



Bachelor of Business Administration BBA (General) - Semester – II

Course Code	UM02 VA BBA05	Title of the Course	PERSONALITY ENRICHMENT
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To understand the importance of personality and methods to enrich the same.
	2. To Know the concept of Self-Awareness and Self-Motivation.
	3. To know General Knowledge and Current Affairs

Unit	Description	Weightage (%)
1.	Personality & Self Awareness <input type="checkbox"/> Definition of Personality <input type="checkbox"/> Components of Personality-Structural and Functional Aspects <input type="checkbox"/> Determinants of Personality - Biological, Psychological and Socio-Cultural factors <input type="checkbox"/> Need for Personality Development	25%
2.	Self-Awareness and Self-Motivation <input type="checkbox"/> Self-Analysis through SWOT and Johari window <input type="checkbox"/> Elements of Motivation <input type="checkbox"/> Seven rules of Motivation <input type="checkbox"/> Techniques and Strategies for Self-Motivation <input type="checkbox"/> Motivation Checklist and Goal Setting based on the principles of SMART <input type="checkbox"/> Self-Motivation and Life	25%

Teaching-Learning Methodology	Lectures, Case Discussion, Video and Presentation
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written(As per CBCSR.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance(As per CBCS R.6.8.3)	15%
3.	University Examination	70%





Course Outcomes	
1.	Apply principles in corporate life having understood the phenomenon
2.	Improve analytical skills by taking a stance on real matters

Suggested References	
Sr. No.	References
1	Mile, D J (2004), Power of Positive Thinking, Delhi, Rohan Book Company.
2	Pravesh Kumar (2005), All about Self-Motivation, New Delhi, Goodwill Publishing House
3	Dudley, G A (2004), Double your Learning Power, Delhi, Konark Press, Thomas Publishing Group Ltd.,
4	Lorayne, H (2004), How to develop a super power memory, Delhi, Konark Press, Thomas Publishing Group Ltd.,
5	Hurlock, E B (2006), Personality Development, 28th Reprint, New Delhi, Tata McGraw Hill.

On-line resources to be used if available as reference material
On-line Resources
1. https://www.geektonight.com/personality-in-organisational-behavior-definition-determinants-nature/
2. https://leverageedu.com/blog/determinants-of-personality/#:~:text=There%20are%20major%20determinants,%20heredity%20experiences%20and%20culture.
3. https://gcwgandhinagar.com/econtent/document/1587541310OEDUGENE03-4.2.pdf.pdf

