

Course Number and Name	
BSS201 - PERSONALITY DEVELOPMENT	
Credits and Contact Hours	
2 & 30	
Course Coordinator's Name	
Ms. Pavithra	
Text Books and References	
TEXT BOOKS:	
1. Hurlock, E.B (2006). Personality Development, 28 th Reprint. New Delhi: Tata McGraw Hill.	
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16 th Edition, Prentice Hall.	
REFERENCES:	
1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw Hill 1988.	
2. Heller, Robert. Effective leadership Essential Manager series. Dk Publishing, 2002	
3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003	
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata Mc Graw Hill. 2001	
5. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).	
6. Pravesh Kumar. All about Self Motivation. New Delhi. Goodwill Publishing House. 2005.	
7. Smith, B . Body Language. Delhi: Rohan Book Company. 2004	
Course Description	
This subject helps the students to groom their personality and prove themselves as good Samaritans of the society.	
Prerequisites	Co-requisites
NIL	NIL
Required, elective, or Selected elective (as per Table 5-1)	
Required	
Course Outcomes (COs)	
CO1: Individual or in-group class presentations pertaining to the applications of concepts, theories or issues in human development..	
CO2: Scores obtained from essay and or objective tests.	
CO3: Attendance, classroom participation, small group interactions.	
CO4: Research and write about relevant topics.	
CO5: Design and complete a research project that can take the form of a developmental Interview, an observation or assessment through service learning.	
CO6: Develop and maintain a Reflection	
Student Outcomes (SOs) from Criterion 3 covered by this Course	

COs/SOs	a	B	c	D	E	f	g	h	i	j	k
CO1	L		H				M				
CO2		H	H				M				
CO3							M	H			
CO4									H	H	
CO5							M			H	H
CO6							M				

List of Topics Covered

UNIT I INTRODUCTION TO PERSONALITY DEVELOPMENT

6

The concept personality- Dimensions of theories of Freud & Erickson- personality – significant of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analyses.

UNIT II ATTITUDE & MOTIVATION

6

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages – Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation- Factors leading to de-motivation

UNIT III SELF-ESTEEM

6

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.

UNIT IV OTHER ASPECTS OF PERSONALITY DEVELOPMENT

6

Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader - Character-building -Team-work - Time management -Work ethics –Good manners and etiquette.

UNIT V EMPLOYABILITY QUOTIENT

6

Resume building- The art of participating in Group Discussion – Acing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.