



**KADI SARVA VISHWAVIDYALAYA**

**AEC Subject Syllabus for Semester 4**

**AEC 213-2C Personality Development**

**(For BBA / B.Com / B.Sc All Semester 4)**

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**KADI SARVA  
VISHWAVIDYALAYA,  
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**B.Sc. Curriculum as Per NEP**

**AEC Subject Syllabus  
Semester 4**

**W.E.F. June 2024**



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## AEC Subject Syllabus for Semester 4 AEC 213-2C Personality Development (For BBA / B.Com / B.Sc All Semester 4)

### Course objectives:

1. To help develop an awareness of the concept of personality and its aspects
2. To enable the learners to gain clarity of their own skills and abilities as professionals
3. To instil an understanding of how one can develop certain traits of personality as per the requirement of one's professional field

### Learning Outcomes

1. To help students gain an idea of Personality and various aspects
2. To help analyse the personality so as to gain clarity about their future careers
3. To generate a neutral understanding of human relations especially in terms of profession
4. To enable to use the clarity for the real-life situations
5. To help gain some personal attributes that enhance the professional competence

### TEACHING AND EVALUATION SCHEME:

Subject Code	Subject Title	Teaching Scheme	Credits	Examination Scheme			Total Marks
		Theory Hrs Per Week		Hrs.	Max Marks		
					CCE	SEE	
AEC 213-2C	Personality Development	2	2	2	25	25	50

### Course Content

Unit	Content	Total Hours	Weightage
<b>1.</b>	<b>Basics of Personality Development</b>		<b>30% 07 MARKS</b>
<b>1.1.</b>	Concept of personality [Introduction, Definitions and general meaning]	<b>3</b>	
<b>1.2.</b>	Personality Analysis Method-Types, self-assessment and implications for working on limitations	<b>3</b>	
<b>1.3.</b>	SWOT analysis [Introduction, Meaning, Benefits of SWOT analysis, Grid (Framework) of SWOT]	<b>2</b>	
<b>1.4.</b>	Johari window	<b>1</b>	



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<b>2.</b>	<b>Interpersonal Skills</b>		<b>30% 08 MARKS</b>
<b>2.1.</b>	Forms of Communication	<b>1</b>	
<b>2.2.</b>	Interpersonal communication-definition and three unique attributes	<b>1</b>	
	Personality traits to develop for good interpersonal skills (7 traits)		
<b>2.3.</b>	Teamwork: Importance of team work, collaboration VS silo building, five points of importance of team work, diverse and dispersed teams	<b>2</b>	
	Features of a good team worker/leader	<b>1</b>	
	Adaptability- Culture and communication: defining culture and understanding cultural communication. some related terms- globalization, culture, intercultural communication, co-culture, cultural shock, cultural context, high-context and low context culture	<b>2</b>	
	Five categories of cultural values	<b>1</b>	
	Barriers to bridging differences and adapting to others, and strategies to deal with them	<b>1</b>	
<b>3.</b>	<b>Personal Attributes</b>		
<b>3.1.</b>	Change management- a case study and test	<b>1</b>	
	Physical-emotional reactions to change, attitudes that hinder change, the change implementation model	<b>2</b>	
<b>3.2.</b>	Motivation, Goal setting and self-esteem -case study, questionnaire, Impact of values and attitudes, how one gets motivated step by step, characteristics of attainable goals, worksheets, ten ways to increase self-motivation, case study discussion.	<b>4</b>	
<b>3.3.</b>	Time management: Case study, definition, symptoms of problems in time management,	<b>1</b>	
	steps-planning prioritizing, estimating, documenting, tracking	<b>1</b>	
	Barriers in time management	<b>1</b>	
<b>3.4.</b>	Creative thinking: what it is, components, strategies and case study.	<b>2</b>	



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### Reference Books:

1. Personality Development and soft skills, By: Barun Mitra, Oxford university press
2. Cornerstone book of Developing Soft Skills, Pearson Publication By: Robert Sherfield, Rhonda Montgomery, and Patricia Moody
3. Soft Skills: Know yourself and Know the World By: Dr. K. Alex, S. Chand and Company Publications
4. Personality Traits By: Gerald Matthews, Ian J. Deary, Martha C. Whiteman, Cambridge University Press
5. Communication Skills By Sanjay Kumar and Pushpa Lata, Oxford University Press publication
6. Communication: Principles for a Lifetime, By: Steven Beebe, Susan Beebe and Diana Ivy, Pearson Publication
7. Technical Communication: Process and product, By: Gearson and Gearson, Pearson Publication
8. The Ace of Soft Skills: Attitude, Communication and Etiquettes for Success By: G. Ramesh Pearson Publication

### Paper Style for Business Communication (Internal Examination)

Q.1	A	05 MARKS
	OR	
	B	05 MARKS
Q.2	A	05 MARKS
	OR	
	B	05 MARKS
Q.3	One-liner/ TF/blanks/one-word etc. (all questions compulsory)	05 MARKS
	Total	15

### Internal Evaluation of the Subject

Assignment/ Seminar/ Quiz/Case Study/ Project	05 marks
Attendance/Active learning	05 marks
Total	10 marks



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## Paper Style for Personality Development (University Examination)

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For external exam please note:

1. Question Paper must cover the entire syllabus in balanced manner including all the Units.
2. Question Number and Unit Distribution is as follows:

Q.1	(a) Unit- 1 OR (a) Unit- 1	[05 Marks]
	(b) Unit- 2 OR (b) Unit- 2	[05 Marks]
Q.2	(a) Unit- 3 OR (a) Unit- 3	[05 Marks]
	(b) Unit 2 (2 marks) and Unit 3 (3 marks) OR (b) Unit 2 (2marks) and Unit 3 (3 marks)	[05 Marks]
Q. 3	One-liner/TF/Blanks/One-word etc. (All questions compulsory) - Unit 1 (2 marks), Unit- 2 (1 mark) and Unit 3 (2marks)	[05 Marks]
		<b>Total- 25 Marks</b>