

Shri Lal Bahadur Shastri Degree
College, Gonda
(Affiliated to Dr. Ram Manohar
Lohiya Avadh University, Ayodhya,
U.P.)



Department of Management (BBA)

Personality development

Certificate Course

2022-23

From

Dr. Shailja Singh,
Department of
Management,
Shri Lal Bahadur Shastri Degree College, Gonda.

To,

The principal,
Shri Lal Bahadur Shastri Degree College, Gonda.

Sub: Proposal for Certificate Course in Personality development

Respected Sir,

With reference to above mentioned subject, I am submitting herewith the proposal to conduct certificate course in Personality Development for the session 2022- 2023 by the Department of Management of our college. This course will be helpful to open new conceptual ideas and practical knowledge about the corporate strategies, among the Under/Post Graduate students of our college. Hope you will consider my application and I kindly request you to sanction the same. Thank you with regards.

Date: Aug-17-22

Place: Gonda



Yours's Truly
(Dr. Shailja Singh)
Head, Dept. Of
Management

Enclosure: 1. Proposal.
2. Curriculum & Design for the Course.

Shri Lal Bahadur Shastri Degree College, Gonda
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Proposal for conducting Short Term Certificate Courses

1. Basic information about the applicant department:

- **Name of the College:** Shri Lal Bahadur Shastri Degree College, Gonda
- **Complete Postal Address of College:** Civil Lines, Gonda, U.P.- 271001.
- **Name of the Department:** Management

2. Details of Course Proposal:

- **Name of the course:** Certificate Course in Personality development
- **Target Group:** Under/Post Graduate Students
- **Duration of the Course:** 32 Hrs.
- **Medium of Instructions:** Hindi/English
- **No. of candidates to be registered:**

3. Details of the faculty:

- **Whether college has any degree/diploma related to the proposed course:** YES (UG course)
Management as subject
- **Whether the course is prepared by experts From related field:** YES (By Departmental Faculty)
- **Information of Course Coordinator (To be appointed for the course)**

Name	Department	Qualification	Experience
Dr. Shailja Singh	Management	MBA, PhD	5 years

- **Information of Faculty Members (To be appointed for the course)**

Sr. No	Name of Faculty Member	Qualification	Experience (In Years)
01	Dr. Shailja Singh	MBA Ph.D.	5
02	Dr. Smriti Shishir	M.Com, Ph.D.	5
03	Dr. Pratibha Singh	M.Com, NET, Ph.D.	1

4.Details of the Physical Infrastructure Needed / Available for The Course:

- **Classroom:** Available
- **Books / Reading Material:** Yes, available in the Central/ Departmental Library of the College.
- **Equipment's:** All the Necessary Equipment's Required for the Course are available
- **Any Other:** The College has its own Computer Laboratory with Internet Connection.



(Signature of the Course Coordinator)



(Signature of the Head of Department)

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Department of Management (BBA)

(Certificate Course in Personality Development)

Certificate Course

Syllabus 2022-2023

PERSONALITY DEVELOPMENT

UNIT I

Introduction to Personality Development The concept of personality - Dimensions of personality – Theories of Freud & Erickson-Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure.

UNIT II

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation - Significance – Internal and external motives - Importance of self- motivation- Factors leading to de-motivation.

UNIT III

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self- esteem - Positive and negative self- esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors - Lateral thinking.

UNIT IV

Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics –Good manners and etiquette.

UNIT V

Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview - Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

Part 2:- Practical

Class room activities:

1. **Name Games:** The importance of asking the right questions and dealing with different situations **(120 mins)**
2. **Building Towers:** Leadership, teamwork and how to make the fullest out of minimum resources **(120 mins)**

3. **Public speaking & debating:** builds confidence. (120 mins)
4. **Two truths and a lie:** Develop observational skill (60 mins)
5. **Resume Writing:** Develops writing skills and helps in self -evaluation (60 mins)
6. **Story Telling & creative writing:** stimulates imagination, language skills & emotional skills (120 mins)

Total Duration: 8 Hrs.

References:-

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.
2. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002
3. Hindle, Tim. Reducing Stress. Essential Manager series. D k Publishing, 2003
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - McGraw Hill. 2001
5. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
6. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
7. Smith, B . Body Language. Delhi: Rohan Book Company. 2004

Scheme of Examination: 100 Marks

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|---------------------------------|-------------------------|
| 1. Discussion Session: - | Duration 1 Hours |
| 2. Presentation: - | Duration 1 Hours |



(Head Dept. of Management)

Theory

Topic –I	The concept of personality - Dimensions of personality – Theories of Freud & Erickson Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure - SWOT analysis.	(360 mins)
Topic –II	Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation - Significance – Internal and external motives - Importance of self- motivation, Factors leading to de-motivation	(300 mins)
Topic –III	Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self- esteem - Symptoms - Personality having low self- esteem - Positive and negative self- esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors - Lateral thinking.	(300 mins)
Topic –IV	Body language – Problem solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management -Work ethics –Good manners and etiquette	(240 mins)
Topic –V	Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.	(240 mins)

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Syllabus 2022-2023

Course Name	Name of Paper	Lecturers/Week	Total No. of Lectures	Theory	Practical	Total Marks
Certificate Course	PERSONALITY DEVELOPMENT	06	32	24	8	100



(Signature)
Faculty of BBA



(Signature)
Principal