Department of Commerce M.Com.

CME451: PERSONALITY DEVELOPMENT

Work load: 2 hours lecture and 2 hours tutorial per week: total 3 credits

Learning Objective:

• To enhance the personal and professional effectiveness of the students by exposing them to the art and science of self-awareness and development.

Course Outcome:

1. Develops the personality traits in the effective & efficient management of both personal & corporatelife.

Unit -1: Self-awareness and development – self-disclosure, self-discovery, self-awareness, self-analysis, self-knowledge and self-development-Johari Window-Blind self, hidden self, undiscovered self, open self - over-confidence, arrogance, ego, superiority and inferiority complex, introvert Vs extrovert, type-A&B personality, assertiveness Vs submissive behaviour – personal ethics and conscientiousness – observation and persuasive skills – Art of convincing – Handling criticisms and toxic behaviours of others – Adaptability and agility – Self-respect and self-esteem – personal SWOT Analysis. Fear & Phobia – Basic Types: Fear of Poverty, Criticism, failure, ill-health (Hypochondria), loss of love of someone, oldage, loss of freedom, death-susceptibility to negative influences (the devil's workshop) - symptoms and cures. Perception – Eye of the beholder – Wrong perceptions and incorrect impressions – perceptual process – selective perception – selective distortion

selective retention – characteristics of the perceiver – perceiving object – situational influences
perception Vs reality – telepathy and sixth sense – Nurturing dreams & hopes

Autosuggestions – Powerful ideas.

Unit -2: Beliefs, values and opinions – Beliefs Vs Faith – Value system – upbringing status and cultural profile – opinion seekers and opinion leaders – Needs, wants, preferences, demands and expectations – comparative satisfaction Vs comparative dissatisfaction – Disappointment and Frustration – Management of frustration, cynicism, skepticism, monotony, fatigue and boredom – Failure – causes and management of failure – failure mode analysis – winners Vs Achievers – management of success – self discipline – 7 habits of highly effective people – Good human being Vs Great human being – process happiness and destination happiness –negative thinking, negative emotions and release of negative energy – Positive psychological strokes – Transaction Analysis – Brain: Left Vs. Right hemispheres of the brain- Master mind – Balanced mind – Brain-stilling and concentration – Role of subconscious mind – Tranquility – Thinking and thought process – Feelings/emotions – behavioural intentions – Behavioural patterns – Attitude Vs Behaviour - Consistency Vs Discrepancy hypothesis – Enthusiastic, indifferent, positive, negative and

hostile attitudes – Attitudinal restructuring – behavioural modification – Personal experiences and observations.

- Unit -3: Dreams and hopes Destiny, Fate and luck coaching, mentoring and counseling Ladder of inference Mutual trust, confidence and goodwill shared vision and determination to excel perfection Vs Excellence Execution excellence Management by alibis continuous learning and development Lifelong learning learning to change, change to learn and learn to learn Unlearning, relearning, commitment to learning –Slow VsAdvancedLearners–Learningdisabilityandlearningdisadvantagedpeople–Kolb's learning cycle and experiential learning learning by committingmistakes.
- Unit -4: Qualification Vs Competency ability, capacity, capability knowledge, attitude, skills, habits & values (KASH-V) Home, school and social environment opportunity management Destination, dedication, direction and devotion shelf-life of competency competency profiling, development and matching Employment Vs. Employability Aptitude, Aspiration, inspiration and perseverance patience and persistence Performance quotient Intelligence quotient (IQ), emotional intelligence quotient (EQ), spiritual quotient (SQ) Individual, interpersonal, family, community, social and national harmony Life satisfaction Scientific temperament and reasoningability.
- Unit -5: Effective communication skills oral, written and non-verbal (body language/ kinesics) communication - language skills (vocabulary, grammar, usage) - Art of Listening - barriers to listening – overcoming the barriers to listening – presentation and public speaking skills – conducting meetings and recording the proceedings – Public relations skills – handling media – Impression management and diplomacy – communication breakdown. Human relations skills – intimacy and rapport – Relationship management – Differences of opinion and strained relations – conflict resolution techniques – win-win, win-lose, lose-lose dyadic interpersonal interactions – negotiating skills – Leadership, trust and teambuilding skills. Decision-making and problem-solving skills-creativity and "out of box" thinking—"decisionsactions-consequences" sequential analysis – time management and stress management – worklife balance – yoga and meditation. Self-employment Vs working for others – preparation of resume, curriculum vitae, Biodata - Group discussion skills - Role play - case analysis - Inbasket exercise – competing within – art of facing an employment interview – current awareness and updating skills - pen practice - Reading habits - questioning skills synthesizing ability – Reflective observation and thinking – self-criticism and laughing atoneself.

References:

- 1. Bhatia Hansraj, 1970: *Elements of Social Psychology*, Bombay: Somaiya Publications (P) Ltd.
- 2. Brown, D & Srebalu, D.J.1988: *Introduction to Counselling Profession*, Englewood Cliffs: PrenticeHall.
- 3. Carkuff, R.R, Pierce R, 1978: *The Art of Helping*; Mumbai: Carkuff Institute of Human Technology; Better yourselfBooks
- 4. Currie, Fe., 1976: *Barefoot Counsellor A Premier in Building Relationships*, Bangalore: Asian TradingCorporaion.
- 5. Daniel Goleman: *Emotional Intelligence*: New York:BantamBooks.

- 6. Denis Waitly: *Empires of the Mind*, London: Nicholas BrealeyPublishing.
- 7. Edgar Thorpe & Showick Thope (2004), Winning at Interviews, New Delhi: Pearson Education.
- 8. James C.Collins and Jerry I Porras: *Built to last*, New York: HarperCollins.
- 9. Napoleon Hill: The Law of Success, Bangalore: Master MindBooks
- 10. Napoleon Hill: *Think and Grow Rich*: New York: BallantineBooks
- 11. Stephen R.Covery: *The 7 Habits of Highly Effective People*, London: Simon & Schuster Ltd.

