting materials or readings.

6. Paper Materials

Gather any necessary materials, documents, or presentations that will be referenced or distributed during the meeting. Share these materials with participants beforehand if possible.

7. Encourage Collaboration and Problem-Solving

Foster a collaborative environment where participants feel comfortable sharing ideas, asking questions, and offering solutions to challenges.

8. Facilitate Decision Making

When decisions need to be made, ensure that all relevant information is considered, and encourage consensus whenever possible. If consensus cannot be reached, facilitate a vote or defer the decision for further discussion.

9. Assign Action Items

Clearly define action items, responsibilities, and deadlines for follow-up tasks. Document decisions and action points to ensure accountability.

10. Close the Meeting

Recap the main outcomes and action items discussed during the meeting. Thank participants for their contributions and commitment. Confirm the date, time, and agenda for any future meetings if necessary.

11. Follow –UP

Distribute meeting minutes or a summary of key points and action items to all participants. Ensure that action items are implemented according to the agreed-upon timeline.

REPORTING OF PROJECTS

The term "report of projects" typically refers to a document that provides an overview, status update, or detailed analysis of one or multiple projects. These reports are prepared and circulated within organizations, teams, or to external stakeholders to communicate progress, outcomes, challenges, and other relevant information regarding the projects.



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Structure of Project Report:

1. Title Page

Title of the project

- Name of the organization or institution
- Date of the report
- Project team members' names and affiliations

2. Executive Summary

- A concise overview of the project, its objectives, and key findings or outcomes
- Summarize the main points of the report in a few paragraphs

3. Introduction:

- Briefly introduce the project, its purpose, and objectives
- Provide background information on the project and its context
- Outline the structure of the report

4. Project Overview

- Describe the project scope, including its goals, deliverables, and timeline
- Highlight any significant milestones achieved during the reporting period

5. Progress Update

- Provide a detailed update on the progress made since the last report
- Summarize completed tasks, ongoing activities, and upcoming milestones
- Discuss any challenges or obstacles encountered and how they were addressed

6. Key Metrics and Performance Indicators

- Present quantitative data or metrics to measure project performance
- Include indicators such as budget status, schedule adherence, resource utilization, and quality metrics

7. Achievements and Milestones

- Highlight major accomplishments and milestones reached during the reporting period
- Discuss how these achievements contribute to overall project goals



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8. Issues and Risks

- Identify any issues, risks, or concerns that have arisen during the project
- Provide an assessment of their impact on the project and proposed mitigation strategies

9. Budget and Resource Management

- Report on budget utilization and expenditures, comparing actual spending to planned budgets
- Discuss resource allocation and any adjustments made to staffing or resources

10. Next Steps and Recommendations

- Outline the next steps or phases of the project
- Provide recommendations for addressing outstanding issues or improving project performance

11. Conclusion:

- Summarize the key points of the report
- Reinforce the significance of the project and its impact on stakeholders
- Appendices
- Include any additional supporting documents, charts, or data that provide further context or detail

REPORTING OF CASE ANALYSIS

Case analysis refers to the process of examining a particular situation, problem, or scenario in detail to understand its underlying factors, implications, and potential solutions. It typically involves breaking down the case into its constituent parts, analyzing relevant data and information, identifying key issues or problems, and evaluating different courses of action.

The purpose of case analysis can vary depending on the context. In academic settings, case analysis is often used as a teaching tool to help students develop critical thinking, problem-solving, and decision-making skills. In business, it's commonly employed to evaluate strategic decisions, market opportunities, operational challenges, and other business-related scenarios.



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STRUCTURE OF CASE ANALYSIS REPORT:

1. Title Page:

- Title of the report
- Date of submission
- Names of the authors or analysts
- Affiliation or organization

2. Executive Summary:

- Brief overview of the case
- Summary of key findings
- Main recommendations

3. Table of Contents:

- List of sections and subsections with page numbers

4. Introduction:

- Background information on the case
- Purpose of the analysis
- Scope and objectives
- Any assumptions made

5. Analysis Framework:

- Explanation of the analytical framework or methodologies used
- Justification for the chosen approach

6. Case Overview:

- Detailed description of the case scenario
- Key stakeholders involved
- Relevant background information

7. Key Issues:

- Identification and discussion of the main problems or challenges presented in the case



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- Prioritization of issues based on their significance

8. Analysis:

- Examination of the factors contributing to the identified issues
- Data analysis, if applicable
- Evaluation of alternative solutions or courses of action

9. Recommendations:

- Proposed solutions or strategies for addressing the key issues
- Rationale behind each recommendation
- Implementation plan, including timelines and resources required

10. Conclusion:

- Summary of the key points discussed in the report
- Recap of the main recommendations

ANSWERING IN VIVO VOCE

Answering viva voce, or oral examination questions, requires effective communication and critical thinking skills.

Tips for Answering Vivo Voce:

1. Listen Carefully

Pay close attention to the question being asked. Make sure you understand it fully before responding.

2. Be clear and Concise

Provide a clear and concise answer to the question. Avoid unnecessary details or rambling.

3. Use Structure Responses

Organize your response logically, using a structured format such as stating your main point, providing supporting evidence or examples, and concluding with a summary or conclusion.

4. Demonstrate Understanding

Show your understanding of the topic by incorporating relevant concepts, theories, and evidence into your response.



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5. Be Confident

Speak confidently and assertively, even if you're unsure about the answer. Confidence can help convey credibility and assurance to the examiner.

6. Engage with the Examiner

Be open to follow-up questions or discussion points raised by the examiner. Engaging in a dialogue can demonstrate your depth of understanding and critical thinking skills.

7. Maintain Professionalism

Maintain a professional demeanour throughout the examination, including maintaining eye contact, speaking clearly, and avoiding defensive or confrontational responses.

8. Practice Active Listening

Pay attention to any feedback or cues provided by the examiner during your response.

This can help guide your answer and ensure that you're addressing the examiner's concerns effectively.

ASSIGNMENT WRITING DEBATES

Writing an assignment focused on a debate involves presenting arguments for and against a particular topic or proposition.

Structure of Assignment writing Debates:

1. Choose a Debate Topic

Select a controversial or debatable topic that interests and has sufficient research material available. Ensure that the topic is relevant to the assignment instructions and aligns with the learning objectives.

2. Research the Topic

Gather information from credible sources to understand different perspectives on the debate topic. Take notes on key arguments, evidence, statistics, and quotes from experts supporting both sides of the debate.

3. Develop a Thesis Statement

Formulate a clear and concise thesis statement that states and position on the debate topic

4. Outline Your Arguments

Create an outline that organizes your arguments logically, with separate sections for arguments supporting position and arguments opposing it. Each section should include main points, supporting evidence, and rebuttals to counterarguments



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5. Introduction

Begin with an engaging introduction that introduces the debate topic and provides background information.

6. Body Paragraphs

Start each paragraph with a topic sentence that introduces the main argument. Support your arguments with evidence, examples, and quotes from credible sources. Address potential counterarguments and rebut them with evidence or logical reasoning.

7. Counter Arguments

Acknowledge opposing viewpoints and present them accurately. Refute counterarguments with evidence or reasoning while maintaining a respectful tone. Address any weaknesses in your own argument and explain why your position is still valid.

8. Conclusion

Summarize the main arguments presented in the assignment. Reinforce your thesis statement and explain why your position is the most reasonable or persuasive. Avoid introducing new information in the conclusion; instead, focus on synthesizing and restating key points.

PRESENTATIONS

A presentation conveys information from a speaker to an audience. Presentations are typically demonstrations, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, build goodwill, or present a new idea/product.

IMPORTANCE OF PRESENTATION SKILLS

Effective Presentation skills are not limited to professional settings alone; they play a significant role in personal life as well. Let us now dive deeper into the Importance of

Presentation Skills in one's personal life:

1. Expressing ideas clearly

In day-to-day conversations with family, friends, or acquaintances, having good

Presentation skills enables you to articulate your thoughts and ideas clearly. Whether you're discussing plans for the weekend or sharing your opinions on a particular topic, being an effective communicator encourages better understanding and engagement.

2. Enhancing social confidence

Many individuals struggle with social anxiety or nervousness in social gatherings.



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Mastering Presentation skills helps boost self-confidence, making it easier to navigate social situations with ease. The ability to present yourself confidently and engage others in conversation enhances your social life and opens doors to new relationships.

3. Creating memories on special occasions

There are moments in life that call for public speaking, such as proposing a toast at a wedding, delivering a speech at a family gathering, or giving a Presentation during special events. Having polished Presentation skills enables you to leave a positive and lasting impression on the audience, making these occasions even more memorable.

4. Handling challenging conversations

Life often presents challenging situations that require delicate communication, such as expressing condolences or resolving conflicts. Strong Presentation skills help you convey your feelings and thoughts sensitively, encouraging effective and empathetic communication during difficult times.

5. Building stronger relationships

Being a skilled presenter means being a good listener as well. Active listening is a fundamental aspect of effective Presentations, and when applied in personal relationships, it strengthens bonds and builds trust. Empathizing with others and showing genuine interest in their stories and opinions enhances the quality of your relationships.

6. Advocating for personal goals

Whether you're pursuing personal projects or seeking support for a cause you're passionate about, the ability to present your ideas persuasively helps garner support and enthusiasm from others. This can be beneficial in achieving personal goals and making a positive impact on your community.

7. Inspiring and motivating others

In one's personal life, Presentation skills are not just about delivering formal speeches; they also involve inspiring and motivating others through your actions and words. Whether you're sharing your experiences, mentoring someone, or encouraging loved ones during tough times, your Presentation skills can be a source of inspiration for others.

8. Exuding Leadership Traits

Effective Presentation skills go hand in hand with leadership qualities. Being able to communicate clearly and influence others' perspectives positions you as a leader within your family, social circles, or community. Leadership in personal life involves guiding and supporting others towards positive outcomes.



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ROLE PLAY

Role play refers to a learning or interactive technique where individuals assume specific roles or characters and act out scenarios, situations, or interactions. It's commonly used in various contexts, including education, training, therapy, and entertainment, to help participants explore different perspectives, practice new skills, and enhance their understanding of complex issues.

In role play, participants are assigned roles or characters that may be based on real-life situations, fictional scenarios, or historical events. They then interact with each other as these characters, improvising dialogue, actions, and reactions within the given scenario. Role play can be facilitated by an instructor, therapist, or moderator who sets the scene, provides guidance, and facilitates reflection and discussion afterward.

ROLE PLAY AND GROUP DISCUSSION ON CURRENT TOPIC

Role plays and group discussions on current topics are effective methods for engaging participants in exploring and analyzing contemporary issues.

1. Selecting Scenarios

Choose scenarios or situations that reflect current events or issues relevant to your audience's interests or concerns. These scenarios can be based on real-life situations, news stories, or hypothetical scenarios related to the topic.

2. Assigning Roles

Assign specific roles or characters to participants, each representing different perspectives, stakeholders, or positions related to the topic. Encourage participants to immerse themselves in their roles and consider the motivations, beliefs, and objectives of their assigned characters.

3. Setting the Scene

Provide context and background information to set the scene for the role play. Clearly define the objectives and goals of the role play, including any specific tasks or challenges participants need to address.

4. Facilitating Interaction

Facilitate the role play by guiding participants through the scenario, prompting dialogue, and encouraging interaction between characters. Encourage participants to stay in character and respond authentically to the situation, even if their character's perspective differs from their own.



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5. Debriefing and Reflection

After the role play, facilitate a debriefing session where participants can reflect on their experiences, insights, and observations. Encourage participants to share their thoughts, discuss key themes or issues that emerged during the role play, and consider the implications for real-life situations.

GROUP DISCUSSIONS

Group discussion (GD) is a comprehensive technique to judge the suitability of an individual and his appropriateness for admission, scholarship, job, etc. GD assesses the overall personality – thoughts, feelings and behaviour - of an individual in a group. A topic is presented to the group members for discussion.

1. Selecting Topics

Choose current topics or issues that are relevant, timely, and of interest to your audience.

Consider a diverse range of perspectives and viewpoints to stimulate discussion and critical thinking.

2. Setting Ground Rules

Establish ground rules for the discussion, including guidelines for respectful communication, active listening, and constructive participation. Encourage participants to share their opinions and perspectives openly while being mindful of others' viewpoints.

3. Facilitating the Discussion

Facilitate the discussion by posing open-ended questions, presenting key points or arguments, and encouraging participants to contribute their thoughts and insights.

Use probing questions to delve deeper into specific aspects of the topic and stimulate dialogue among participants.

4. Encouraging Participation

Encourage active participation from all group members by inviting quieter individuals to share their thoughts and ensuring that dominant voices do not monopolize the discussion. Use techniques such as round-robin discussions, small group discussions, or pair-shares to facilitate engagement and participation.

NONVERBAL COMMUNICATION

Nonverbal communication refers to the transmission of messages or information through nonverbal cues, gestures, facial expressions, body language, posture, and other visual or auditory signals, rather than through spoken or written words. It is an essential aspect of human communication and plays a significant role in conveying emotions, attitudes, intentions, and meanings in interpersonal interactions.



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Audio and Video Recording for Improve the Non-Verbal Communication

1. Preparation

Prepare scenarios or prompts for role-playing that focus on various aspects of nonverbal communication (e.g., job interviews, negotiations, customer interactions). Set up the audio and video recording equipment in a suitable location with good lighting and minimal background noise.

2. Role-Playing:

Divide participants into pairs or small groups. Assign roles to participants within each group based on the scenarios provided. Instruct participants to engage in role-playing, focusing on their nonverbal communication cues such as facial expressions, body language, gestures, and eye contact. Encourage participants to speak naturally and authentically while paying attention to their nonverbal cues.

3. Recording

Start the audio and video recordings before participants begin the role-playing exercise.

Capture both the audio and video of each role-playing session simultaneously. Ensure that participants are aware they are being recorded and are comfortable with it.

4. Reviews and Analysis

After each role-playing session, stop the recordings. Provide time for participants to review the audio and video footage of their performance. Encourage participants to observe their nonverbal communication cues and identify areas for improvement. Facilitate a group discussion where participants can share their observations and feedback with each other.

5. Feedback and Reflection

Provide constructive feedback on participants' nonverbal communication skills, focusing on strengths and areas for development. Encourage participants to reflect on their performance and consider how they can improve their nonverbal communication in future interactions.

Discuss strategies and techniques for enhancing nonverbal communication, such as maintaining eye contact, using open body language, and controlling facial expressions.

6. Repeat and Refine

Allow participants to repeat the role-playing exercise, incorporating feedback and suggestions from the previous round. Encourage participants to experiment with different nonverbal communication strategies and techniques to enhance their effectiveness.



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7. Final Reflections

Conclude the exercise with a final reflection session where participants discuss their overall experience and what they've learned about nonverbal communication. Encourage participants to set personal goals for improving their nonverbal communication skills based on their observations and feedback.

PROFESSIONAL ETIQUETTES

Professional etiquette is about presenting yourself with polish and professionalism that demonstrates you can be trusted and taken seriously. Professional etiquette means being comfortable around people and making them comfortable around you.

IMPORTANCE OF PROFESSIONAL ETIQUETTES:

Business etiquette is important because it creates a professional, mutually respectful atmosphere and improves communication, which helps an office serve as a productive place.

People feel better about their jobs when they feel respected, and that translates into better customer relationships as well.

- Building Relationships
- Business
- Communication
- Business Opportunities
- Professional
- Expressing Confidence
- Positive Impressions
- Avoid Gossip
- Office

Basics of Business Etiquette:

1. Be on time
2. Recognize your team
3. Dress appropriately
4. Respect shared spaces
5. Build emotional intelligence.