



Bachelor of Business Administration
B.B.A (ISM) Semester-IV

Course Code	UM04ABBS72	Title of the Course	Personality Development
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The programme aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.
--------------------	--

Course Content		
	Description	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	25%





SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

	Inter personal perception – Factors in Perceiver	
4.	Team Building Definition & Meaning Need for team building Team building ingredients Types of Team Building Team Development	25%

Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
-------------------------------	---

Evaluation Pattern		
Sr. No.	Details of the Evaluation Pattern	Weightage
1.	Internal (Written)	10 marks
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	20 marks
3.	University Examination	70 marks

Course Outcomes: After completion of the course, the learner	
1.	<ul style="list-style-type: none">• Develop and exhibit an accurate sense of self.• Develop and nurture a deep understanding motivational.• Develop an understanding of and practice personal and professional responsibility.• Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.





SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

Sr. No.	References
	<ul style="list-style-type: none">● 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

On-line resources to be used as and when required.

