

BBA - II SEMESTER

MBA102: SELF AWARENESS AND PERSONALITY DEVELOPMENT

INTRODUCTION

Self awareness and personality development is going to build upon the students' basic understanding of intelligence, learning and personality. The course would help in relating their learning to its importance in the present industry context in a dynamic and complex environment where stress is on "HUMAN CAPITAL". The main aim of this course is to equip the students with the required theoretical knowledge to gain insight in personality development and self awareness which would result in better motivation of self and group (team), implementing the same to bring about a cohesive development in their decision making process.

OBJECTIVES

- 1) To enable the Student to gain an insight into the self and the process of Personality Development
- 2) To enable the student to explain the factors that determine personality.

LEARNING OUTCOMES

- 1) The student will be able to understand his/her personality and the process of self-development.
- 2) The student will be able to understand the other's personality too and interact positively.

SYLLABUS

UNIT-I: Personality, Nature and Importance, Individuality, Character, Determinants of Personality, Hereditary Potentials, Environmental Influences, Situational Factors

UNIT-II: Self Esteem, Know Yourself, Develop Self Esteem, Face and Accept Reality, Accept Yourself, Self Improvement, Plan to improve yourself, Visualize your best self, Long term goals, Short term objectives, Action Plans,

Developing Positive Attitudes, Development of Attitudes, Learning Attitudes, Improve your attitudes, Coping with other people's negative attitudes,

UNIT-III: Self Motivation, Sources of Motivation, Willingness to work, Unpleasant tasks, Responsibility, Dependability, Self Management, Efficient work habits, Time Management, Resource Management, Stress Management, Thinking Skills, Thinking Defined, Higher-order thinking abilities, Critical thinking, Creative thinking, Decision Making, Problem Solving,

UNIT-IV: Transactional Analysis, Nature and Importance, Ego States, Life Positions, Transactions, Johari Window, Nature and Importance, Johari Window as a Model of Interpersonal Interactions,

UNIT-V: Emotional Intelligence: Nature and Importance, IQ versus EQ, Components of Emotional Intelligence, Self regulation, Self Awareness, Motivation, Empathy, Social Skills.

Case Analysis (**Not Exceeding 200 words**)

TEXT BOOK

Wallace and Masters (2012), *Personal Development for Life and Work* 10th Edition, New Delhi: Cengage Learning

REFERENCE BOOKS

1. Robbins, Stephen & Sanghi, S. (2013), *Organizational Behavior*, New Delhi: Pearson Education.
2. Clegg, Brian (2012), *Personal Development*, New Delhi: Kogan Page Ltd.,
3. McGrath E. H. (2011), *Basic Managerial Skills for All* 6th Edition India, Prentice Hall.

JOURNALS

1. GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam.
2. Harvard Business Review.
3. ICFAI Journal of HRM.
4. HRM Review.