

Veer Narmad South Gujarat University
Bachelor of Business Administration
Year – I (Semester – II) (W.E.F. AY2019-20)

Subject Name: Personality Development

Subject Code: 201

Objective of the course:

- To explain the relevance and importance of personality to the students
- To make students familiar with some soft skills
- To generate awareness regarding life skills and self-management

Teaching Pedagogy

Lectures, Role Play, Audio Visual Material, Guest Lectures

Course Content:

Unit 1: An Introduction to Personality (25%)

- Concept and Importance
- Presenting one self – Body Language, Dress code
- Leadership skills
- Personal Hygiene & Grooming
- Development of positive attitude
- Boosting Self-confidence

Unit 2: Life Skills (25%)

- Introduction, need & Importance
- Self-awareness and appropriate social interactions,
- Decision making & problem solving
- Functional reading & research

Unit 3: Self Management (25%)

- Self-management and stress management skills
- Awareness of personal and community safety issue
- Nutritional concept
- Awareness of community service providers
- Basic home sanitation and maintenance

Unit 4: Soft Skills and Time Management (25%)

- **Soft Skills**

Telephonic skills, Interviewing skills, Negotiation, Meeting etiquettes, Dining etiquettes in business meetings, Listening Skills, Teamwork Skills, Assertiveness Skills, Emotional Intelligence Skills, Dressing etiquettes at work, Presentation Skills, Public Speaking, Handling questions from audience

- **Time Management**

Objectives and significance of time management, Steps of Effective time management, Time wasters and ways to overcome, Procrastination and ways to overcome

Suggested References:

- *Shaffer, D. Social and Personality Development, Belmont, CA, Wadsworth/Thomas learning*
- *UNESCO, Life skills in Non-formal Education, UNESCO & INC NewDelhi*
- *Rajendra Pal and J.S. Korlahalli. Essentials of Business Communication. Sultan Chand & Sons,2004*