



M.M.E.S WOMEN'S ARTS AND SCIENCE COLLEGE
HAKEEM NAGAR, MELVISHARAM -632509
(Affiliated to Thiruvalluvar University)
Serkkadu, Vellore District – 632115



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VALUE ADDED COURSES

Course Name	PERSONALITY DEVELOPMENT
Course Code	VAPD08
Duration	30 HOURS
Offered by	DEPARTMENT OF BUSINESS ADMINISTRATION

L	T	P	C
28	2	0	1

Course Objectives:

1. The course is designed to cover various dimensions and importance of personality development.
2. To learn basic awareness about soft skills and all around development of personality.
3. To re-engineer attitude and develop communication skills.
4. To enhance holistic development of students and improve their employability skills.

Course Outcome

1. Student will be able to understand, analyze and develop their skills
2. Students will be able to apply comprehensive set of skills and knowledge for their success.
3. Students will be able to know the career prospects and develop better relationships.



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SYLLABUS

UNIT I- INTRODUCTION TO PERSONALITY DEVELOPMENT

PERSONALITY- Definition – Determinants – Personality Traits-Importance of Personality Development. SELF AWARENESS – Meaning – Benefits of Self – Awareness – Developing Self – Awareness-SWOT analysis.

UNIT II-SELF MONITORING

PERCEPTION Definition- Factor influencing perception- Perception process Concept of motivation-Significance-Internal and External motives-Importance of self-motivation-factors leading to de-motivation.

UNIT III-TEAM BUILDING

LEADERSHIP – Definition – Leadership style- Theories of leadership – Qualities of an Effect leader. NEGOTIATION SKILLS – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process – Common mistakes in Negotiation process.

UNIT IV- COMMUNICATION

COMMUNICATION – Definition – Importance of communication – Process of communication - Communication Symbols STRESS MANAGEMENT – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress

UNIT V-EMPLOYABILITY QUOTIENT

Resume Building-Facing the personal (HR & Technical) Interview INTERVIEW – Definition
Types, Types of skills – Employer Expectations –Planning for the Interview – Interview Questions
Critical Interview Questions, Test-types of Test.

Reference Book:

1. Dr.S. Narayana Rajan, Dr. B. Rajasekaran, G. Venkadasalaphi, V. Vijuresh Nayaham and Herald M.Dhas, Personality Development, Publication Division, Manonmaniam Sundaranar University, Tirunelveli
2. Stephan P.Robbins, Organisational Behaviour, Tenth Edition, Prentice Hall of India Private Limited, New Delhi, 2008
3. Jit S. Chandan, Oragnisational Behaviour, Third Edition, Vikas Publishing House Private Limited, 2008

