

# SOFT SKILLS

For

**B.Com. IV Semester**



**University Arts & Science College  
Kakatiya University, Warangal**

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## B.Com. IV Semester – SEC - Soft Skills

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

**Max. Marks: 40UE+10IA**

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

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

### **Suggested Readings:**

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



### Unit – I: Personality Development

**Personality Development: Meaning – Characteristics – Determinants – Ingredients of Pleasing Personality. Learning: Meaning – Characteristics – Significance – Principles of Learning. Self Esteem: Meaning – Characteristics – Significance – Build Self Esteem.**

#### **Personality Development:**

Man is not born a person. At birth he is an infant possessing the potentiality of becoming a person. After birth he associates with other human beings and comes under the influence of their culture. As a result of a variety of experiences and social influences he becomes a person and comes to possess a personality.

Personality development is defined as a process of developing and enhancing one's personality. Personality development helps an individual to gain confidence and high self esteem. Actually Personality means- a integrated organization of physical, emotional, intellectual, social, psychological and spiritual characteristics of an individual. And development means- an ongoing process. Personality development also is said to have a positive impact on one's communication skills and the way they sees the world. Individuals tend to develop a positive attitude as a result of personality development.

#### **Characteristics of Personality Development:**

**Free Mind & Spirit:** The person with a free mind has strong inner positivity and wisdom to deal with changes. Thus, the world renowned personality development book, The Alchemist by Paulo Coelho points out that if we dearly want something, the universe conspires to help you achieve it, for which sometimes we need to let our mind and spirit run free and embark on a journey to widen our horizon and change our perspective.

**Positive Thinking:** The famous personality development book of all time, The Monk who sold his Ferrari explains that quality of life depends on a persons thought. He also points out that there is no room for mistakes in life, there are rooms only for lessons. Which implies that we as a person should constantly try to improve ourselves and our personality because whatever mistakes we make are just lessons for a brighter and better future.

**Importance of Ethics:** As we know that discipline brings order in life, therefore ethics and discipline are one of the much-needed characteristics to improve personality development. Hence, the sprightliest book called Personality Development by Swami Vivekananda also talks about the importance of ethics, discipline, kindness, goodwill, happiness, wisdom and understanding to lift up our professional and personal lives.

**Flexibility:** Change is the only constant thing in this world. Therefore, it is imperative to learn how to cope up positively with change, be it in terms of career, relationships, and family life. The renowned author Spencer Johnson's identity improvement book Who Moved My Cheese ? also explains the importance to accept changes in life and know

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how to figure out ways to be able to adjust as per the changes. Otherwise, you will left behind or extinct.

**Honesty:** Honesty is one of the greatest personality of an individual. The person who is honest and a good listener has the power to win hearts and to influence people with their positivity. Thus, the famous personality development book, How to Win Friends and Influence People by Dale Carnegie strongly talks about the importance of being honest, and the significance of morality to be a good citizen.

### **Determinants of Personality:**

Personality is not determined by a single factor, but by an accumulation of many factors. Some of those factors are psychological, while others are physical, biological, and hereditary. Some of the most influential factors when it comes to determinants of personality are:

#### **1. Brain:**

The brain is one of the most important personality determinants. It is generally believed the father and the child adopt almost the same type of brain stimulation. Later differences are the result of the environment in which the child has grown.

#### **2. Physical Characteristics**

One of the most important factors in determining personality are an individual's physical characteristics. These factors play a vital role in determining one's behavior in a social organization. Physical characteristics include, but are not limited to:

- Height
- Skin tone
- Weight
- Hair color
- Beauty

These factors influence interactions with other people, contributing to personality development.

#### **3. Social Experiences**

Social experiences play a vital role in determining one's personality. The things that occur around a person on a regular basis determine how that person will behave and perceive themselves. A person's social experiences affect:

- Coordination
- Cooperation
- Family relationships
- Organizational relationships
- Workplaces relationships
- Involvement in communities

#### **4. Culture and Religion**

The culture in which one lives almost always involves:

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- Traditional practices
- Norms
- Customs
- Procedures
- Rules and regulations
- Precedents
- Values.

These are all highly influential determinants of personality.

### **5. Heredity**

Perhaps the most surprising and astonishing personality determinant is heredity. The example given below is quite interesting, and comes from the book *Essentials of Organizational Behavior* by Stephen P. Robbins, Timothy A. Judge, and Seema Sanghi:

*Researchers in my many different countries have studied thousands of sets of identical twins who were separated at birth and raised separately. For instance, one set of twins who had been separated for 39 years and raised 45 miles apart, were found to drive the same model and color car. They also chain-smoked the same brand of cigarette, owned dogs with the same name, and regularly enjoyed vacations within three blocks of each other in a beach community 1,500 miles away.*

Heredity is perhaps the most important factor in determining personality, since mostly all other determinants, such as physical characteristics, gender, psychology, and more, are passed down through genes.

### **Importance of Personality Development**

A great overall personality is very important in the life of an individual. Everyone is influenced by an attractive personality. Whether it is an interview for a job or having a conversation within your friend circle, there are certain traits and characteristics that you must possess to make your mark and have an impressive conversation. Without influencing others you can't get success in today's competitive world. It is difficult to achieve a job without influencing the interviewers with your personal as well as professional skills, also if you are business you need to influence your clients and make them believe in you. Therefore the importance of personality development has risen very much. These days every good public school is careful about the personality development of its students.

A few years ago the concept of personality development was not very common and parents rarely gave any importance to the personality development of their children. In fact, personality was just confined to having a good look and wearing good clothes. Emphasis was given only on physical appearance and expertise in work-related skills. Earlier no one paid much attention to develop interpersonal skills. The interview also at

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those time were concentrated much towards the work efficiency of the person and not much importance was given to the personality. But now the time has changed. It is an age of competition and economic revolution. Although opportunities for progress are everywhere yet a student has to work very hard to climb the stairs of a brilliant career. The person having a good personality can move through the difficulties with more confidence. However, the importance of personality development includes:

- **Gives Confidence:** A great personality tends to give a boost to your confidence. When you know you are appropriately attired and groomed, this makes you less anxious when meeting a person. Knowing the right things to say and how to conduct yourself will increase your confidence. If you are in full confidence and well in command of the situation then it becomes really easy for you to give out your best performance. Confidence out of your personality gives you a boost that leads to a situation of easiness for you and you are able to control all your anxiety and fears and perform fearlessly. Also, your confidence enables you to have a hassle free conversation or if you are going to give a speech it is very important for you to be confident to engage your listeners.
- **Improves Communication Skills:** A lot of emphases is given to improving communication skills during personality development. Possessing good communication skills is very important both for personal and professional life. People are more receptive to what you say if they are impressed with your personality. Verbal communication skills are also part of personality development; improving your speech will strengthen the impact of your message. Also along with your speaking and language skills, a lot of emphases is laid on improving pronunciation and vocabulary. At the same time, effective communication also includes being a good listener.
- **Helps to develop Positive Attitude:** Positive attitude is really important for one to progress in life. A person with a positive attitude always looks at the brighter side and is always on a developmental path. An individual with a negative attitude finds a problem in every situation. Rather than cribbing and criticizing people around, analyze the whole situation and try to find an appropriate solution for the same. Remember, if there is a problem, there has to be a solution as well. Never lose your cool. It would make the situation worse. Developing a positive attitude even in a hopeless situation is the part of personality developmental program.
- **Makes you Credible:** It is very important to have a proper dressing sense and picking up right dress for you. Despite the saying that you don't judge a book by its cover, people do tend to judge people by their clothing and how it is worn. Also, your dress plays a great deal of role in your overall looks and your confidence as well. This does not mean buying expensive clothes will do the whole job. You need to be very careful while picking up clothes for yourself. We all know people who look shabby in expensive clothes. There are also people who look great even if their attire is inexpensive. Because of this, you must know

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what to wear and you must be aware of other aspects of enhancing your physical features.

- **Improving Personality:** Competition is increasing day by day and there is no less of talented individuals possessing high academic results and willing to work hard to achieve their goals. You cannot win by talent and hard work alone these days apart from these two there is a strong need of good personality too. Personality development is a crucial ingredient for success that you must obtain to be successful in your life. Most of the people you see as models of great personality have taken a lot of effort in developing their natural features. Personality development helps you develop an impressive personality and makes you stand apart from the rest. As discussed earlier personality development also plays an essential role in improving one's communication skills and focus to be a good listener as well. Individuals ought to master the art of expressing their thoughts and feelings in the most desired way through personality development. Personality development makes you a confident individual who is appreciated and respected wherever he goes. However few tips to improve personality include:
  - **Gain Knowledge:** As the saying goes, knowledge is power. It is very true that knowledge is power, and is very important in today's competitive world. Nobody is impressed with a person who doesn't have the knowledge about his work as well as surroundings and doesn't even know what is happening around the world. These days if you are not informed, then you are considered to be a fool whom no wise man or woman would like to befriend or follow. Therefore, it becomes necessary for an individual to enrich their general knowledge, and to master the field in which they are working. It is very important to keep yourself updated with the knowledge of events around the world, you can enhance your knowledge by reading a newspaper, watch informative programmes on television, news-channels, reading books and magazines and being part of active conversations within your friend circles.
  - **A Healthy Body:** An important part of personality is your appearance and your physical health. It is very important to maintain a good physical health for a good personality as well as for a healthy life. A body burdened with a disease may get pity for others but it is very difficult for that person to maintain an attractive personality. It is very important to work out regularly and maintain a healthy physique. A healthy and smart look is absolutely essential to create an impact. And if you work on it you can easily attain it. Take exercise regularly, play games or go for a morning walk whatever suits your body and psychology. Eat a balanced diet with fresh fruits and vegetables.
  - **Dress Smartly:** As told earlier, physical appearance plays an important role in your personality. A smartly dressed person is admired everywhere. It is not always that only expensive clothes are the best. You

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should pay a great deal of attention while choosing the right clothing for you ones that suits your physique and you are comfortable in wearing also. By observing successful people in any field, you will come to the conclusion that most of the successful people in almost every field have a keen taste for good dresses. At the same time it is also important that you should not try to copy someone else, instead, make a style statement of your own and choose the clothing that you feel comfortable with. Good dresses also prove a stimulus for the wearer, the person feels more confident and relaxed.

- **Speaking Style:** To have an engaging conversation, it is very important that you maintain a good speaking style and expressions as well. Most of the successful persons maintain a unique style of speaking. They speak clearly and forcefully. Be careful that you have a good command of the language you speak. Don't make grammatical mistakes else you may become a laughing stock. If necessary take training from a good teacher. Give extra care to your pronunciation. Speaking power is an essential trait of any good person. Give others also a chance to speak.

### **Learning: Meaning -**

Learning is a key process in human behaviour. All living is learning. If we compare the simple, crude ways in which a child feels and behaves, with the complex modes of adult behaviour, his skills, habits, thought, sentiments and the like- we will know what difference learning has made to the individual.

The individual is constantly interacting with and influenced by the environment. This experience makes him to change or modify his behaviour in order to deal effectively with it. Therefore, learning is a change in behaviour, influenced by previous behaviour. As stated above the skills, knowledge, habits, attitudes, interests and other personality characteristics are all the result of learning.

Learning is defined as “any relatively permanent change in behaviour that occurs as a result of practice and experience”. This definition has three important elements.

- a. Learning is a change in behaviour—better or worse.
- b. It is a change that takes place through practice or experience, but changes due to growth or maturation are not learning.
- c. This change in behaviour must be relatively permanent, and it must last a fairly long time.

All learning involves activities. These activities involve either physical or mental activities. They may be simple mental activities or complex, involving various muscles, bones, etc. So also the mental activities may be very simple involving one or two activities of mind or complex which involve higher mental activities.



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What activities are learned by the individual refer to types of learning. For example, habits, skills, facts, etc. There are different types of learning. Some of the important and common learning activities are explained here.

### **Types of Learning:**

#### **1. Motor learning:**

Most of our activities in our day-to-days life refer to motor activities. The individual has to learn them in order to maintain his regular life, for example walking, running, skating, driving, climbing, etc. All these activities involve the muscular coordination.

#### **2. Verbal learning:**

This type of learning involves the language we speak, the communication devices we use. Signs, pictures, symbols, words, figures, sounds, etc, are the tools used in such activities. We use words for communication.

#### **3. Concept learning:**

It is the form of learning which requires higher order mental processes like thinking, reasoning, intelligence, etc. we learn different concepts from childhood. For example, when we see a dog and attach the term 'dog', we learn that the word dog refers to a particular animal. Concept learning involves two processes, viz. abstraction and generalisation. This learning is very useful in recognising, identifying things.

#### **4. Discrimination learning:**

Learning to differentiate between stimuli and showing an appropriate response to these stimuli is called discrimination learning. Example, sound horns of different vehicles like bus, car, ambulance, etc.

#### **5. Learning of principles:**

Individuals learn certain principles related to science, mathematics, grammar, etc. in order to manage their work effectively. These principles always show the relationship between two or more concepts. Example: formulae, laws, associations, correlations, etc.

#### **6. Problem solving:**

This is a higher order learning process. This learning requires the use of cognitive abilities-such as thinking, reasoning, observation, imagination, generalization, etc. This is very useful to overcome difficult problems encountered by the people.

#### **7. Attitude learning:**

Attitude is a predisposition which determines and directs our behaviour. We develop different attitudes from our childhood about the people, objects and everything we know. Our behaviour may be positive or negative depending upon our attitudes. Example: attitudes of nurse towards her profession, patients, etc.

### **Characteristics –**

1. **Learning is a Continuous Process:** After birth, the child acquires skill from experiences obtained from the environment. Hence, leaning goes on throughout life. Learning can be formal or informal and it may be direct or indirect. When a learner learns he develop, knowledge, skills, habits, attitudes, and aptitudes.

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2. **Learning is Change in behavior:** The result of the Learning process can be measured as behavioral changes. This change can be in any form. It can be desirable or undesirable. But in desirable form, i.e. these changes should occur in a positive direction. Learning includes all three aspects of human behavior. So, it includes cognitive, affective and conative aspects of mental process.
3. **Learning is a universal process:** Learning is a universal process. It can happen everywhere. Learning is a process for all living creatures. Human being across all cultures learn as it is a life long process.
4. **Learning is Purposive and Goal-oriented:** Learning is always has a purpose. It is goal-oriented in the sense that the teacher always has learning objectives in mind while teaching. If we don't have any aim and goal, then the process of learning will not show any effect. Through the process of learning, we can move towards pre-determined learning objectives. As the learner learn, he/she move towards a pre-determined goal.
5. **Learning is a process of progress and Development:** Learning can occur in any direction. Theses directions can be desirable or undesirable. We want to bring the individual's development in a desirable direction through learning. We do not want a child to learn in undesirable directions like stealing or pick-pocketing. So learning should bring progressive changes in the behavior of the learner.
6. **Learning is the Organisation of Experiences:** The basis of learning is the acquisition of new experiences. Behaviors of learners change as a result of new experiences. New learning experiences evolve as a result of past experiences acquired by the learner.
7. **Learning occurs due to Activity and Environment:** Interaction with the environment is very essential for the learning process. The more children interact with their environment, the more they learn. The absence of activity and interaction hampers the quality of learning in the child. These interactions provide experience to the children. Due to these interactions changes occur in the behavior of the children.
8. **Learning Helps in Achieving Teaching-learning Objectives:** Teaching and learning situations have different goals, aims, and objectives. Process of learning helps in achieving the objectives of teaching. With learning, we expect a change in the behavior of the individuals. This change happens with the development of knowledge, insight, interests, skills, and attitudes. So, for achieving teaching-learning objectives, the learning process plays an important role.
9. **Learning is the Fundamental process of Life:** Without learning the progress of a person is not possible. It acts as the basis for the progress of society and civilization.
10. **Learning is the Relationship between stimulus and Response:** Learning is generally, a relationship between stimulus and response. A person is considered as a learned-person if he reacts according to the task to be learned. Through learning, a person learns reactions according to the stimuli associated with the environment and other aspects of life.
11. **Learning is transferable:** The learning acquired in one situation is capable of transfer to some other situation. The knowledge acquired in one situation proves helpful in acquiring knowledge in other situation. This is known as the transfer of learning. The

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learner should be careful not to let previously gained knowledge interfere in acquiring new knowledge and experiences.

### **Significance of Learning:**

Learning is a continuous process that encourages acquiring competencies, knowledge, and skills to develop future opportunities. Knowledge is no longer difficult to obtain as it is now readily available at our fingertips.

Encourage the habit of reading, building a network that encourages learning, asking questions, conducting investigations and research and exploring all other avenues of learning so that every day is a new day and you learn something during your daily life.

Curious minds are the best ones as they do not hesitate to explore different and challenging horizons. Show your intent, be sincere, ask for clarity, be curious, experiment, keep reflecting, be inquisitive and keep the momentum going if you want to step up in this path. It is intellectual growth that helps us to observe the world through bright eyes, evaluate the things we are seeing, appraise on what we have learned and apply our learning into everyday life.

### **1. Learning is Important in growing your income and status**

Learning is a deliberate attempt by the learners to find viable opportunities in their professional world. The learners are motivated because it is a sure way to grow your income and status and improve the standard of life. Remember, it is learning that helps to acquire knowledge and skill that can enhance your potential in the job market. It aids in finding satisfying jobs, become successful in desired job profiles and increase your earnings. Learning is not ingrained but an acquired skill that anyone can get hold off with sheer grit and determination. It helps to maintain a positive attitude in life because when your earnings are as per your desires, it boosts your self-confidence, enhances your status and improves quality of life.

The importance of learning is that it promotes personal development that can lead to professional development. It gives new opportunities and ultimately results in growth on the income front and a boost in your status and standing in the community.

### **2. Learning Plays a Role in Getting Access to New Opportunities**

Learning is an integral part of the professional and personal development of human beings. It expands our knowledge and skillsets so that an individual can reach his full potential. It is a fact of life that learning is a significant influencer and what we learn decides what we will become in our life later on.

The importance of learning is that it gives an individual a chance to take part in new experiences that will lead to new opportunities. Learning is a fundamental skill that helps to strengthen your inner well-being in this life. Human behavior and outlook require learning.

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It is a fact that although some of our attributes are innate the others, we have to learn and acquire as we keep growing older. Every human starts learning from birth when he learns to cry to attract the attention of his mother or another caretaker.

With time he learns character strengths and good habits as well as ways to interact and deal with other human beings. He also learns and develops appropriate skills that save time and energy and offer the chance for better and new opportunities in his way.

### **3. Learning helps self-confidence**

The importance of learning is that it helps in building self-confidence. When an individual has the desire to learn, he makes progress, and this leads to further connections. The learner can meet his emotional and mental needs through the knowledge he has gained. He is at that point in life when his mind is receptive to the know-how and ready to adjust so that he can gain maximum benefit from it.

The process of learning, understanding, and awareness has a positive impact on the self-esteem and self-confidence of a person because it offers the necessary fuel to his creativity. Ideas seem to be at the forefront, and even unrelated things start to have meanings. It is a fact that when you are learning about something, you are also gaining knowledge relevant to the topic, this helps to broaden your horizons of hand-in-hand know-how and ideas.

When that individual meets other people in the course of life, he realizes that his knowledge and learning has been an asset that has accrued over time. This feeling acts as a necessary encouragement and helps to take his self-confidence to the next level.

### **4. It Develops and helps your growth curve**

Accept learning as your guiding force if you are interested in developing your growth curve. It is a core need that facilitates progress and development through your desire to learn something new.

Learning aids in making viable connections with others that prove advantageous in your future. When a person is determined to learn something new, he becomes absorbed in it, and this encourages him to become active and face the challenge head-on. Gradually the process of learning starts exceeding his level of skills, and it increases a sense of pride and accomplishment.

The challenge now is in implementing the learning into daily life so that it can prove advantageous. The learning experience and information overload expand perceptions, and this understanding helps in accomplishing new tasks and projects in the professional sphere.

The importance of learning helps a person to grow as an individual, create a base for developing his knowledge and make your professional chances better so that at the end of the day your growth curve is on the rise.

### **5. Learning is Important in achieving your goals**

Learning is a habit that can help a person in the professional world through skills like advertising, computer skills, marketing, writing or business management, etc. and personal or daily life through skills like cleaning, cooking, gardening, etc.

Learning should be consistent for the development of skills, and it is applicable for everyone, including homemakers, job seekers, students, and senior citizens. Learning encourages the ability to do something efficiently with the help of available resources so that you can reach your goals. Every human being has some dreams in life, and he makes it his goal to achieve them one day or another.

The importance of learning is that it helps the individual to acquire the necessary skills through learning and knowledge so that he can achieve his set goals. An important fact about learning is that it is a means to improve knowledge and gain skills that will help in reaching specific goals.

One cannot learn everything in life hence make sure that your focus is on a particular skill that will improve your chances. Be an expert in a certain field if you are looking for ways to reach your goals.

### **6. Importance of learning in making you happy**

The importance of learning is that it helps to grasp the knowledge and skills that assist in more work and further job opportunities. This will bring success to the door, and the individual will be able to earn more and gain appreciation and respect in society.

This will make him happy, prosperous and confident. It is learning that helps a person to acknowledge that you can learn new skills and better your chances because everything is possible in this world.

At this point, it is important to make sure and think about how to make things possible. Remember, when you are open to a concept, especially a progressive one like learning, it increases your knowledge and facts and helps you to be at a better position from where your goals look achievable.

Even one specific skill is enough to boost your chances in life and make you happy. Several of the skills are interrelated, and one often leads to achieving others because of relevance. It is a fact that skilled people perform better compared to others and can sustain their happiness because of personal and professional growth and development in life.

### **7. Importance of learning for personal development**

Learning for the sake of learning is considered a rewarding experience because it is a sign of an active mind. The curiosity to know about something keeps the brain busy and prevents an individual from getting bored. It assists in gaining knowledge that proves beneficial in personal life and leads to contentment and development. A fulfilling life is no doubt a satisfying one that keeps a person healthy, wealthy, fit and fine.

The importance of learning is that it is one of the sure ways to personal development. An individual might want to boost his know-how and skills to fulfill his

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ambition around a particular pastime or hobby, or he might be looking to develop an entirely new skill that he wanted to do for long but did not have the resources to do it in the earlier part of life.

Whatever the reason age is no bar for learning and one must start on the right path of self-development whenever he wishes to do so.

### **8. Importance of learning for professional development**

The willingness to learn opens several doors that can lead to professional development. Although education or a degree does not necessarily signify that you will be getting the dream job. Employers now-days are looking for additional or transferrable skills, knowledge and practical learning powers of an applicant before selecting him for any job profiles.

This is so because it signifies the keenness for learning and developing in an individual. If you are unemployed, you must learn something that is in high demand to improve your chances. If you are already employed, even then one should try to take advantage of opportunities like mentoring, coaching and training that can enhance skills.

The importance of learning is that it provides a sure pathway that can help a person to be better at what he is doing so that it can lead to professional development. A rewarding day boosts personal satisfaction, gives broader experience to gain transferrable skills, leads to faster promotion, provides job satisfaction. All these ultimately result in professional development.

### **9. Learning is Important in acquiring leadership qualities**

Learning is a tool that can successfully offer knowledgeable experiences that addresses specific challenges in life. It encourages individuals to reach out and grasp viable opportunities with both hands. One must be thirsty for knowledge as it will open new doors, and you will be able to gain the necessary confidence to move forward through this pathway.

Learning keeps an individual motivated, and his confidence and self-reliance are the reasons why he can improve his communication skills. Hiring and delegating are both now easy tasks for him. It is a fact that people are mostly followers, and if they find someone strong enough to lead, then they will follow him unconditionally.

This is a trust in his abilities to guide them through thick and thin and offer help during their personal and professional growth. The importance of learning is that it helps to acquire leadership qualities. This will help the leader as well as his pack to grow so that everyone can prosper and move forward collectively.

**Principles of Learning.**

**Some of the most important principles of learning are as follows:**

1. Learning is considered as the acquisition of knowledge, habits, skills, abilities, and attitudes through the interaction of the whole individual and his total environment. Responses are considered an integral part of the unified self in meeting life's demands.
2. Learning is meaningful if it is organized in such a way as to emphasize and call for understanding, insight, initiative, and cooperation. When the learner is capable of gaining insight or understanding into the learning situation, then and only then will learning take place. Understanding is an organizing, synthesizing process that integrates experiences into larger meaningful units.
3. Learning is facilitated by motives or drives. Needs, interests, and goals are fundamental to the learning process. If the individual has to learn, he must have some goal to be accomplished. Learning is best when the learner knows and understands his motive in learning.
4. Learning is facilitated by the law of readiness or mindset. Learning does not occur unless the learner is ready to act or to learn. When a person is ready to learn, he learns more effectively and with greater satisfaction than when unprepared. When a person feels ready to act and is prevented from doing so, he feels annoyed. Mental set is conducive to effective learning.
5. Learning is facilitated by the law of exercise. Practice and exercise are so common that they are universally accepted as an active means of learning. Lack of practice or exercise causes memory of learned materials weaken; and in general, the longer the period of disuse, the greater the loss. We learn and retain by exercise and forget through disuse.
6. Learning is facilitated by the law of effect. The law of effect pertains to the influence of satisfying or unsatisfying feeling tones that accompany a response and either strengthen or weaken that response. When the learner finds the correct answer to a question, he feels pleased about his achievement and the connection is consequently strengthened. A feeling of satisfaction fixes a response, whereas a feeling of annoyance tends to destroy it.
7. Learning is facilitate by the law of belongingness. When the learner perceives the relationship of facts presented, the speed of learning is greatly increased. In other that learning, in the classroom will be more meaningful to the learner, it must be related in some way to his previous knowledge. It must belong to the context of learning the learner has already achieved.
8. Learning is facilitated when the teacher provides the learner with the proper stimuli and guides, and uses the principle of conditioning or associating those learning functions that need to be made automatic for most effective learning. Automatic responses are of prime importance in the formation of new habits or skills for they increase power and lessen fatigue. They serve as time-and-energy-saving habits.
9. Learning "is conditioned by the attitude of the learner, the environmental conditions conducive to learning, and the attitude and skill of the teacher in setting the stage for

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learning, which includes teaching skill itself. Learning is most effective in an atmosphere of security and belonging.

10. Learning difficulty is due to many factors within the learner himself. The most common factors which affect the learning process are the intellectual, physical, emotional and social factors. All of these factors may be found in the individual himself.

11. Learning is effective when more senses are utilized by the learner. The combination of seeing and hearing with touch, taste, and smell will facilitate the learning and understanding of the 'learning situation. The use of different senses will also add effectiveness in causing learning to be meaningful and functional.

12. Learning is effective when it is made functional and aided by understanding derived from experience. The experiences of the pupil when utilized by the teacher will add to the understanding of the learning situation. Experiences and other material devices are often used in teaching to give meaning and understanding to the learner. The maturity and intelligence of the learner will determine the need for supplemental experience and other instructional devices.

### **Self Esteem: Meaning –**

Self-esteem refers to a person's overall sense of his or her **value** or worth. It can be considered a sort of measure of how much a person "values, approves of, appreciates, prizes, or likes him or herself" (Adler & Stewart, 2004).

According to self-esteem expert Morris Rosenberg, self-esteem is quite simply one's attitude toward oneself (1965). He described it as a "favourable or unfavourable attitude toward the self".

Various factors believed to influence our self-esteem include:

- Genetics
- Personality
- Life experiences
- Age
- Health
- Thoughts
- Social circumstances
- The reactions of others
- Comparing the self to others

An important note is that self-esteem is not fixed. It is malleable and measurable, meaning we can test for and improve upon it.

### **Characteristics –**

Self-Esteem is the term used to describe a person's own measurement of his/her self-worth. It is how you think of yourself, describe yourself and the collection of beliefs you have pertaining to your abilities and worthiness.



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Not surprisingly, people with depression, anxiety and anger issues tend to have poor self esteem. This is not a genetic issue that you inherit, but rather a learned set of beliefs. The importance of self-esteem is that it influences how you behave and interpret the world around you.

Self Esteem affects how you think, feel and make decisions in matters that relate to you. It affects whether you choose healthy partners and relationships, a career that you enjoy or whether you even feel emotional well being on a day to day basis. It affects how you parent your children and the messages that you send them.

**The following is a list of qualities or characteristics of high and low self-esteem.**

**Positive self-esteem possesses the following characteristics:**

- Believing in a set of firmly placed values and principles and being able to defend or assert yourself in the face of opposition to them. If after learning something new, the old value does not fit, individuals with positive self-esteem do not have difficulty modifying the belief.
- Being able to make choices, trust your own judgment, and not feel guilty about choices if someone does not agree.
- Not living in the past or future, not worrying about “what if ’s.” Living fully in the present.
- Believing in your capacity to solve problems, adjust to failures, and ask for assistance.
- Participating in and enjoy many activities and hobbies.
- Believing that you are valuable, and that others will enjoy spending time with you.
- Resisting manipulation by others.
- Being sensitive to the feelings and needs of others; accept and abide by social norms.
- Considering yourself self-worthy and equal to others, regardless of differences in finance and personal success.

**In contrast, low self-esteem is characterized by:**

- Heavy self criticism, tending to create a habitual state of dissatisfaction with yourself. Exaggerating the magnitude of mistakes or behaviors and not able to reach self forgiveness.
- Hypersensitivity to criticism leading to feeling attacked and not being open to constructive criticism.
- Chronic indecision due to fear of making mistakes.
- Excessive will to please out of fear of displeasing someone.
- Perfectionism, which leads to constant frustration or underachievement when perceived perfection is not achieved.
- Hostility or irritability—easily angered even over minor things.
- Feelings of insignificance.
- General negativity about life and often an inability to enjoy life.

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Given these characteristics, it is easy to see the commonalities that exist between depression, anxiety and low self esteem.

Treating a poor self esteem is doable and doesn't take forever. It actually feels good. Challenging yourself, changing your focus and learning some better thinking skills can boost your self-esteem almost immediately.

### **Significance –**

Self-esteem is important because it heavily influences people's choices and decisions. In other words, self-esteem serves a motivational function by making it more or less likely that people will take care of themselves and explore their full potential. People with high self-esteem are also people who are motivated to take care of themselves and to persistently strive towards the fulfillment of personal goals and aspirations. People with lower self-esteem don't tend to regard themselves as worthy of happy outcomes or capable of achieving them and so tend to let important things slide and to be less persistent and resilient in terms of overcoming adversity. They may have the same kinds of goals as people with higher self-esteem, but they are generally less motivated to pursue them to their conclusion.

Self-esteem is a somewhat abstract concept; it's hard for someone who doesn't already have it to know what it would be like to have it. One way for people who have lower self-esteem to begin to appreciate what it would be like to have higher self-esteem is to consider how they may feel about things in their lives that they value. For instance, some people really like cars. Because cars are important to them, these people take really good care of their cars. They make good decisions about where to park the car, how often to get it serviced, and how they will drive it. They may decorate the car and then show it off to other people with pride. Self-esteem is like that, except it is yourself that you love, care for and feel proud of. When children believe they are valuable and important, they take good care of themselves. They make good decisions about themselves which enhance their value rather than break it down.

### **Build Self Esteem**

- 1) Eliminate negative self-talk:** First and foremost, people with low self-esteem need to eliminate harmful self-talk. The negative labels and frequent self-criticism can only cause further damage. Eliminating negative self-talk doesn't mean you can't recognize and address problems, but it means to be careful about how you talk to yourself and to not be self-destructive.
- 2) Recognize strengths:** Those with low self-esteem tend to focus on their weaknesses rather than focusing on their strengths sometimes claiming that there isn't anything positive they can say about themselves. That is unlikely to be true. It is important to pay attention to strengths and to appreciate the strengths no matter how small they may seem. Once you recognize the strengths you need to reinforce the strengths through frequent focus on them.

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- 3) **Recognize self-worth:** It is important to recognize that you are a unique human being and have worth. Recognize that you deserve to take care of yourself and set limits. You deserve respect and to be treated well. Again, you need to frequently reinforce this idea by continuing to focus on your self-worth.
- 4) **Accept mistakes:** Recognize that mistakes and flaws are part of the human condition. They don't make you less than others. Instead, you are like everyone else. You have flaws and you make mistakes. The more actively you are involved in life, the more mistakes you will make. But being actively involved allows you more opportunity for success as well. Accept yourself—flaws and all.
- 5) **Accept rejection:** The more you can believe that everyone doesn't have to like you, the less you need to feel bad or be ashamed of your imperfections. No one can be liked by everyone! It is an impossible task. However, the person with low self-esteem often feels a failure if someone is disapproving or rejecting. Instead, congratulate yourself if someone doesn't like you because you are being a genuine person.

## Unit – II: Self Management

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

### Attitude Development:

#### Introduction:

**Attitude** is defined as a more or less stable set of predispositions of opinion, interest or purpose involving expectancy of a certain kind of experience and readiness with an appropriate response.

Attitudes are also known as “**frames of reference**“. They provide the background against which facts and events are viewed.

#### Attitude Definition

*Attitudes are evaluation statements either favourable or unfavourable or unfavourable concerning objects, people or events. They reflect how one feels about something.* - Robbins

*Attitude is a mental and neutral state of readiness organized through experience, exerting a directive or dynamic influence upon individual's response to all objects and situations with which it is related.* - G.W. Allport

*Attitude as an enduring organization of motivational, emotional, perceptual and cognitive processes with respect to some aspect of the individual's world.* - Krech and Crutchfield

#### Attitude Meaning

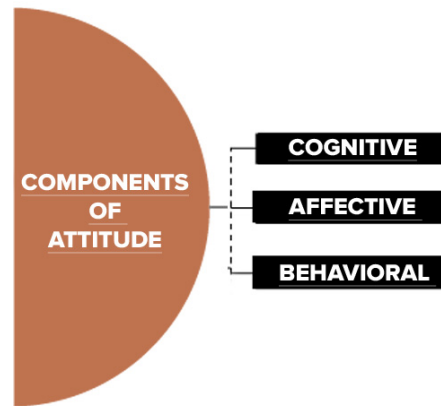
In simple words, an “**attitude**” is an individual's **way of looking or an individual's point of view at something.**

To be more specific, an “**attitude**” may be defined as the **mental state of an individual**, which prepares him to react or make him behave in a particular pre-determined way. It is actually an acquired feeling.

Attitude is the mixture of beliefs and feelings that people have about situations, specific ideas or other people.

#### Components of Attitude

1. **Cognitive component**
2. **Affective component**
3. **Behavioral component**



Components of Attitude

### **Cognitive component**

Cognitive component of attitude is associated with the **value statement**. It consists of values, belief, ideas and other information that a person may have faith in.

**Example:** Quality of sincere hard is a faith or value statement that a manager may have.

### **Affective component**

Affective component of attitude is associated with **individual feelings about another person**, which may be positive, neutral or negative.

**Example:** I don't like Sam because he is not honest, or I like Sam because he is sincere. It is an expression of feelings about a person, object or a situation.

### **Behavioral component**

Behavioral component of attitude is associated with the **impact of various condition or situations that lead to person behavior** based on cognitive and affective components.

**Example:** I don't like Sam because he is not honest is an affective component, I, therefore, would like to disassociate myself with him, is a behavioural component and therefore I would avoid Sam.

Cognitive and affective components are bases for such behaviour. Former two components cannot be seen, only the behaviour component can be seen. Former is important because it is a base for the formation of attitude.

## **Characteristics of Attitudes**

**Characteristics of attitudes** are discussed below:

- **Attitude is predispositions of purpose**, interest or opinion of the person to assess some objects in a favourable or an unfavourable manner.
- **Attitude are different from values:** Values are the ideals, whereas attitudes are narrow, they are our feelings.
- **Attitude are evaluative statements:** either favourable or unfavourable concerning the objects, people or events.
- **Attitude influence human behavior:** A positive attitude towards a thing will influence human behavior towards the thing favorably and vice-versa.

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- **Attitude have intensity:** It refers to the strength of the effective component. For example, we may dislike an individual but the extent of our disliking would determine the intensity of our attitude towards the person.

### **Importance:**

Following are the aspects related to the **importance of attitude:**

**Career success:** Performance is a parameter to measure employees' success in the workplace. Performance leads to success either through promotion or increased compensation. A positive attitude of an employee will help him to think of ways to accomplish their task in a well-defined manner

**Productivity:** An employee with a positive attitude tends to take more interest and responsibility and will provide better work, which in turn will improve productivity.

**Leadership:** Managing a diverse workforce is a crucial task for achieving the objective of an organization. Positive attitude demonstrated by leaders or employee will result in proper communication between the subordinate which will lead to efficient work.

**Teamwork:** A positive attitude of employees helps to appreciate each other's competencies and work as a team for achieving common objectives.

**Decision making:** An employee with a positive attitude and mindset will help employees to make better decisions, in an objective manner. It will enable employees to choose wisely and logically and avoid them to take an unambiguous decision.

**Motivation:** Motivation is an important factor for efficient work. An employee with a positive attitude will always be mentally prepared to face any obstacle in a job. The moment they are successful in overcoming obstacles, they are motivated to move forward.

**Interpersonal relations:** Customers prefer to make relation with someone who is positive in nature. A positive attitude helps in establishing valuable customer loyalty.

**Stress management:** Positive attitude and thinking will reduce the stress of an employee and with reduced stress employee can take a better decision and increase their productivity which results, employees, to enjoy better health and take fewer sick leaves.

**Building Positive Attitude:**

A positive attitude is important for ensuring that you have a fulfilling and enjoyable life. Building a positive attitude will make it easier for you to recognize and reflect on positive emotions as you experience them. You will also start reframing negative emotions in the moment that they begin to occur. Taking time for yourself and cultivating relationships are important components of building a positive attitude.

**Strengthen the Positive Neural Pathways in Your Brain to Develop a More Positive Attitude:** It can feel impossible to just flip some magic “positivity switch” and change everything about how you feel, think, and act. That’s because—let’s face it—the positive pathways in your brain haven’t been used all that often and are a bit out of shape. But after spending the last year researching and writing my new book, *Outsmart Your Smartphone*, I’m convinced that there are plenty of ways to boost positivity—there are even ways to do it on your phone!

One way to get started strengthening the positive pathways in your brain is to spend more time thinking about positive things, for example by memorizing and recalling lists of positive words. When you force your brain to work with positive information, you activate these regions of your brain and make this information accessible in your daily life. So later, when you’re trying to have a positive attitude, you may be able to generate positive thoughts, memories, and emotions more easily.

**Look for the Silver Linings to Develop a More Positive Attitude:** People who struggle to have a positive attitude are really good at one thing—finding the downside of any situation, person, or thing. People with a positive attitude do the opposite—they can always find the upside. Really, these two perspectives are just two sides of the same coin. It’s all about what you pay attention to. So if you want to change your perspective, you can apply your canny ability to find the bad to develop your ability to find the good. To start, anytime you are down about anything find at least one benefit. Ask yourself: What could you learn? What opportunities might arise? What can you appreciate about this? Could the situation have been worse? Then use these questions to get yourself to start finding the good things instead of always focusing on the bad things.

**Practice Random Acts of Kindness to Develop a More Positive Attitude:** We don’t have to be giving, generous, and caring every moment—I mean *cmon*, we’re not aiming for perfection here. But if we want to develop a positive attitude, we *do* have to make an effort to be kinder to others. Sometimes it’s easy to be kind—for example, when we feel like others deserve it—and sometimes it’s harder. So start with easy kindness and go from there.

Being kinder can be easy if you engage in random acts of kindness. A random act of kindness could be anything from telling a co-worker you like her necklace, to congratulating a friend on an important achievement, to bringing a cup of soup to a family member who has the flu. These acts are small and unsolicited, but they show that you care—a significant part of what it means to be a positive person.

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**Smile and Laugh and Generally Enjoy Life to Develop a More Positive Attitude:** A positive attitude is made up of more than thinking and acting in positive ways. It's a feeling that others can detect in you when you don't take life too seriously. Maybe you smile big when someone tells you there's food stuck in your teeth. Or you laugh when things don't go your way. You have made the decision to enjoy your life, regardless of what life throws at you.

Deciding to enjoy life more is a key step in developing a positive attitude. You could get upset when your friend repeatedly shows up late—or you could just decide not to. You could get anxious about your romantic partner leaving you—or just choose to spend your energy enjoying their company for as long as you have it. You could get angry about all the horrible things happening all over the world—or you could instead focus on righting the wrongs you see.

### **Achievement Motivation: Meaning**

The term achievement motivation may be defined by independently considering the words achievement and motivation. Achievement refers to competence (a condition or quality of effectiveness, ability, sufficiency, or success). Motivation refers to the energization (instigation) and direction (aim) of behavior. Thus, achievement motivation may be defined as the energization and direction of competence-relevant behavior or why and how people strive toward competence (success) and away from incompetence (failure).

Achievement motivation can, therefore, be defined as the striving to increase or to keep as high as possible, one's own capabilities in all activities in which a standard of excellence is thought to apply and where the execution of such activities can, therefore either succeed or fail. (Heckhausen, 1967)

### **Characteristics:**

**Achievement motivation can be better understood by knowing its salient characteristic features. These are as follows:**

- a. It is lateral personal disposition to strive for a particular goal.
- b. It's person's deep and driving desire to do something important to attain the feelings of personal accomplishment.
- c. It is personal disposition to achieve something difficult and bigger.

Thus, it becomes clear that achievement motivation is basically the predisposition or inner urge or inclination of an entrepreneur to accomplish something important and unique to attain a feelings of self-accomplishment and satisfaction.

### **Significance of Achievement Motivation:**

The main significance of achievement motivation lies in the fact that it serves as fuel to activate entrepreneurs to exert more and higher level of efforts to achieve something important to them. Here the apt saying of India's famous woman



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entrepreneur Shahnaz Hussain seems pertinent to appreciate the significance of achievement motivation. “Achievement depends on how badly you want to achieve.”

### **The significance of achievement motivation can be imbued with multiplicity of justifications as follows:**

- a) It is an essential ingredient and hallmark of entrepreneurship development leading to industrial and economic development.
- b) This serves the major sources of the entrepreneurial supply.
- c) This is a psychological construct that keeps entrepreneurs activated towards their goals.
- d) Being inner drive, it is significant for the people for all walks of life be entrepreneurs, managers, leaders, social workers and so on.
- e) This also serves as one of the effective inventions for organizational development and, in turn, national development.

The significance of achievement motivation in essence can be summed up by quoting Abraham Lincoln’s apt statement; “Always remember in your mind that your own resolution to succeed (i.e. achieve) matters the most that anyone thing.”

### **Goal Setting:**

When asking the question “What is goal setting?”, keep in mind that goals can look very different depending on lifestyle, values and definition of success. Your goals are unique to you and don’t need to look like anyone else’s.

The classic goal setting definition boils down to the process of identifying something you want to accomplish and establishing measurable objectives and timeframes to help you achieve it. Goal setting can help you in any area of your life, from achieving financial freedom to adopting a healthy diet. When you learn how to set goals in one area of your life, it becomes easier to set them in other areas.

Setting progressive goals that allow small wins helps you move on to larger achievements. These small goals lead to progress, which is the only thing you really need to feel fulfilled and happy.

### **Significance of Goal Setting:**

Goal setting is vital because it helps you decide and focus on what’s really important to you. Effective goal setting also lets you measure progress, overcome procrastination and visualize your dreams. If you don’t know what you want to accomplish, you can’t create a plan to get there. Goal setting is the vehicle that will drive you to your desired destination.

Goal setting also keeps you accountable. Whether you’re learning how to set goals at work or in your personal life, telling others about your goals makes you more likely to establish the patterns that will accomplish them.

Here we’ll cover how to set goals to ensure you achieve them. You’ll learn what makes a compelling goal as well as the steps you need to take to see them through.

## **Successful Goal Setting and Achievement**

Goal setting can be one of the most difficult processes you undertake in your small business. The main reason for this is because successful goal setting and long-term goal achievement require a great deal of time and consistent effort. In addition, there are a lot of factors that come into play when determining success or failure when it comes to goals.

Along with brainstorming potential targets, creating SMART goals, setting up a system for tracking progress, and consistently taking small steps, there are a few things you can do that will create a strong foundation for success. Taking the time to work on the items listed below will help reduce the challenges that come with tackling your biggest goals and push you closer to success every day.

### **1. Review Your Budget**

One thing we don't talk a lot about when we are talking about goal setting is the cost associated with your goals. Some goals may require very little investment (i.e., increasing the percentage of business you currently obtain from existing customers), while some may require a significant investment (i.e., opening a second location of your retail store).

As you are setting your goals, it's important to analyze what the financial cost will be for achieving that goal and the timeline for the investment so you can make sure you have the necessary funds available. You may find that you need to extend the timeline or build up additional income first, before kicking off a specific goal. Whichever path fits each goal, you need to be clear on the cost before diving in.

### **2. Get Clarity on Your Priorities**

As a busy small business owner, you are likely to have a number of high-priority items on your task list. If you are serious about achieving your goals, you must make your goal-focused actions a priority, too. This may mean you have to let something else go or delegate more in order to free up the time you need. But it's important that you make your goal a priority, otherwise, you run the risk of running out of time before you focus on goal-oriented activities each day.

### **3. Schedule Time**

Every goal requires an investment of time. While the amount of time will vary, it's important to make sure you know how much time you need on a daily, weekly and monthly basis, and that you create that time in your schedule.

One idea is to add a recurring calendar item that blocks out time in your schedule on a consistent basis, solely for you to work on your goals. You can also plan days or half-days off from work each month for goal setting. The key is to plan time and stick to it.

#### **4. Enlist Support**

Your goal may require a specific contribution of effort from a partner or colleague; if this is the case, you should involve that person in your goal-setting process early on so you can share in the workload.

Even if you are tackling an individual goal, though, it can be very beneficial to line up an accountability partner. Having someone to keep you on track and hold you accountable for making progress can be invaluable.

#### **5. Create Motivation Triggers**

Achieving your goals can be a long process, and it's not uncommon to feel overwhelmed. One way to avoid this is to figure out how to motivate yourself to keep pushing, even when it seems like progress is slow. Perhaps you keep an inspiration file that is full of creative ideas. Or maybe you create a personal mantra or even a music playlist that always gets you moving. The possibilities are endless, and with tools to motivate you, you will be able to build momentum.

Keep these supporting factors in mind as you get started with goal setting. If you are already entrenched in the process, it's never too late to slow down and set up these systems that will help you reach success.

#### **Strategies for Achievement Development:**

This Goal Achievement process entails the following requirements:

**1. Well formed Goal Statements:** The Goal Statement forms the basis for the entire process so careful attention should be placed on formulating a clear and accurate goal statement. A good way to remember how a goal statement should be defined is the old S.M.A.R.T. acronym used by many experts in goal setting. SMART stands for:

Specific

Measurable

Action-Oriented

Realistic

Time and Resource Constrained

The Goal should be specific enough so that we know exactly what we are striving for, measurable so we can tell exactly when the goal has been reached, action-oriented to indicate an activity that will produce results, realistic in that it is practical and can be achieved, and time and resources constrained meaning that it has a definite deadline for completion and realizes limited availability of resources. The goal statement "Increase sales 25% by the end of the fiscal year without increasing advertising spending" is an example that follows these rules.

**2. Breaking down Goals into manageable Steps:** Once we have a well-formed Goal Statement we need some direction to follow to achieve this Goal. The creation of Goal Steps gives us a list of the important things that need to be done to achieve the Goal, an

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action plan, and also allows us to track our progress towards the goal. While the goal “Increase sales 25% by the end of the fiscal year without increasing advertising spending” is a great goal statement, this is a monumental task without being broken down into smaller detailed steps.

**3. Motivation and Commitment:** Motivation and commitment are what make us strive to achievement. They give us the push, desire, and resolve to complete all of the other steps in the Goal process. This motivation can be obtained by developing a statement that creates a high level of emotion and energy that guarantees achievement. Commitment is what sets us on direct course to reach our goals and creates costly negative consequences for failure.

**4. Reminders and Keeping on Track:** Reaching our goals requires persistence and regular attention. We need some sort of system to keep us reminded and accountable. MyGoalManager.com uses a combination reminder emails, calendars, and reports to keep users organized and on track. If some accountability system is not used then we are likely to loose sight and fail.

**5. Frequent Review and Re-assessment:** Goal Setting is definitely an ongoing process that is accomplished over time. When we first sit down and start to define goals it can seem like a difficult and daunting task but over time it begins to get much easier. Patience is required. All goals due in the next year should be reviewed at least once a week and daily if possible. The great thing about frequent review is that this forces us to make big decisions and determine priorities in our life. We should keep watch for goals that aren't being achieved on time or for goals on which we keep extending the deadline.

### **Emotional Intelligence: Meaning**

#### **Meaning of Emotional Intelligence:**

In recent years, a growing group of psychologists has come to the conclusion that the old concept of IQ (intelligence quotient) revolved around a narrow band of linguistic and math skills and doing well in IQ tests was most directly a predictor of success in academics but less so as life's paths diverged from academic fields.

These psychologists have taken a wider view of intelligence, trying to reinvent it in terms of what it takes to lead life successfully. In fact, one psychologist Daniel Goleman (1995, 1988) has argued strongly that this other kind of intelligence is more important for a happy, productive life than IQ. Goleman terms this kind of intelligence as Emotional Intelligence (or EQ in short) and defines it as:

“Emotional intelligence is a cluster of traits or abilities relating to the emotional side of life-abilities such as recognizing and managing one's own emotions, being able to motivate oneself and restrain one's impulses, recognizing and managing other's emotions and handling interpersonal relationships in an effective manner.”

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### **Major Components of Emotional Intelligence:**

**Goleman has suggested that EQ consists of five major components:**

- (i) Knowing our own emotions
- (ii) Managing our emotions
- (iii) Motivating ourselves
- (iv) Recognizing the emotions of others
- (v) Handling relationships.

He contended that each of these components plays an important role in shaping the outcomes we experience in life.

### **Characteristics of Emotional Intelligence:**

Daniel Goleman, an American psychologist, developed a framework of five elements that define emotional intelligence:

- 1. Self awareness:** People with high EI understand their emotions and they don't let their feelings rule them. They know their strengths and weaknesses, and they work on these areas so they can perform better.
- 2. Self regulation:** This is the ability to control emotions and impulses. People who self regulate typically don't allow themselves to become too angry or jealous, and they don't make impulsive, careless decisions. They think before they act.
- 3. Motivation:** People with a high EI are willing to defer immediate results for long-term success. They are highly productive, love a challenge, and are effective in whatever they do.
- 4. Empathy:** This is the ability to identify with and understand the wants, needs, and viewpoints of those around you. Empathetic people avoid stereotyping and judging too quickly, and they live their lives in an open, honest way.
- 5. Social skills:** People with strong social skills are typically team players. Rather than focus on their own success, they help others to develop and shine. They can manage disputes, are excellent communicators, and are masters at building and maintaining relationships.

### **Strategies of developing emotional intelligence:**

Here are five ways to develop your emotional intelligence.

- 1. Manage your negative emotions:** When you're able to manage and reduce your negative emotions, you're less likely to get overwhelmed. Easier said than done, right? Try this: If someone is upsetting you, don't jump to conclusions. Instead, allow yourself to look at the situation in a variety of ways. Try to look at things objectively so you don't get riled up as easily. Practice mindfulness at work, and notice how your perspective changes.
- 2. Be mindful of your vocabulary:** Focus on becoming a stronger communicator in the workplace. Emotionally intelligent people tend to use more specific words that can help communicate deficiencies, and then they immediately work to address them. Had a bad meeting with your boss? What made it so bad, and what can you do to fix it next time?

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When you can pinpoint what's going on, you have a higher likelihood of addressing the problem, instead of just stewing on it.

**3. Practice empathy:** Centering on verbal and non-verbal cues can give you invaluable insight into the feelings of your colleagues or clients. Practice focusing on others and walking in their shoes, even if just for a moment. Empathetic statements do not excuse unacceptable behavior, but they help remind you that everyone has their own issues.

**4. Know your stressors:** Take stock of what stresses you out, and be proactive to have less of it in your life. If you know that checking your work email before bed will send you into a tailspin, leave it for the morning. Better yet, leave it for when you arrive to the office.

**5. Bounce back from adversity:** Everyone encounters challenges. It's how you react to these challenges that either sets you up for success or puts you on the track to full on meltdown mode. You already know that positive thinking will take you far. To help you bounce back from adversity, practice optimism instead of complaining. What can you learn from this situation? Ask constructive questions to see what you can take away from the challenge at hand.

Emotional intelligence can evolve over time, as long as you have the desire to increase it. Every person, challenge, or situation faced is a prime learning opportunity to test your EQ. It takes practice, but you can start reaping the benefits immediately.

Having a high level of emotional intelligence will serve you well in your relationships in the workplace and in all areas of your life.

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**FACULTY OF COMMERCE & BUSINESS MANAGEMENT**  
**B.Com.II YEAR IV SEMESTER EXAMINATION – APRIL/MAY- 2019**

**SOFT SKILLS**

*(Skill Enhancement Course)*

Paper - I

*Time: 1½ Hours*

*Max. Marks: 40*

**Answer ALL questions**

*Each question carries equal marks*

1. a. Personality Development  
వ్యక్తిత్వవికాసం
  - b. Characteristics of Learning  
లేర్నింగ్ యొక్క లక్షణాలు
  - c. Attitude Development  
వైఖరిఅభివృద్ధి
  - d. Emotional Intelligence  
భావోద్వేగమేధస్సు
- 
2. a. Discuss the determinants of Pleasing Personality.  
అకర్షణీయమైన వ్యక్తిత్వానికి గల వివిధ నిర్ణాయకాలను వివరింపుము.
  - (Or)
  - b. Explain the Principles of Learning  
లేర్నింగ్ యొక్క ముఖ్యసూత్రాలను వివరింపుము.
- 
3. a. Explain the significance of building Positive Attitude.  
సానుకూల వైఖరి నిర్మాణం యొక్క ప్రాముఖ్యతను వివరింపుము.
  - (Or)
  - b. Explain the strategies for developing Emotional Intelligence.  
భావోద్వేగమేధస్సు అభివృద్ధి కోరకుండా అభివృద్ధి చేయడానికి అనువైన విధులను వివరింపుము.
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4. a. Explain the significance of developing Self-Esteem.  
స్వీయ గౌరవ అభివృద్ధి యొక్క ప్రాముఖ్యతను వివరింపుము.
  - (Or)
  - b. Explain the importance of Goal Setting in achievement of Goals.  
లక్ష్యాల సాధనలో లక్ష్యాన్ని ఏర్పాటు చేయడం యొక్క ప్రాముఖ్యతను వివరింపుము.

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