

SYLLABUS

PANJAB UNIVERSITY

BBA125: PERSONALITY DEVELOPMENT AND PROFESSIONAL SKILLS

Objectives: Today's business context requires adaptation to change through acquisition of new skills and abilities to seize opportunities and improve productivity. This course deals with personality development, creativity skills, ethics in business and help students to acquire a range of useful strategies and other skills for enhancing their professional effectiveness.

UNIT – I

PERSONALITY DEVELOPMENT

Interpersonal Skills: Components of self-concept, factors affecting self-concept, self management techniques, forms of interpersonal relationships, competencies and enhancing interpersonal skills.

Improving Personal Skills: improving reading skills, problem solving skills, creativity skills, listening skills, time management skills.

Career Development: Public speaking and presentation skills, group discussion, types of group discussions, tips for successful participation in GD, job interviews and it's types, preparation and do's and don'ts for an interview, Resume writing and job application.

UNIT – II

PROFESSIONAL SKILLS

Team Building and Negotiation Skills: Team development, conflict resolution and team behaviours, concepts and guidelines for successful negotiation, leadership skills, trends in leadership style.

Work Culture, Ethics and Stress Management: Meaning and learning organizational culture, work environment and ethics, sources of stress and ways to cope up with stress, need and importance of capacity building, zones of learning and strategies for capacity building.

Non-Verbal Communication: Work Place Etiquettes: Personal appearance, posture and gestures, facial expressions, conduct at the work place, telephone and email etiquettes.

NOTE : *The question paper will include short case studies in Section – A.*