



Bachelor of Business Administration

BBA (ISM) - Semester – I

Course Code	UM1SEBBS05	Title of the Course	PERSONALITY ENRICHMENT
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To understand the importance of personality and methods to enrich the same.
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Unit	Description	Weightage
1.	Basics about personality <ul style="list-style-type: none">• Definition of Personality• Components of Personality-Structural and Functional Aspects• Determinants of Personality - Biological, Psychological and Socio-Cultural factors• Assessment of Personality - Observation, Interview and Psychological Tests• Misconceptions and Classifications• Need for Personality Development	50%
2.	Memory, Decision Making and Study Skills <ul style="list-style-type: none">• Definition and Importance of Memory• Causes of Forgetting• How to forget (thought stopping), how to remember (techniques for improving memory)• The technique of passing exams• The rational decision making process• Improving creativity in decision making and components of creativity	50%





Teaching-Learning Methodology	Lectures, Case Discussions, Videos and Presentations
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	Apply principles in corporate life having understood the phenomenon
2.	Improve analytical skills by taking a stance on real matters

Suggested References	
Sr. No.	References
1	Mile, D J (2004), Power of Positive Thinking, Delhi, Rohan Book Company.
2	Pravesh Kumar (2005), All about Self-Motivation, New Delhi, Goodwill Publishing House
3	Dudley, G A (2004), Double your Learning Power, Delhi, Konark Press, Thomas Publishing Group Ltd.,
4	Lorayne, H (2004), How to develop a super power memory, Delhi, Konark Press, Thomas Publishing Group Ltd.,
5	Hurlock, E B (2006), Personality Development, 28th Reprint, New Delhi, Tata MCGraw Hill.

On-line resources to be used if available as reference material
On-line Resources

