



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from December - 2024

Bachelor of Business Administration (General)

Semester – II




Course Code	UM02VABBA01	Title of the Course	Integrated Personality Development
Total Credits of the Course	02	Hours per week	02

The Integrated Personality Development Course – An Introduction

The Integrated Personality Development Course (IPDC) has been designed to enhance student awareness of India's glory and global values and create citizens who contribute to their families, college, workforce, community, and nation. This course supports the requirements of the National Education Policy (NEP), to “build character, enable learners to be ethical, rational, compassionate, and caring, while at the same time prepare them for gainful, fulfilling employment”.

Easily integrated into the university syllabus, IPDC effectively teaches essential Indian values, develops character, strengthens morality, and nourishes constructive and creative thinking. Through this course, students can enjoy, understand, and practise priceless lessons, giving them the tools to prepare for a brighter future towards nation-building.

Introductory Resources:

<u>IPDC Intro</u> IPDC-YouTube	<u>Lecturer Glimpse</u> IPDC - YouTube	<u>IPDC Impact - 1</u> IPDC - YouTube
		

Type of Course:

Value-Based Holistic Personality Development Course for University Students.



Rationale / Scope:

IPDC aims to prepare students to become ideal citizens of India, promoting fortitude in the face of failures, Indian values like seva, pride for the Indian heritage, self-discipline amidst distractions and many more priceless lessons. The course enables students to become self-aware, sincere, and successful in their many roles – as ambitious students, reliable employees, caring family members, and contributing Indian citizens.

Course Outcomes / Objectives:

- To enhance awareness of India's glory and global values, and to create considerate citizens who strive for the betterment of their family, college, workforce, communication, and nation.
- To provide students with a holistic value-based education that will enable them to succeed academically, professionally, and socially.
- To give the students the tools to develop effective habits, promote personal growth, and improve their well-being, stability, and productivity.
- To allow students to establish a stronger connection with their family through critical thinking and the development of qualities such as unity, forgiveness, empathy, and effective communication.
- To provide students with soft skills that complement their hard skills, making them more marketable when entering the workforce.
- To inspire students to strive for a higher sense of character by learning from Indian role models who have lived principled, disciplined, and value-based lives.

Course Content / IPDC Syllabus:

IPDC-1 is distributed across one semester and consists of 15 topics. Each topic will be 2 lecture hours per week, and therefore a total of 30 hours. In addition to the core lectures, one induction topic is recommended as shown in the below table.

Lecture No.	Module & Subject	Subject Description	Hours
IPDC-			
Intro	The Need for Values	Students will learn about the need for values as part of their holistic development to become successful in their many roles - as ambitious students, reliable employees, caring family members, and considerate citizens.	2
1	Module: Remaking Yourself Subject: Restructuring Yourself	Students learn how self-improvement enables them to secure a bright future for themselves. They will learn 6 powerful thought processes that can develop their intellectual, physical, emotional, and spiritual quotients.	2
2	Module: Remaking Yourself Subject: Power of Habit	Students will undergo a study of how habits work, the habits of successful professionals, and the practical techniques that can be used to develop good habits in their life.	2
3	Module: Learning from Legends Subject: Tendulkar & Tata	Students will learn from the inspirational lives of India's two legends, Sachin Tendulkar and Ratan Tata. They will implement these lessons through relatable case studies.	2
4	Module: From House to Home Subject: Listening & Understanding	Active listening is an essential part of academic progress and communication. Students will learn to listen with their eyes, ears, mind, and heart.	2
5	Module: Facing Failures Subject: Welcoming Challenges	This lecture enables students to revisit the way in which they approach challenges. Through the study of successful figures such as Disney, Lincoln and Bachchan, students will learn to face difficulties through a positive perspective.	2

6	Module: Facing Failures Subject: Significance of Failures	Failure is a student's daily source of fear, negativity, and depression. Students will be given the constructive skills to understand failure as a formative learning experience.	2
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7	Module: My India My Pride Subject: Glorious Past - Part 1	India's ancient Rishis, scholars, and intellectuals have made tremendous contributions to the world, they developed an advanced, sophisticated culture and civilization which began thousands of years ago. Students will learn the importance of studying India's glorious past so that they could develop a strong passion and pride for our nation.	2
8	Module: My India My Pride Subject: Glorious Past - Part 2	Our ancient concepts can be used to seek revolutionary ideas and generate inspiration. Students will develop a deeper interest in India's Glorious Past – by appreciating the need to read about it, research it, write about it, and share it.	2
9	Module: Learning from Legends Subject: A.P.J. Abdul Kalam	Dr Kalam's inspirational life displayed legendary qualities which apply to students (1) Dare to Dream (2) Work Hard (3) Get Good Guidance (4) Humility (5) Use Your Talents for the Benefit of Others	2
10	Module: Soft Skills Subject: Networking & Leadership	Students are taught the means of building a professional network and developing a leadership attitude.	2
11	Module: Soft Skills Subject: Project Management	Students will learn the secrets of project management through the Akshardham case study. They will then practise these skills through an activity relevant to student life.	2
12	Module: Remaking Yourself Subject: Handling Social Media	Students will learn how social media can become addictive and they will imbibe simple methods to take back control.	2

13	Module: Facing Failures Subject: Power of Faith	Students will learn about the power and necessity of faith in our daily lives.	2
14	Module: From House to Home Subject: Bonding the Family	Students will understand the importance of strong family relationships. They will learn how to overcome the generation gap and connect with their family more.	2
15	Module: Selfless Service Subject: Seva	Students will learn that performing seva is beneficial to one's health, well-being, and happiness. It also benefits and inspires others.	2



Lecture Breakdown:

In accordance with the academic structure, each topic will span a duration of two hours, which can be divided into two distinct lecture hours, as elaborated below.

During the **first hour**, the focus will be on contextualizing the topic for the week. Students will commence with an introductory film to spark curiosity. This is followed by a lecture video (part A) that introduces essential concepts, followed by a class discussion aimed at fostering active participation and engagement. These activities aim to facilitate the comprehension of foundational aspects related to the subject matter.

During the **second hour**, the topic will be explored in greater depth. A second lecture video (part B) will build upon the foundational knowledge. Thereafter, interactive activities including workbook activities, group discussions, critical thinking exercises, case studies, and topic analysis enable students to apply their acquired knowledge, thereby fostering a more comprehensive understanding of the subject matter with emphasis on practical application.

By adhering to this format, the IPDC lectures aim to provide a conducive learning environment where students can effectively acquire knowledge, develop practical application skills, and enhance their overall academic performance.

Core Components:

The IPDC lectures will take place in college classrooms and will be hosted by a university- appointed course instructor/faculty. BAPS will provide the teaching resources, guidance, and training to effectively implement the four components shown below.

1. Introductory Film

Each lecture begins with a short film that introduces the topic through modern production. The original content displays relatable scenarios and visuals that captivate the students' attention and stimulates their curiosity to learn more.

2. Lecture Video

Students watch a lecture video presented by a dynamic speaker. The lecture reinforces the significance and necessity of fundamental principles and skills. The experience of the speaker, eloquence of presentation, and use of interactive visuals collectively create a profound impact on each student's mind and heart.



3. Student Interaction

These sessions promote stimulating discussion and conversation and help create safe spaces for the healthy exchange of ideas. Thus, each session provides a forum in which students can openly express their emotions and thoughts.

4. Workbook Activities

Workbooks assist students implement the values taught in the lecture into their personal lives. Reliable research, priceless experience, practical scenarios, and reflective questions are innovatively depicted, motivating students to contemplate and think creatively.

Preview the IPDC Workbook at the link - <https://www.youtube.com/watch?v=C09aqOszvY>

Teaching and Examination Scheme:

Teaching Scheme: Lecture – 2 hrs/week

Examination Scheme

The assessments can include both continuous evaluation and end-of-semester examinations. The assessment scheme should include student attendance, assignments, mid-term exams, viva, workbook submission, and end-of-semester examinations.

The IPDC team will provide a question-bank resource with answers for each subject of IPDC to assist the faculties in creating exams. Marks distribution in theory and practical exams depends on the respective system of the institute/university.

Course Material / Main Course Workbook:

The IPDC-1 Workbook will be the official course material for the study of IPDC-1. The workbook will be designed and presented by BAPS IPDC Team. The workbook will serve as a basis for study, submission, viva and exams for students.

IPDC References –

These are the reference material for the IPDC lectures. This is not compulsory reading for the students as the essential information is contained in the workbooks.



No.	Module	References
1	Facing Failures	<ol style="list-style-type: none"> 1. Thomas Edison’s factory burns down, New York Times Archives, Page 1, 10/12/1914 2. <u>Lincoln Financial Foundation</u>, Abraham Lincoln's "Failures": Critiques, Forgotten Books, 2017 3. J.K. Rowling Harvard Commencement Speech Harvard University Commencement, 2008 4. Born Again on the Mountain: A Story of Losing Everything and Finding It Back, <u>Arunima Sinha</u>, Penguin, 2014 5. Failing Forward: Turning Mistakes Into Stepping Stones for Success, <u>John C. Maxwell</u>, Thomas Nelson, 2007 6. Steve Jobs: The Exclusive Biography Paperback, <u>Walter Isaacson</u>, Abacus, 2015 7. Failing Forward: Turning Mistakes Into Stepping Stones for Success, <u>John C. Maxwell</u>, Thomas Nelson, 2007
2	Learning from Legends	<ol style="list-style-type: none"> 1. Chase Your Dreams: My Autobiography, Sachin Tendulkar, Hachette India, 2017 2. Playing It My Way: My Autobiography, Sachin Tendulkar, Hodder & Stoughton, 2014 3. The Wit and Wisdom of Ratan Tata, Ratan Tata, Hay House, 2018 4. The Tata Group: From Torchbearers to Trailblazers, Shashank Shah, Penguin Portfolio, 2018 5. The Leader Who Had No Title, Robin Sharma, Jaico Publishing House, 2010 6. In the Joy of Others: A Life-Sketch of Pramukh Swami Maharaj, Mohanlal Patel and BAPS Sadhus, Swaminarayan Aksharpath, 2013
3	My India My Pride	<ol style="list-style-type: none"> 1. Rishis, Mystics, and Heroes of India, Sadhu Mukundcharandas, Swaminarayan Aksharpath, 2011 2. Physics in Ancient India, <u>Narayan Dongre</u>, <u>Shankar Nene</u>, National Book Trust, 2016 3. <u>The Rise of Civilization in India and Pakistan</u>, Raymond Allchin, Bridget Allchin, <u>Cambridge University Press</u>, 1982 4. <u>The Āryabhaṭīya of Āryabhata: An Ancient Indian Work on Mathematics and Astronomy (1930)</u>, <u>Walter Eugene Clark</u>, University of Chicago Press, reprint, Kessinger Publishing, 2006
4	Remaking Yourself	<ol style="list-style-type: none"> 1. Power of Habit, Charles Duhigg, Random House Trade Paperbacks, 2014 2. Change Your Habit, Change Your Life, Tom Corley, North Loop Books, 2016 3. The Seven Habits of Highly Effective People, Stephen Covey, Simon & Schuster, 2013 4. Seven Habits of Highly Effective Teens, Sean Covey, Simon & Schuster, 2012 5. Atomic Habits, James Clear, Random House, 2018 6. How a handful of tech companies control billions of minds every day, Tristan Harris, TED Talk, 2017
5	From House to Home	<ol style="list-style-type: none"> 1. “What Makes a Good Life? Lessons from the Longest Study on Happiness”, R. Waldinger, Ted Talks, 2015 2. Long Walk To Freedom, <u>Nelson Mandela</u>, Back Bay Books, 1995 3. Outliers, Malcolm Gladwell, Back Bay Books, 2011
6	Soft Skills	<ol style="list-style-type: none"> 1. The 17 Indisputable Laws of Teamwork, John Maxwell, HarperCollins, 2013 2. Team of Teams: New Rules of Engagement for a Complex World, Stanley McChrystal, Portfolio, 2015 3. Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions, <u>Dan Ariely</u>, Harper Perennial, 2010
7	Selfless Service	<ol style="list-style-type: none"> 1. Open: An Autobiography, Andre Agassi, Vintage, 10 August 2010 2. The Physiological Power of Altruism [online], James Hamblin, The Atlantic, December 30, 2015, https://www.theatlantic.com/health/archive/2015/12/altruism-for-a-better-body/422280/ [last accessed June 10, 2020] 3. TBI Blogs: From Entrepreneurs to Doorkeepers, Everybody Serves with Love & Warmth at This Ahmedabad Café [online], <u>The People Place Project</u>, The Better India, May 29, 2017, https://www.thebetterindia.com/102551/small-way-serve-ahmedabad-seva-cafe/, [last accessed June 10, 2020]

Basic Terms and Support Required from Institute:

Awarded Credits:

To ensure the full participation of the students, we insist the course be credit-based. The credits are according to the preference of the university.

Course Instructors:

As IPDC is about values and not just grades, an ideal candidate for teaching the course should be morally and ethically accomplished. The instructor should also be an effective communicator, well adept at conducting activities with the students. The required academic qualification for the instructor should be minimum graduation in any stream. We propose that all instructors appointed by your institute should attend an IPDC faculty workshop to get familiar with the style of the course. We are glad to inform you that BAPS is ready to provide this workshop.

Technical Requirements:

As elaborated in meetings and published in presentations, the foremost element of the course involves videos and interactive sessions which require a good level of audio/video amenities at the campus for students. A projector, laptop, internet connection, and basic audio-visual set-up are requisite for productive learning and positive outcome of the course.

IPDC Team will provide a digital portal to deliver all the IPDC video content. This platform allows smoothness in the learning and teaching process. IPDC Team will provide this digital system free of charge, and the University/Institute will approve and assist in implementing its use.

Approval of Teaching Mediums:

All the lecture videos and materials, alongside the teacher's guide, have been designed by BAPS and will be provided as discussed below.

The lecture videos will be provided through a web portal that runs on Windows devices or through a mobile app. This medium will be provided to all the registered teaching faculty, free of charge. The university should approve this medium and assist in the implementation of its use.

The IPDC workbook is an essential part of the course, as they provide the content and basis for the end-of-semester exams and the continuous assessments. The university should approve the use and purchase of this printed material for the students.

Registrations and Course-Beneficiaries Data:

To ensure the smooth implementation of the course, the university/institute will ensure that the students and faculties officially register with IPDC. For this purpose, the university/institutes will be required to provide the necessary information about the colleges, faculty members, and enrolled students in the course. Also, respective institutes need to provide enrolled students' final results in this subject for every batch in the format required by IPDC Team. IPDC Team will also offer a certificate to students upon completion of the course.

Fees/Charges:

BAPS Sanstha has always focused on social activities to empower the nation and its youth. This course focuses on moral and character development and is dedicated to providing holistic value-based education to the youth. So, as a noble service to society, we offer the course to your university/institute for free. All the following materials of all modules will be provided to end-users without any charges:

- Introductory Videos
- Main Lecture Videos
- Teacher's Guide
- IPDC Question Bank
- Exam Guide

However, the printed workbook for IPDC-1 is to be procured by students/institutes as per the printed price.

Copyrights/Intellectual Rights:

Copyright/IPR of all IPDC materials provided for the IPDC Course belongs to BAPS Swaminarayan Sanstha. Hence, the use of all these materials should be limited to the teaching of IPDC courses only.

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