

**ST. JOSEPH'S DEGREE & PG COLLEGE**  
 (Autonomous), Affiliated to Osmania University  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**SEMESTER-III**  
**BBA, BBA(FM) & BBA (ENTREPRENEURSHIP)**  
**PERSONALITY DEVELOPMENT & MANAGERIAL SKILLS**  
**SEC**  
*w.e.f. 2020-2021 AY*

<b>SCHEME OF INSTRUCTION</b>		<b>SCHEME OF EXAMINATION</b>	
Hours per Week	: 2 Hrs. (1L+1T)	Maximum Marks	: 50
Credits	: 2	Internal Assessment	: 20
Instruction Mode	: Lecture	External Examination	: 30
Course Code	: BM.06.301.113T	External Exam Duration	: 2 Hrs

**Course Objective:**

The course emphasizes to make students aware about dimensions of personality and to understand personality traits and its application in corporate sector.

**Course Outcomes:** On successful completion of this course, the students will be able:

CO1: To analyse the conceptual framework of Personality Development.

CO2: To understand the intricacies of developing an ideal personality.

**Unit – I: Conceptual Framework of Personality Development**

Introduction-concept and Definition of Personality-Significance of Personality- Determinants of Personality- Introduction-Self-improvement-self-consciousness- Self-Esteem- Self –Confidence- Self Monitoring-Locus of Control- Self Concept- Interpersonal needs, orientation, Attraction- Developing Interpersonal relationships- Forming impressions, developing mutual expectations Analysis of strengths and weakness- Increasing Interpersonal awareness

**Unit-II: Ideal Personality Development**

Meaning and Characteristics of Ideal Personality Development-Body language - Problem-solving skills - Decision making skills - creative thinking - Character-building - Time management - Work ethics – Introduction to Non-Verbal Communication –Types –Facial Expressions-Gestures-Paralinguistics-Proximities-Kinestics-Haptics.Good manners and Etiquettes



**Text Book:**

1. C.S.G. Krishnamacharyulu and Lalitha Ramakrishnan, Personality Development, Interpersonal Skills and Career Management, 2012, Himalaya Publishing House

**Reference Books:**

1. P.C.Sharma(Retd.), (2008) Nirali Prakashan, Communication skills and Personality development by Air CMDE
2. Dale Carnegie (2002): How to Develop Self Confidence and Influence People by Public Speaking, Vermilion, London
3. Jeanne Segal (2002): Raising Your Emotional Intelligence – Magna Books
4. Fred Luthans., Organizational Behaviour, McGraw Hill, New Delhi, 12<sup>th</sup> edition, 2011
5. Basic Managerial Skill for all-Prentice Hall of India Pvt ltd, New Delhi, 7<sup>th</sup> edition, 2006.