

1-3-2

**Subject Title:**

**Personality Development**

**Subject Code: MANB553**

**No of Credit: 4 (Theory-2 and Practical-2)**

**No. of periods / Week: 4**

**Assignments/ Practical: 2 Credits**

**Semester Examination: 2 Credits**

**Course Objectives:** To enhance the skills and abilities of students according to the need of business culture.

**Unit 1**

Healthy Environment – Creating Healthy Environment, Role of individual, Cultural effect, Stress Management. Value Additions, Excellence in Knowledge, Convincing ability, Reading skills, grasping power. Effective listening.

**Unit 2**

Physical Appearance- Formal Dressing, Body Movement, special Body movements, Limitations, Gesture, Posture.

**Practical: 2 Credits**

**Semester Examination: 2 Credits**

Communication- Communication, Significance of Communication, Types, Language Command, Mother Tongue Influence, Practices for adjusting mother Tongue influence, learning from Environment.

**Unit 4**

Public Speaking – Understanding Audience, Stage Covering, handling questions and answers session, Need, Group Discussion objectives, avoiding factors, Energy, Use of Knowledge, Motivation to Group Members.

**Unit 5**

Etiquettes and Manners – Email etiquettes, Elevator, Communication, Control on habits.

**References:**

1. You Can Win – Shiv Khera – Macmillan Books – 2003 Revised Edition

2. 7 Habits of Highly effective people – Stephen Covey

3. Business Communication? Asha Kaul

4. Business Communication - M. Balasubramanyam Topic 2 and 3

5. John Collin, "Perfect Presentation", Video Arts MARSHAL.

6. John Rogers "Effective Interviews", Video Arts MARSHAL.

7. Raman Sharma, "Technical Communications", QXFORD

8. Public Speaking – Understanding Audience, Stage Covering, handling questions and answers session, Need, Group Discussion objectives, avoiding factors, Energy, Use of Knowledge, Motivation to Group Members.

**Unit 5**

Etiquettes and Manners – Email etiquettes, Elevator, Communication, Control on habits.

Practical: 2 Credits