



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)

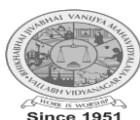
Semester – II

Course Code	UM02VABBA05	Title of the Course	Personality Enrichment
Total Credits of the Course	02	Hours per week	02

Course Objectives:	<ol style="list-style-type: none"> 1) To understand the importance of personality and methods to enrich the same. 2) To know the concept of Self-Awareness and Self-Motivation. 3) To know General Knowledge and Current Affairs
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Course Content		
Unit No.	Description	Weightage (%)
1)	Personality & Self Awareness: <ul style="list-style-type: none"> • Definition of Personality • Components of Personality-Structural and Functional Aspects • Determinants of Personality - Biological, Psychological and Socio-Cultural factors • Need for Personality Development 	50%
2)	Self-Awareness and Self-Motivation: <ul style="list-style-type: none"> • Self-Analysis through SWOT and Johari window • Elements of Motivation • Seven rules of Motivation • Techniques and Strategies for Self-Motivation • Motivation Checklist and Goal Setting based on the principles of SMART • Self-Motivation and Life 	50%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Apply principles in corporate life having understood the phenomenon
2)	Improve analytical skills by taking a stance on real matters

Sr. No.	Suggested References:
1)	Mile, D J (2004), Power of Positive Thinking, Delhi, Rohan Book Company.
2)	Pravesh Kumar (2005), All about Self-Motivation, New Delhi, Goodwill Publishing House
3)	Dudley, G A (2004), Double your Learning Power, Delhi, Konark Press, Thomas Publishing Group Ltd.,
4)	Lorayne, H (2004), How to develop a super power memory, Delhi, Konark Press, Thomas Publishing Group Ltd.,
5)	Hurlock, E B (2006), Personality Development, 28th Reprint, New Delhi, Tata MCGraw Hill.

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	https://www.geektonight.com/personality-in-organisational-behavior-definition-determinants-nature/
2)	https://leverageedu.com/blog/determinants-of-personality/#:~:text=There%20are%204%20major%20determinants,%2C%20heredity%2C%20experiences%20and%20culture.
3)	https://gcwgandhinagar.com/econtent/document/1587541310OEDUGENE03-4.2.pdf.pdf