

SRM VALLIAMMAI ENGINEERING COLLEGE

(AN AUTONOMOUS INSTITUTION)

SRM Nagar, Kattankulathur - 603 203,

Approved by AICTE, Affiliated to Anna University, Accredited by NBA 'A'

Grade Accreditation by NAAC, ISO 21001: 2018 Certified

DEPARTMENT OF MANAGEMENT STUDIES



REGULATION 2023

Academic Year 2026 - 2027

BA3142 – SOFTSKILL DEVELOPMENT LABORATORY

LAB MANUAL

Course Instructors:

Dr. B. Kiruthiga, Asst. Professor OG,

Mrs. G. Sathya, Asst. Professor O.G

Mrs. R. Parhana, Asst. Professor OG,

Course Coordinator:

Dr. B.Kiruthiga, Asst. Professor

ACTIVITY 1: MY LIFE IN 60 SECONDS (INDIVIDUAL)

Objective:

To encourage participants to communicate their life story concisely, build confidence, and improve self-presentation skills.

Materials Needed:

- Stopwatch/timer
- (Optional) Paper & pen for planning notes

Steps:

1. Introduction (2 min)

- Explain that each participant will share their life story in just 60 seconds.
- Emphasize focusing on highlights, not every detail.

2. Preparation (5 min)

- **Ask participants to jot down:**
- ✓ Who they are
- ✓ 2–3 major life events or achievements
- ✓ Current role/goals
- ✓ Future aspiration

3. Presentation (variable)

- One by one, participants deliver their 60-second story.
- Use a timer to keep them on track.

4. Feedback & Reflection (5–10 min)

- Peers or facilitator give quick, positive feedback.
- Discuss how it felt to tell your story under time pressure.

Tips for Success:

- Encourage creativity — they can include humor, quotes, or metaphors.
- Remind them to make eye contact and speak clearly.
- Make it a supportive environment so everyone feels comfortable.

ACTIVITY 2: PITCH YOUR BUSINESS PROPOSAL (INDIVIDUAL)

Objective:

To develop skills in idea generation, structured thinking, persuasive communication, and teamwork by creating and presenting a business proposal.

Materials Needed

- Paper, pens, or laptops
- Timer
- (Optional) Projector or flipcharts
- Business proposal template/outline

Steps to Conduct

1. Introduction (5 min)

- **Explain the goal:** “You will work in teams to create a business proposal and pitch it to the group, as if you were presenting to investors.”
- **Share basic proposal structure:**
 1. **Business Idea** – What problem are you solving?
 2. **Target Market** – Who will use your product/service?
 3. **Value Proposition** – Why is it unique or better than alternatives?
 4. **Business Model** – How will it make money?
 5. **Implementation Plan** – How will you launch it?
 6. **Expected Benefits** – What’s the impact or return?

2. Team Formation (2 min)

- Divide participants into small groups (3–5 members each).

3. Planning Phase (15–20 min)

- Each team brainstorms and develops their business proposal.
- Encourage creativity but ensure ideas are realistic enough to explain.
- They should prepare a 3–4 minutes pitch (summary, not the full written proposal).

4. Presentation Phase (variable)

- Teams present their business proposal to the group.
- Use a timer to keep pitches within 3–4 minutes.

5. Q&A and Feedback (5 min per team)

- After each pitch, allow the audience or facilitator to ask brief questions.
- Give constructive feedback on clarity, creativity, feasibility, and delivery.

6. Reflection (5 min)

- Discuss what made some proposals more persuasive than others.
- Highlight the importance of clear communication in business contexts.

ACTIVITY 3: ROLE PLAY ACTIVITY (GROUP)

Objective:

To improve verbal communication, body language, decision-making, and reduce hesitation while speaking in front of others.

Setup:

- Divide participants into pairs or small groups.
- Assign each group a realistic workplace or life scenario.

Sample Scenarios:

- Job interview (interviewer and candidate)
- Customer complaint handling (customer and service executive)
- Teacher and student (counseling session)
- Doctor and patient (explaining diagnosis)
- Manager and employee (giving feedback)

Steps:

1. Assign roles and give them 5 minutes to prepare.
2. Each group performs the role play in front of the class/audience.
3. Encourage realistic conversation, expression, and interaction.
4. After each performance, give constructive feedback.

Soft Skills Developed:

- Verbal and non-verbal communication
- Empathy and active listening
- Decision-making under pressure
- Audience-facing confidence

ACTIVITY 4: PROBLEM-SOLVING GROUP DISCUSSION (GROUP / DUAL)

Objective:

To develop teamwork and analytical skills by collectively discussing and proposing solutions to a real-world problem.

Materials Needed

- Problem scenario descriptions
- Whiteboard, flipchart, or paper for notes
- Timer

Steps to Conduct

1. Introduction (5 min)

- Explain the goal: *“Work together to analyze the problem, discuss ideas, and propose a practical solution.”*
- Highlight the importance of listening, respecting all opinions, and building on ideas.

2. Group Formation (2 min)

- Divide participants into small groups (4–6 members).

3. Present the Problem Scenario (5 min)

- Give each group the same or different problem to solve. Examples:
 - ✓ Reducing plastic waste in your community
 - ✓ Improving employee engagement in a company
 - ✓ Increasing sales for a small business
 - ✓ Managing traffic congestion in a city

4. Discussion & Brainstorming (20 min)

- Groups discuss the problem, identify root causes, and brainstorm solutions.
- Encourage creative and realistic ideas.
- Use a whiteboard or paper to organize thoughts and action steps.

5. Presentation of Solutions (10 min)

- Each group presents their proposed solution to the whole group.

6. Reflection & Feedback (10 min)

- Discuss the variety of solutions and their feasibility.
- Highlight the value of diverse perspectives and collaborative problem-solving.

ACTIVITY 5: ROLE PLAY – CLIENT PITCH SIMULATION (DUAL)

Objective:

To practice delivering persuasive business pitches and responding to client questions and objections in a realistic setting.

Materials Needed

- Client brief documents describing the client's needs and background
- Product/service info sheets or presentations
- Timer
- (Optional) Evaluation sheets for feedback

Steps to Conduct

1. Introduction (5 min)

- Explain the importance of a clear, confident pitch tailored to client needs.
- Share basic structure of a client pitch:
 1. Greeting and introduction
 2. Understanding client needs
 3. Presenting the product/service benefits
 4. Handling questions and objections
 5. Closing with a call to action

2. Group Formation & Role Assignment (3 min)

- Divide participants into pairs or small teams.
- Assign roles:
 - ✓ **Pitcher** (salesperson)
 - ✓ **Client** (potential buyer)
 - ✓ **Observer(s)** (optional, for feedback)

3. Preparation (10–15 min)

- Pitchers study the client brief and product/service details.
- Clients prepare questions or concerns based on the brief.
- Teams can strategize their approach and key points to emphasize.

4. Role Play (7–10 min per pair/team)

- Pitchers deliver their client pitch.
- Clients actively engage by asking questions or raising objections.
- Pitchers respond and adapt on the spot.

5. Feedback & Reflection (10 min)

- Observers and clients give constructive feedback on:
 - ✓ Clarity and persuasion of the pitch
 - ✓ Handling of objections
 - ✓ Professionalism and confidence
 - ✓ Listening skills

6. Role Switch & Repeat (optional)

- Swap roles so everyone practices pitching and client questioning.

Activity 6: Conflict Resolution Drill (Individual)

Objective:

To practice identifying, addressing, and resolving conflicts through communication, empathy, and problem-solving techniques.

Materials Needed

- Conflict scenario cards describing realistic workplace disputes
- Role descriptions for involved parties
- Timer
- (Optional) Note-taking sheets for observers

Steps to Conduct

1. Introduction (5 min)

- Explain the importance of conflict resolution for maintaining healthy work environments and teamwork.
- Briefly introduce key conflict resolution steps:
 1. Identify the issue
 2. Understand perspectives
 3. Communicate openly
 4. Find common ground
 5. Agree on a solution

2. Group Formation & Role Assignment (3 min)

- Divide participants into pairs or small groups.
- Assign roles based on scenario (e.g., two coworkers in conflict, manager and employee).

3. Scenario Briefing (5 min)

- Give each group a conflict scenario card with background details and roles.
- Allow time to discuss feelings and perspectives privately before role-play.

4. Role Play (7–10 min per group)

- Participants act out the conflict and work through resolution steps.
- Encourage active listening, respectful language, and collaborative problem-solving.

5. Feedback & Group Discussion (10 min)

- Observers or facilitators provide feedback on communication style, empathy shown, and effectiveness of the solution.
- Discuss what techniques helped and what could improve.

ACTIVITY 7: MOCK PUBLIC MEETING (GROUP)

Objective:

To simulate a real public meeting where participants practice formal communication, critical thinking, decision-making, and managing diverse viewpoints.

Materials Needed

- Chairs arranged in a semi-circle or U-shape (to mimic a meeting setting)
- Table and microphones (optional, for realism)
- Agenda sheets or scenario descriptions
- Timer
- (Optional) Name placards for participants' roles

Steps to Conduct

1. Introduction (5 min)

- Explain the purpose: *"In this exercise, you'll take on roles in a public meeting to discuss and resolve an issue while maintaining professionalism and clarity."*
- Share the rules: respect speaking turns, stay on topic, and stick to your assigned role's perspective.

2. Scenario & Role Assignment (5 min)

Choose a realistic topic for the meeting (examples):

- Approving a new community park
- Debating a city's budget allocation
- Deciding on a new company policy
- Resolving a public complaint about services

Assign roles such as:

- **Chairperson** – facilitates the meeting
- **Secretary** – takes notes/minutes
- **Stakeholders** – e.g., local residents, business owners, government officials, environmental activists, media
- **Public Members** – raise questions or objections

3. Preparation (10 min)

- Give each participant a brief description of their role and stance.
- Allow them to prepare talking points and possible arguments.

4. Conducting the Meeting (15–20 min)

- Chairperson opens with the agenda.
- Each participant speaks according to the flow:
 1. Opening statements from key stakeholders
 2. Public comments/questions
 3. Debate and counterpoints
 4. Decision-making or recommendations
- Keep the tone formal but interactive.

5. Debrief & Feedback (10 min)

- Discuss what went well in communication, leadership, and handling disagreements.
- Provide tips on:
 - ✓ Maintaining decorum
 - ✓ Structuring arguments clearly
 - ✓ Active listening and responding under pressure

ACTIVITY 8: MINI-PODCAST CREATION (GROUP)

Objective:

To help participants practice storytelling, teamwork, creativity, and verbal communication by planning and recording a short podcast episode.

Materials Needed

- Smartphones or laptops (with audio recording capability)
- Optional: simple audio editing apps (e.g., Audacity, GarageBand, Anchor)
- Headphones (optional but helpful)
- Timer
- Paper/pens for scripting

Steps to Conduct

1. Introduction (5 min)

- Explain that participants will create a **3–5-minute podcast episode** in small teams.
- Share basic podcast structure:
 1. **Intro** (who you are, episode topic)
 2. **Main Content** (discussion, story, interview, or debate)
 3. **Conclusion** (key takeaway, sign-off)

2. Team Formation & Topic Selection (5 min)

- Divide participants into teams of 3–5 members.
- Give them topic options (e.g., leadership tips, latest tech trends, motivational stories, college life experiences) or let them choose.

3. Planning & Scripting (15 min)

- Teams decide roles:
 - ✓ **Host** – drives the conversation
 - ✓ **Co-host/Guest** – adds perspective or humor
 - ✓ **Editor** – handles basic audio cleanup (optional for short activity)
- Outline the flow and key talking points (not a full word-for-word script to keep it natural).

4. Recording (10–15 min)

- Use a smartphone voice recorder or podcasting app.
- Keep it conversational and engaging — no need for perfection.
- Encourage teams to add **intro music, sound effects, or creative hooks** if time permits.

5. Playback & Sharing (variable)

- Each team plays their podcast for the group.
- Others note what they liked and what could improve.

6. Feedback & Reflection (5–10 min)

- Discuss what made some podcasts more engaging.
- Highlight the importance of **tone, pacing, and clear structure** in audio storytelling.

ACTIVITY 9: STRESS INTERVIEW ROLE PLAY (DUAL)

Objective:

To prepare participants for high-pressure interviews by practicing how to stay calm, confident, and professional under challenging questioning.

Materials Needed

- Chairs and table for “interview room” setup
- Timer
- Pre-prepared list of challenging interview questions or scenarios
- (Optional) Camera/phone to record for feedback

Steps to Conduct

1. Introduction (5 min)

- Explain what a *stress interview* is: an interview style where the interviewer deliberately creates pressure to test the candidate’s composure, problem-solving, and communication skills.
- Emphasize that the goal is **learning**, not actual intimidation.

2. Team Formation (2 min)

- Divide participants into pairs or small groups.
- Assign roles:
 - ✓ **Interviewer** (plays the “tough” role)
 - ✓ **Interviewee** (the candidate)
 - ✓ **Observer** (optional, to note performance and body language)

3. Preparation (5 min)

- Give interviewers a list of stress tactics they can use, such as:
 - ✓ Rapid-fire questions
 - ✓ Interrupting mid-answer
 - ✓ Showing disinterest (checking phone, yawning)
 - ✓ Asking tricky or unexpected questions
 - ✓ Challenging answers with counter-arguments
- Give interviewees 2–3 minutes to mentally prepare.

4. Role Play (5–7 min per round)

- Conduct the mock stress interview.
- Keep it realistic but respectful — no personal attacks.

5. Switch Roles & Repeat

- Rotate so each participant experiences being the interviewee.

6. Feedback & Reflection (10 min)

- Discuss what techniques helped interviewees stay composed.
- Observers and interviewers give constructive feedback on:
 - ✓ Body language

- ✓ Tone of voice
- ✓ Clarity of answers
- ✓ Emotional control
- Share stress management tips for real interviews (deep breathing, pausing before answering, reframing pressure as opportunity).

ACTIVITY 10: CUSTOMER CALL SCENARIOS (GROUP/ DUAL)

Objective:

To improve participants' ability to handle real-world customer service calls with professionalism, empathy, and effective problem resolution.

Materials Needed

- Printed or digital scenario cards describing different customer call situations
- Phones or just role-play face-to-face
- Timer
- (Optional) Note-taking sheets for feedback

Steps to Conduct

1. Introduction (5 min)

- Explain the importance of good customer communication.
- Outline the basic structure of a customer call:
 1. Greeting and introduction
 2. Listening and understanding the issue
 3. Offering a solution or escalation
 4. Closing politely

2. Group Formation (2 min)

- Divide participants into pairs (customer & service agent).

3. Scenario Assignment (2 min)

- Give each pair a customer call scenario card. Examples:
 - ✓ Customer upset about a delayed delivery
 - ✓ Billing discrepancy complaint
 - ✓ Request for product information
 - ✓ Technical support for device malfunction
 - ✓ Cancellation and refund request

4. Role-Play (5–7 min per scenario)

- Participants role-play the call using the assigned scenario.
- Encourage natural conversation but staying professional and polite.

5. Feedback (5 min per role-play)

- Swap roles so both get to practice.
- Peers or facilitator give feedback focusing on:
 - ✓ Tone and language used
 - ✓ Problem-solving effectiveness
 - ✓ Empathy and patience shown
 - ✓ Closing the call positively

6. Group Reflection (5–10 min)

- Discuss common challenges faced during calls.
- Share best practices and tips for handling difficult customers.

ACTIVITY 11: PERSONAL VALUES MAPPING (INDIVIDUAL)

Objective:

To help participants identify their key personal and professional values and reflect on how these shape their behaviour and choices.

Materials Needed

- Paper and pens or printed values lists
- Sticky notes or index cards (optional)
- Whiteboard or flipchart (optional)

Steps to Conduct

1. Introduction (5 min)

- Explain what personal values are — the fundamental beliefs that guide attitudes and behavior.
- Share why knowing your values is important for making consistent, authentic decisions and improving workplace behavior.

2. Values Brainstorming (10 min)

- Give participants a list of common values (e.g., integrity, teamwork, creativity, respect, responsibility, empathy, innovation).
- Ask them to:
 - ✓ Circle or highlight the 10 values that resonate most with them.
 - ✓ From those, select their **top 5 personal/professional values**.
- Alternatively, participants can brainstorm their own values without a list.

3. Reflection & Sharing (10–15 min)

- Participants write a few sentences answering:
 - ✓ Why are these values important to me?
 - ✓ How do these values influence my behavior or decisions at work/school?
 - ✓ Can I recall a situation where I acted according to one of these values?
- In pairs or small groups, participants share insights.

4. Values Mapping (Optional, 10 min)

- On a whiteboard or flipchart, create a values map by grouping common values shared by the group.
- Discuss patterns or surprising values that emerge.

5. Application Discussion (10 min)

- Facilitate a group discussion on:
 - ✓ How understanding our values can improve teamwork and leadership.
 - ✓ What challenges arise when personal values conflict with workplace demands.
 - ✓ Strategies to stay true to values while adapting professionally.

ACTIVITY 12: PRESS MEET ACTIVITY (GROUP)

Objective:

To improve formal communication, public speaking, and handling unexpected questions.

Setup:

- Create a mock press conference scenario.
- Assign roles: **Chief Guest/Speaker, Company Official, Athlete/Celebrity, Politician, Students' Union Leader**, etc.
- Rest of the participants act as **journalists**.

Sample Topics:

- Launch of a new product or college event
- Addressing a crisis or controversy
- Declaring a policy decision or campaign
- Public awareness event (environment, mental health, etc.)

Steps:

1. Give the main speakers time to prepare (5–10 mins).
2. Conduct a press conference where speakers address the media (audience).
3. Journalists ask relevant or tough questions.
4. Encourage answering confidently, maintaining body language, and handling interruptions.

Soft Skills Developed:

- Public speaking under pressure
- Question-handling and presence of mind
- Formal speaking etiquette
- Team dynamics and clarity of thought

ACTIVITY 13: TEAM PLANNING & TASK DELEGATION SIMULATION (DUAL/ GROUP)

Objective:

To practice planning a project collaboratively and delegating tasks effectively within a team.

Materials Needed

- Project scenario description
- Task list or project goals
- Paper, whiteboard, or digital tools for planning
- Timer

Steps to Conduct

1. Introduction (5 min)

- Explain that effective teamwork requires clear planning and smart delegation.
- Outline the importance of understanding team members' strengths and distributing tasks accordingly.

2. Group Formation (2 min)

- Divide participants into small teams (4–6 members).

3. Present the Project Scenario (5 min)

- Give teams a realistic project to plan. Examples:
 - ✓ Organizing a company event
 - ✓ Launching a new product
 - ✓ Planning a marketing campaign
 - ✓ Preparing a training workshop

4. Planning & Delegation Phase (20–25 min)

- Teams discuss and:
 - ✓ Break down the project into smaller tasks
 - ✓ Assign roles and delegate tasks based on members' skills and interests
 - ✓ Create a timeline or workflow
- Encourage teams to communicate clearly and resolve any conflicts about responsibilities.

5. Presentation (10 min)

- Each team briefly presents their plan and delegation strategy.
- Highlight how tasks were matched to team members' strengths.

6. Debrief & Feedback (10 min)

- Discuss what worked well and what challenges teams faced.
- Share best practices for delegation: clear communication, accountability, flexibility.

ACTIVITY 14: B2C CUSTOMER INTERACTION ROLE PLAY (DUAL)

Objective:

To develop essential soft skills for effective and positive customer interactions in B2C settings.

Materials Needed

- Scenario cards with typical B2C customer situations
- Role-play space for pairs or small groups
- Timer
- (Optional) Feedback forms

Steps to Conduct

1. Introduction (5 min)

- Explain key B2C soft skills: active listening, empathy, clear communication, handling objections, and positive attitude.
- Discuss why these matter for customer satisfaction and loyalty.

2. Group Formation & Role Assignment (2 min)

- Pair participants or form small groups.
- Assign roles: Customer and Service Representative.

3. Scenario Distribution (3 min)

- Give each pair a B2C scenario such as:
 - ✓ Customer wants a refund for a defective product
 - ✓ Upselling a product to a hesitant buyer
 - ✓ Handling a delayed delivery complaint
 - ✓ Assisting a customer with product selection
 - ✓ Managing an angry customer calmly

4. Role Play (5–7 min per scenario)

- Participants role-play the interaction, practicing soft skills.
- Encourage using positive language, empathy statements, and problem-solving approaches.

5. Feedback & Reflection (5 min)

- Swap roles and repeat if time allows.
- Peers or facilitator give constructive feedback on tone, empathy, and communication.
- Discuss what worked well and areas to improve.

ACTIVITY 15: GROUP SEMINAR ACTIVITY – SOFT SKILLS (GROUP)

The Group Seminar Activity on Soft Skills was conducted to enhance students' interpersonal, communication, and presentation abilities. Students were divided into small groups and each group was assigned a specific soft skill topic such as communication skills, teamwork, leadership, time management, emotional intelligence, problem-solving, adaptability, and professional ethics. Each group prepared and delivered a seminar using presentations, real-life examples, role plays, and interactive discussions. The activity encouraged collaborative learning, confidence building, critical thinking, and effective public speaking. Faculty members evaluated the performance based on content clarity, teamwork, communication skills, body language, and overall presentation. The activity helped students understand the practical importance of soft skills in academic and professional environments.

Objectives of the Activity

The main objectives of the Group Seminar Activity on Soft Skills were:

- To improve communication and presentation skills
- To develop teamwork and collaborative learning
- To enhance leadership and interpersonal abilities
- To build self-confidence and public speaking skills
- To create awareness about the role of soft skills in professional life

3. Learning Outcomes

- After participating in the activity, students were able to:
- Communicate ideas clearly and confidently
- Work effectively as a team member
- Demonstrate leadership and coordination skills
- Apply soft skills in academic and real-life situations
- Improve critical thinking and problem-solving abilities

4. Topics Covered (Examples)

- Communication Skills
- Teamwork and Team Building
- Leadership Skills
- Time Management
- Emotional Intelligence
- Conflict Management
- Professional Ethics
- Adaptability and Stress Management