

Subject Code:1MS1010301

Subject Title: Personality Development

1. Course Objectives:

Students will learn in-depth information about various personality traits and can have better understanding which will enable them to open the ways to come out from several business problems with proper behavior.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)			
				University Assessment		Internal Assessment	
				Theory	Practical	Theory	Practical
3	1	-	4	70	-	30	-

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to Personality Development The concept of personality, Dimensions of personality, Significance personality development. The concept of success and failure What is success?, Obstacles in achieving success, Overcoming Obstacles, Factors responsible for success, What is failure, Causes of failure	12	25%
2	Attitude & Motivation Concept of Attitude, Importance, Factors affecting attitudes, Positive attitude & Negative attitude, Advantages & Disadvantages, Ways to develop positive attitude, Difference between personalities having positive and negative attitude. Concept of motivation, Importance, Internal and external motivation, Importance of self-motivation, Factors leading to de-motivation	12	25%

3	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	12	25%
4	Body Language Introduction, Emotions displayed by body language, Handshake, Eyes, Body language exhibited during professional interaction	12	25%

4. Suggested Readings

Books:

1. Business Communication by K. K. Sinha, Galgotia Publishing Company, New Delhi.
2. Media and Communication Management by C. S. Rayudu, Himalaya Publishing House. Bombay.
3. Essentials of Business Communication by Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Group Discussion and Public Speaking by K. Sankaran and Mahendra Kumar, M.I. Publications, Agra
5. Organizational Behavior by S. P. Robbins, Prentice-Hall of India Pvt. Ltd., New Delhi
6. Principles and Practice of Business Communication By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)
7. Personality development and soft skills by Barun K. Mitra, Oxford University press, New Delhi.