



**Bachelor of Business Administration BBA(ITM)-Semester-I**

<b>Course Code</b>	UM1SEBBI05	<b>Title of the Course</b>	<b>PERSONALITYENRICHMENT</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	1. To under stand the importance of personality and methodsto enrichthesame.
	2. ToKnowtheconceptofSelf-Awerness andSelf-Motivation.
	3. ToknowGeneral KnowledgeandCurrentAffaries

<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Personality</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> DefinitionofPersonality</li> <li><input type="checkbox"/> ComponentsofPersonality-StructuralandFunctionalAspects</li> <li><input type="checkbox"/> DeterminantsofPersonality- Biological,Psychological andSocio-Cultural factors</li> <li><input type="checkbox"/> AssessmentofPersonality-Observation,Interviewand PsychologicalTests</li> <li><input type="checkbox"/> Misconceptions andClassifications</li> <li><input type="checkbox"/> NeedforPersonalityDevelopment</li> </ul>	<b>50%</b>
<b>4.</b>	<b>Memory, Decision Making and Study Skills</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> DefinitionandImportanceofMemory</li> <li><input type="checkbox"/> CausesofForgetting</li> <li><input type="checkbox"/> Howtoforget(thoughtstopping),howtoremember(techniques forimproving memory)</li> <li><input type="checkbox"/> Thetechniqueofpassingexams</li> <li><input type="checkbox"/> Therationaldecisionmakingprocess</li> <li><input type="checkbox"/> Improving creativityindecisionmakingand componentsofcreativity</li> </ul>	<b>50%</b>





<b>Teaching-Learning Methodology</b>	Lectures,CaseDiscussion,VideoandPresentation	
<b>EvaluationPattern</b>		
<b>Sr.No.</b>	<b>Detailsofthe Evaluation</b>	<b>Weightage</b>
1.	InternalWritten(AsperCBCSR.6.8.3)	15%
2.	InternalContinuousAssessmentintheformofQuizzes,Seminars,Assignments,Attendance(AsperCBCS R.6.8.3)	15%
3.	UniversityExamination	70%

<b>CourseOutcomes</b>	
1.	Apply principlesin corporatelifehavingunderstoodthephenomenon
2.	Improveanalyticalskillsbytakingastanceonreal matters

<b>Suggested References</b>	
<b>Sr.No.</b>	<b>References</b>
1	Mile,DJ(2004), PowerofPositiveThinking,Delhi,RohanBookCompany.
2	PraveshKumar(2005), AllaboutSelf-Motivation,NewDelhi,GoodwillPublishingHouse
3	Dudley,GA(2004),DoubleyourLearningPower,Delhi,KonarkPress, ThomasPublishing GroupLtd.,
4	Lorayne,H(2004),Howtodevelopasuperpowermemory,Delhi,KonarkPress,Thomas PublishingGroupLtd.,
5	Hurlock,EB(2006), PersonalityDevelopment,28thReprint,NewDelhi,Tata MCGraw Hill.

On-lineresourcetobeusedifavailableasreference material
On-lineResources
1. <a href="https://www.geektonight.com/personality-in-organisational-behavior-definition-determinants-nature/">https://www.geektonight.com/personality-in-organisational-behavior-definition-determinants-nature/</a>
2. <a href="https://leverageedu.com/blog/determinants-of-personality/#:~:text=There%20are%204%20major%20determinants,%2C%20heredity%2C%20experiences%20and%20culture.">https://leverageedu.com/blog/determinants-of-personality/#:~:text=There%20are%204%20major%20determinants,%2C%20heredity%2C%20experiences%20and%20culture.</a>
3. <a href="https://gcwgandhinagar.com/econtent/document/1587541310OEDUGENE03-4.2.pdf.pdf">https://gcwgandhinagar.com/econtent/document/1587541310OEDUGENE03-4.2.pdf.pdf</a>

