

**Dr. Babasaheb Ambedkar Open University**  
**School of Commerce and Management**  
**BBA Semester-3 Credit - 2**  
**Personality Development**

<b>UNIT</b>	<b>CONTENT</b>	<b>Writer Contact Number</b>
1.	Introduction to Personality Development	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Concept of personality development</li> <li>- Success</li> <li>- Types of Success</li> <li>- Principles of Success</li> <li>- Exercise</li> </ul>	
2.	Self-Awareness and Self-Development	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Form of 'Self'</li> <li>- Indian View of 'Self'</li> <li>- Different views on 'Self'</li> <li>- Four Dimensions of Self</li> <li>- Self-Development and Personality Development</li> <li>- Exercise</li> </ul>	
3.	Self-Management	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Types of Self</li> <li>- Skill Efficiency</li> <li>- Role of Competencies in Personality Management and Development</li> <li>- Personality Development and Self-Management</li> <li>- Exercise</li> </ul>	
4.	Personal Success Factors	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning and Concept</li> <li>- Importance</li> <li>- Role of individual success factors</li> <li>- Advantages</li> <li>- Exercise</li> </ul>	
5.	Ethics	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning</li> <li>- Importance</li> <li>- Advantages &amp; Disadvantages</li> <li>- Role of Ethical Behavior and Personal Development</li> <li>- Ethical Values</li> <li>- Exercise</li> </ul>	
6.	Attitude	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning and Concept</li> <li>- Characteristics &amp; Components of Attitude</li> <li>- Form of Attitude</li> <li>- Importance of Attitude</li> <li>- Advantages of Positive Attitude and Disadvantages of Negative Attitude</li> <li>- Ways to develop a positive Attitude</li> <li>- Procedures for Changing in Attitude</li> <li>- How to make Attitude?</li> </ul>	

	- Exercise	
7.	Self-Respect and Self Confidence	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning, Concept and Characteristics of Self-Respect</li> <li>- Meaning, Concept and Characteristics of Self-Confidence</li> <li>- Aggressive, Submissive and Dominance Behavior</li> <li>- Positive &amp; Negative Self Respect</li> <li>- Personality with low Self-Respect</li> <li>- Interpersonal Relationship</li> <li>- Exercise</li> </ul>	
8.	Employability Skills	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning &amp; Significance</li> <li>- Face-to-Face Personal Interviews</li> <li>- Psychiatric Analysis</li> <li>- Skills of Group Discussion</li> <li>- Exercise</li> </ul>	