



**Bachelor of Business Administration BBA (HM) - Semester – II**

<b>Course Code</b>	<b>UM02 VA BBH05</b>	<b>Title of the Course</b>	<b>PERSONALITY ENRICHMENT</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	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

<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Personality &amp; Self Awareness</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Definition of Personality</li> <li><input type="checkbox"/> Components of Personality-Structural and Functional Aspects</li> <li><input type="checkbox"/> Determinants of Personality - Biological, Psychological and Socio-Cultural factors</li> <li><input type="checkbox"/> Need for Personality Development</li> </ul>	<b>25%</b>
<b>2.</b>	<b>Self-Awareness and Self-Motivation</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Self-Analysis through SWOT and Johari window</li> <li><input type="checkbox"/> Elements of Motivation</li> <li><input type="checkbox"/> Seven rules of Motivation</li> <li><input type="checkbox"/> Techniques and Strategies for Self-Motivation</li> <li><input type="checkbox"/> Motivation Checklist and Goal Setting based on the principles of SMART</li> <li><input type="checkbox"/> Self-Motivation and Life</li> </ul>	<b>25%</b>

<b>Teaching-Learning Methodology</b>	Lectures, Case Discussion, Video and Presentation
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
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%





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

<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
<b>1</b>	Mile, D J (2004), Power of Positive Thinking, Delhi, Rohan Book Company.
<b>2</b>	Pravesh Kumar (2005), All about Self-Motivation, New Delhi, Goodwill Publishing House
<b>3</b>	Dudley, G A (2004), Double your Learning Power, Delhi, Konark Press, Thomas Publishing Group Ltd.,
<b>4</b>	Lorayne, H (2004), How to develop a super power memory, Delhi, Konark Press, Thomas Publishing Group Ltd.,
<b>5</b>	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. <a href="https://www.geektonight.com/personality-in-organisational-behavior-definition-determinants-nature/">https://www.geektonight.com/personality-in-organisational-behavior-definition-determinants-nature/</a>
2. <a href="https://leverageedu.com/blog/determinants-of-personality/#:~:text=There%20are%204%20major%20determinants,%20heredity%20experiences%20and%20culture.">https://leverageedu.com/blog/determinants-of-personality/#:~:text=There%20are%204%20major%20determinants,%20heredity%20experiences%20and%20culture.</a>
3. <a href="https://gcwgandhinagar.com/econtent/document/1587541310OEDUGENE03-4.2.pdf.pdf">https://gcwgandhinagar.com/econtent/document/1587541310OEDUGENE03-4.2.pdf.pdf</a>

