

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: 2019-20
UM04ABBS22 Personality Development

Theory – 100 Marks

Credit – 3

Unit: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%
Unit:2	Learning Concept and Nature of Learning Components of learning process Factors affecting learning Learning organisation – Meaning Creating of Learning Organizations	25%
Unit:3	Perception Concept and Meaning Perceptual Process Perceptual selectivity : External & Internal Factors in Perceptual Selectivity Perceptual Organization Inter personal perception – Factors in Perceiver	25%
Unit: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