

**Personality Development**

<b>Semester III</b>	<b>Subject Code: BB31601</b>	<b>Lectures: 60</b>
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**Objectives:**

The course is designed to equip students with

- To be able to act with confidence, should be clear about their own personality, character and future goals
- To have the opportunity to explore the current management literature so as to develop an individual style and sharpen her skills in the area of leadership communication, decision making, motivation and conflict management

<b>Unit 1: Introduction to Personality / Recent Trends</b>	<b>08</b>
<ul style="list-style-type: none"> <li>• Introduction: Meaning and Definition of Personality</li> <li>• Factors affecting Personality Development: Biological, Cultural Factors, Spiritual Factors</li> <li>• Recent Trends - Introduction: Mind mapping, Competency mapping &amp; 360* assessment &amp; development</li> </ul>	

<b>Unit 2: Personality Traits and Attitude</b>	<b>08</b>
<ul style="list-style-type: none"> <li>• <b>Meaning and Definition</b>-Personality Traits-personality person- Formation- Attitude Factors that determine-Benefits of Positive Attitude and consequences of Negative attitude, steps to build positive attitude</li> <li>• Factors influencing person habits of highly effective people &amp; personality habits- Be proactive—Begin with the end in mind—Put first things first— Think win- Seek first to understand then to be understood – Synergize – Sharpen the saw</li> <li>• Examples of the above</li> </ul>	

<b>Unit 3: Five Pillars of Personality Development</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Introspection- Meaning, Importance and Skills</li> <li>• Self-Assessment- Meaning, Importance, Types and Self-Assessment for students</li> <li>• Self-Appraisal-Meaning, Importance and tips for Self-Appraisal</li> <li>• Self-Development-Meaning, Process of Self-development, Individual Self-</li> </ul>	



<p>Development Plan</p> <ul style="list-style-type: none"> <li>• Self-Introduction: Meaning, Tips for effective Self-Introduction, self-acceptance, Awareness, self-knowledge and self-examination</li> <li>• Personal SWOT analysis &amp; STAR analysis</li> </ul> <p>(One or two case studies on the above topic)</p>	
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Unit 4: Self Esteem	12
<ul style="list-style-type: none"> <li>• <b>Self-Concept:</b> Meaning, definition and development</li> <li>• <b>Self Esteem:</b> Concept, significance of Self-Esteem, types (Positive, negative) characteristics of people with high and low Self-esteem, steps for enhancing positive Self-Esteem</li> </ul> <p>Ego Management, Managing Egoistic insults, Sigmund Freud ID (One or two case studies on the above topic)</p>	

Unit 5: Personality Formation Structure	08
<p>Introduction to how to win Friends by "Dale Carnegie" BECOME A FRIENDLIER PERSON</p> <ul style="list-style-type: none"> <li>• Don't criticize, condemn or complain</li> <li>• Give honest, sincere appreciation.</li> <li>• Arouse in the other person an eager want</li> <li>• Become genuinely interested in other people</li> <li>• Smile</li> <li>• Remember that a person's name is to that person the most important sound in any language</li> <li>• Be a good listener. Encourage others to talk about themselves</li> <li>• Talk in terms of the other person's interest.</li> <li>• Make the other person feel important - and do so sincerely</li> <li>• The only way to get the best of an argument is to avoid it</li> </ul> <p>Followed by PowerPoint Presentations</p>	

\*Contact hours – 12 hours



Recommended Text Book:

- ✓ 1. *Personality Development*, Dhanashree Ghare, Nirali Prakashan

Reference Books:

1. Stephen Covey, *Seven Habits Of Highly Effective People*
2. Shiv Khera -- *You Can Win*
3. Dale Carnegie, *Principles from how to win friends and influence people.*
4. *Three Basic Managerial Skills for All*, Hall Of India Pvt Ltd New Delhi
5. Hurlock Elizabeth B, *Personality Development* Tata McGraw Hill New Delhi
6. Robert S Feldman, *Understanding Psychology*, Tata McGraw Hill Publishing
7. R.M. Onkar, *Personality Development and Career management*, S Chand Publications
8. Robert S Feldman, *Social Psychology*, Tata McGraw Hill Publishing
9. McGrath Eh *Basics Management Skills for All*, Printish Hall of India Pvt Ltd New Delhi
10. Wehtlel David A and Kin S Kemerron, *Developing Managerial Skills*, Pearson Education New Delhi