



Bachelor of Business Administration BBA(ITM)-Semester-I

Course Code	UM01SEBBI05	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 <ul style="list-style-type: none"><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"/> Assessment of Personality- Observation, Interview and Psychological Tests<input type="checkbox"/> Misconceptions and Classifications<input type="checkbox"/> Need for Personality Development	50%
4.	Memory, Decision Making and Study Skills <ul style="list-style-type: none"><input type="checkbox"/> Definition and Importance of Memory<input type="checkbox"/> Causes of Forgetting<input type="checkbox"/> How to forget (thought stopping), how to remember (techniques for improving memory)<input type="checkbox"/> The technique of passing exams<input type="checkbox"/> The rational decision making process<input type="checkbox"/> Improving creativity in decision making and components of creativity	50%





Teaching-Learning Methodology	Lectures,CaseDiscussion,VideoandPresentation	
EvaluationPattern		
Sr.No.	Detailsofthe Evaluation	Weightage
1.	InternalWritten(AsperCBCSR.6.8.3)	15%
2.	InternalContinuousAssessmentintheformofQuizzes,Seminars,Assignments,Attendance(AsperCBCSR.6.8.3)	15%
3.	UniversityExamination	70%

CourseOutcomes	
1.	Apply principlesin corporatelife havingunderstoodthephenomenon
2.	Improveanalyticalskillsbytakingastanceonreal matters

Suggested References	
Sr.No.	References
1	Mile,DJ(2004), PowerofPositiveThinking,Delhi,RohanBookCompany.
2	PraveshKumar(2005), AllaboutSelf-Motivation,NewDelhi,GoodwillPublishingHouse
3	Dudley,GA(2004),DoubleyourLearningPower,Delhi,KonarkPress, ThomasPublishing GroupLtd.,
4	Lorayne,H(2004),Howtodevelopasuperpowermemory,Delhi,KonarkPress,Thomas PublishingGroupLtd.,
5	Hurlock,EB(2006), PersonalityDevelopment,28thReprint,NewDelhi,Tata MCGraw Hill.

On-lineresourcetobeusedifavailableasreference material
On-lineResources
1. https://www.geektonight.com/personality-in-organisational-behavior-definition-determinants-nature/
2. https://leverageedu.com/blog/determinants-of-personality/#:~:text=There%20are%204%20major%20determinants,%2C%20heredity%2C%20experiences%20and%20culture.
3. https://gcwgandhinagar.com/econtent/document/1587541310OEDUGENE03-4.2.pdf.pdf

