

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : I Semester

Personality Development and Life Skills - I
(w.e.f. 2019-20 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Summarize the concept of Personality, Understand the self analysis of strengths and weaknesses, opportunities and threats. Develop Personal Profile.
2. Set personal goals and implement them; Apply Time management techniques to their real life situations.
3. Understand the different Personality Traits to inculcate by watching relevant movies.
4. Explain and Demonstrate the Personality Traits such as Drive, Passion, Integrity, Perseverance, etc.at relevant situations.
5. Understand and Apply life lessons learnt by studying relevant books.
6. Understand and Apply Stress Management and Crisis Management Techniques to their life.

Syllabus

MODULE S	Syllabus	HOURS
Module I	Introduction to Personality and working towards developing it <ul style="list-style-type: none">● Definition and basics of personality.● SWOT Analysis - Analyzing strength and Weakness, Identifying Opportunities and Threats.● Personal profile: Meaning, constituents and Development of personal profile.	12
Module II	Decision Making Goal setting and Time Management <ul style="list-style-type: none">● Goal Setting: Techniques of Goal Setting, Setting Short term and Long term goals & Regular review to attain goals	08

	<ul style="list-style-type: none"> ● Time Management: Importance and benefits of time management, Tools in Time Management: Activity Log, To –DO-List, Urgent Important Matrix, Prioritization, scheduling – Pickle jar theory and 80:20 principle 	
Module III	Successful Personality Traits through Books <ul style="list-style-type: none"> ● Who Moved my Cheese? By Dr Spencer Johnson ● The Seven Habits Of Highly Effective People by Stephen Covey ● Switch by Dan Heath and Chip Heath ● Peaks and Valley by Spencer Johnson ● One Minute Manager by Ken Blanchard 	20
Module IV	Successful Personality Traits through Movies <ul style="list-style-type: none"> ● Pursuits of Happyness ● The Ron Clark Story ● Cast Away ● Life is Beautiful ● Forrest Gump 	10
Module V	<ul style="list-style-type: none"> ● Stress Management: Causes of Stress, Positive and Negative Stress, Impact of stress, Stress Management Techniques ● Crisis Management: Introduction and Meaning of Crisis and Crisis Management, Types of Crisis, How to deal with Crisis situation 	10

Reference Books:

1. Who Moved my Cheese? By Dr Spencer Johnson.
2. The Seven Habits Of Highly Effective People by Stephen Covey.
3. Switch by Dan Heath and Chip Heath.
4. Peaks and Valley by Spencer Johnson.
5. One Minute Manager by Ken Blanchard.

Movies:

1. Pursuits of Happyness
2. The Ron Clark Story
3. Cast Away
4. Life is Beautiful
5. Forrest Gump