

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA. 1.5 (Open Elective Course)		
Name of the Course: 1. PERSONALITY DEVELOPMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3+0+0	42 Hrs
Pedagogy: Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> 1. Students will possess the personality development techniques and communication skills 2. Students will be able to acquire the skills to manage stress and conflict. 3. Groom their personality and prove themselves as good Samaritans of the Society. 4. Develop an understanding of and practice personal and professional responsibility. 5. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment. 		
Module	Syllabus	Teaching Hours
I	INTRODUCTION: Meaning and concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development- Concept of success and failure: Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - Failure: Causes of failure- SWOT analysis.	8
II	ATTITUDE & MOTIVATION: Attitude: Concept- Significance- Factors affecting attitudes - Positive attitude - Advantages- Negative Attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude- Motivation: Significance - Internal and External motives - Importance of self-motivation - Factors leading to de-motivation.	10
III	SELF ESTEEM: 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 behavior - Lateral thinking.	8
IV	OTHER ASPECTS OF PERSONALITY DEVELOPMENT: Leadership - Qualities of a successful leader - Body language - Problem- solving - Conflict and Stress Management - Decision making skills - Character building -Team work - Time management - Work ethics- Good manners and etiquette.	8
V	EMPLOYABILITY QUOTIENT: Resume building- The art of participating in Group Discussion - Acing the Personal (HR & Technical) Interview - Frequently asked questions - Psychometric Analysis - Mock interview sessions.	8

Skill Developments Activities:

- Prepare a SWOT analysis of yourself.
- Read the biography of any two great personalities and identify unique traits.
- Visit any organization and identify the factors which motivates the employees
- Conduct an activity to demonstrate the interpersonal relationship and identify different types of behavior.
- Conduct group discussion on different topics in the classroom.
- Any other activities, which are relevant to the course.