

Name of Faculty	:	Faculty of Humanities & Social Science
Name of Program	:	Bachelor of Arts - Journalism & Mass Communication
Course Code	:	1BAM04
Course Title	:	Personality Development
Type of Course	:	Ability Enhancement (AE)
Year of Introduction	:	2023-24

Prerequisite	:	There are no specific prerequisites for enrolling in the course "Introduction to Personality Development." However, it is recommended that students have a basic understanding of human behaviour and psychology, as well as good verbal and written communication skills.
Course Objective	:	To provide students with a comprehensive understanding of personality concepts, communication skills, emotional intelligence, positive attitudes, and interpersonal relationships. By the end of the course, students will be able to enhance their personal growth, develop effective communication skills, cultivate positive attitudes, and build strong relationships.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Analyze the components of personality and evaluate various theories.
	CO2	Assess their own strengths, weaknesses, and self-concept, applying the principles of self-awareness and self-reflection.
	CO3	Demonstrate effective verbal and nonverbal communication, active listening, and conflict resolution skills.
	CO4	Exhibit emotional intelligence by managing personal emotions, demonstrating empathy, and establishing healthy relationships.
	CO5	Evaluate and integrate trust-building, effective teamwork, and conflict management skills in various relationships.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
2	0	0	2	50	25	0	0	75

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P-Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Understanding Personality <ul style="list-style-type: none"> Chapter 1: Definition and Components of Personality Chapter 2: Personality Theories and 	9	20%	CO1

	Approaches			
2	Self-Awareness and Self-Reflection <ul style="list-style-type: none"> Chapter 3: Understanding Self-Concept Chapter 4: Assessing Personal Strengths and Weaknesses Chapter 5: Self-Reflection Techniques 	11	25%	CO2
3	Emotional Intelligence <ul style="list-style-type: none"> Chapter 10: Understanding Emotional Intelligence Chapter 11: Self-Management and Emotional Regulation Chapter 12: Empathy and Social Awareness Chapter 13: Relationship Management 	10	20%	CO4

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	35	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested Learning Websites

Sr. No.	Name of Website
1	https://www.psychologytoday.com/
2	https://www.skillsyouneed.com/ips/communication-skills.html
3	https://www.mindtools.com/
4	https://greatergood.berkeley.edu/
5	https://www.verywellmind.com/
6	https://www.helpguide.org/

Reference Books

Sr. No.	Name of Reference Books
1	"Personality: Theory and Research" by Cervone, D., & Pervin, L. A. (Publisher: Wiley)
2	"The Self and Social Life" by Baumeister, R. F., & Leary, M. R. (Publisher: Belknap Press)
3	"The Mindful Path to Self-Compassion" by Christopher K. Germer (Publisher: Guilford Press)
4	"The Interpersonal Communication Book" by Joseph A. DeVito (Publisher: Pearson)
5	"Difficult Conversations: How to Discuss What Matters Most" by Douglas Stone, Bruce Patton, & Sheila Heen (Publisher: Penguin Books)
6	"Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman (Publisher: Bantam)