

Course Number and Name												
BBA101 - PERSONALITY DEVELOPMENT												
Credits and Contact Hours												
2 & 30												
Course Coordinator's Name												
Ms. Pavithra												
Text Books and References												
TEXT BOOKS:												
1. Hurlock, E.B (2006). Personality Development, 28 th Reprint. New Delhi: Tata McGraw Hill.												
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16 th Edition, Prentice Hall.												
REFERENCE BOOKS:												
1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.												
2. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002												
3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003												
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001												
5. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).												
6. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.												
7. Smith, B . Body Language. Delhi: Rohan Book Company. 2004												
Course Description												
To make students groom their personality and prove themselves as good Samaritans of the society.												
Prerequisites						Co-requisites						
+2 Level Knowledge						NIL						
required, elective, or selected elective (as per Table 5-1)												
Course Outcomes (COs)												
CO1	Individual or in-group class presentations pertaining to the applications of concepts, theories or issues in human development.											
CO2	Scores obtained from essay and or objective tests.											
CO3	Attendance, classroom participation, small group interactions.											
CO4	Research and write about relevant topics.											
CO5	Design and complete a research project that can take the form of a developmental interview, an observation or assessment through service learning.											
CO6	Develop and maintain a Reflection											
Student Outcomes (SOs) from Criterion 3 covered by this Course												
	COs/SOs	a	b	c	d	e	f	g	h	i	j	k
	CO1	L		H				M				
	CO2		H	H				M				

CO3								M	H			
CO4										H	H	
CO5								M			H	H
CO6								M				

List of Topics Covered

UNIT I INTRODUCTION TO PERSONALITY DEVELOPMENT

6

The concept personality- Dimensions of theories of Freud & Erickson- personality – significant of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analyses.

UNIT II ATTITUDE & MOTIVATION

6

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages –Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation- Factors leading to de-motivation

UNIT III SELF-ESTEEM

6

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.

UNIT IV OTHER ASPECTS OF PERSONALITY DEVELOPMENT

6

Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader - Character-building -Team-work - Time management -Work ethics – Good manners and etiquette.

UNIT V EMPLOYABILITY QUOTIENT

6

Resume building- The art of participating in Group Discussion – Acing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.