

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: III
Syllabus with Effect from: JUNE 2015

Paper Code: UM03FBBB01	Total Credits: 3
Title Of Paper: Personality Development	

Unit	Description in detail	Weightage (%)
1	Introduction Definition & meaning of personality Personality Development <ul style="list-style-type: none"> • Freudian stages • Neo – Freudian Stages Determinants of personality Personality Traits : Meaning & Types Personality Traits of Indian managers	25 %
2	Learning Concept and Nature of Learning Components of learning process Factors affecting learning Learning organisation – Meaning Creating of Learning Organizations	25 %
3	Perception Concept and Meaning Perceptual Process Perceptual selectivity : External & Internal Factors in Perceptual Selectivity Perceptual Organization Inter personal perception – Factors in Perceiver	25 %
4	Team Building Definition & Meaning Need for team building Team building ingredients Types of Team Building Team Development	25 %

Basic Text & Reference Books:

- Personality Development – Hurlock, Tata Macgraw Hill
- Human Resource Management – S. K. Memoria, Himalaya Publication House
- Organisational Behaviour, L. M. Prasad
- Organisational Behaviour, Fred Luthans
- Personality Development – Paul Porcon

