



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject-Personality Development

Paper- SEC

Course Outcomes

CO.No.	Course Outcomes	Cognitive Level
CO1	To analyze the concept of personality and its development from the perspective of the Indian Knowledge System.	A
CO2	To evaluate the key external and internal factors that influence personality development and identify common barriers.	L
CO3	To comprehend the fundamental principles and types of communication skills and their role in personal growth.	A, U
CO4	To apply practical skills like effective body language, voice modulation, and goal-setting.	A,L
CO5	To cultivate a holistic approach to personality development by integrating knowledge, values, and practical skills.	L,U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	1	-----	100	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)



Content of the Course

Theory



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Indian Knowledge System and Personality: Personality - Meaning, characteristics and importance; Human values and personality development - Empathy, compassion, spirit of service; Components of personality development in the Indian knowledge system.	10
II	Personality Development: <i>Agencies of Personality Development</i> - Family Atmosphere - Parenting style, family values and emotional support; Peer Group - Team Spirit, Self image, Social learning; Formal Education - Scout and guide, N.S.S., N.C.C., Sports - Personal Efforts and Yoga - Self motivation, Goal, meditation and sound health. <i>Barriers of Personality Development</i>	10
III	Communication Skills and Personality Development: Communication Skills: Meaning, Characteristics, types, importance; Role of communication Skills in Personality Development- Stage confidence, Body language, Voice modulation.	10

REFERENCE

- Andrews, Sudhir (1988). How to Succeed at Interviews. 21st (rep.) Tata McGraw-Hill, New Delhi.
- Covey, Stephen. (1989). The 7 Habits of Highly Effective People. NY: Free Press
- Hindle, Tim (2003). Reducing Stress. Essential Manager series. Dk Publishing.
- Lucas, Stephen (2001). Art of Public Speaking. Tata - Mc-Graw Hill, New Delhi.
- Petes S. J., Francis (2011). Soft Skills and Professional Communication. Tata McGraw-Hill Education, New Delhi
- Smith, B. (2004). Body Language. Rohan Book Company, Delhi.



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management **Bachelor of Business Administration (B.B.A)** **B.B.A. I Semester** **Subject-Personality Development** **Practical**

Course Learning Outcomes

CO.No.	Course Outcomes	Cognitive Level
CO1	Demonstrate improved self-awareness and selfconfidence through structured activities and reflective practices	A
CO2	Apply effective communication skills—including verbal, non-verbal, and written forms—in academic and professional contexts	L
CO3	Exhibit positive body language, stage presence, and voice modulation in public speaking or group interaction scenarios.	A, U
CO4	Collaborate effectively in team settings, showing empathy, leadership, and interpersonal sensitivity	A,L
CO5	Set personal and professional goals, and implement techniques for self-motivation, time management, and self-discipline.	L,U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	2	100	----	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Content of the Course

Practical

No. of Lectures (in hours per week):

1 Hrs. per week

Total No. of Lectures: 15 Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
	. To conduct a survey of a nearby Anganwadi, Government School, Primary Health Centre and submit a report. 2. Prepare your family genealogical tree and write a report on your family traditions. 3. Conduct an educational visit to a nearby Non Governmental Organization, Old Age Home, Charitable Hospital, Orphanage, Women Police Station etc. Observe its functioning and prepare a report. 4. Prepare a fact based write-up on an inspiring incident of any one great personality i.e. Swami Vivekanand, Mahatma Gandhi, Vinoba Bhave, A. P. J. Abdul Kalam, Ahilya Bai Holkar, Tanya Bheel, Lata Mangeshkar) 5. Compose a human value-based story that includes meaningful conversations. 6. Educational field visit to local place of historical significance and make a presentation.	60

