

**UG-1<sup>st</sup> Semester (NEP)****Subject:-Bachelor of Business Administration****Course Title: Personality Development -I (SEC)** Total Credits:04 (Theory:02 Tutorial/Practical:02)Course Code: **UGMG7225101****Objectives:** *To develop soft skills in business and professional communication. The course will acquaint the students with Soft Skills & communication. The basic concepts, and techniques of soft skill & business communication and dynamics of negotiation.***Learning Outcomes:** *A student will be able to know themselves better, identify their own potentials and accept their own limitations, consciously overcome their limitations, boost self-esteem.*

<b>Unit I.</b>	<b>Introduction to concept of personality</b>
	a) The concept of personality, Dimensions of personality b) Theories of Freud & Erickson-Significance of personality development. c) The concept of success and failure: What is success? - Hurdles in achieving success, factors responsible for success d) What is failure and Causes of failure. SWOT analysis.
<b>Unit II.</b>	<b>Communication</b>
	a) Communication as Soft Skill. Meaning, concepts, objectives, process & Principles of effective communication (7 Cs) b) Media for communication (covering written, oral, face-to-face, audio-visual, computer aided). c) Listening, Determinants of good listening, Feedback in communication. Barriers to Communication. d) Skills required in different Model of communication process: Formal (upward, downward, horizontal, diagonal), Informal (grapevine, consensus), Ethics in business communication.
	<b>Tutorials</b>
<b>Unit III.</b>	
	a) Interview Skills, Presentation skills: Stages of Presentations, 4Ps (Planning, Preparation, Practice and Perform) b) Choosing a method of speaking-Analyzing the audience, c) Nonverbal Dimensions of Presentations-Speeches d) Effective presentation strategies. Public speaking, Persuasive speaking
<b>Unit IV.</b>	
	a) Lab (Practical) Seminar Presentation, Mock Interview, Group Discussion b) Drafting Business Correspondence, Business Presentation c) Speeches, Public Speaking, Persuasive speaking d) Speaking beyond the formal podium

**Suggested Readings:**

- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.
- Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing, 2002
- Hindle, Tim. Reducing Stress. Essential Manager Series. Dk Publishing, 2003
- Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
- Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004)