



## SYLLABUS

### BBA I<sup>st</sup> Year

#### Subject – Personality Development

UNIT – I	<b>Personality, Success and Facing Failures:</b> Concept of personality. What is success? – Hurdles in achieving success, Factors responsible for success, developing effective habits. What is failure? – Factors affecting failures, learning from failures, overcoming failures, power of faith, practicing faith, SWOT analysis and Goal-Setting (Specific, Measurable, Achievable, Realistic, Time-bound-SMART goals)
UNIT – II	<b>Time and Stress Management and Employability Quotient:</b> Time as a Resource, Identifying Time Wasters, Techniques for better Time Management, Introduction to Stress, Causes and Effects of Stress, Managing Stress. Resume building, The art of participating in Group Discussion, Interview-Frequently Asked Questions, Mock Interview Sessions
UNIT – III	<b>Communication Skills and Digital Etiquettes:</b> Communication Skills: Effective reading/writing/listening skills, Hard skills & soft skills, overcoming stage fear, role of body language, art of professional presentation, use of audio & visuals presentation, social etiquettes Use of Information & Communication Technology (ICT) in day-to-day management, Effective use of social media, E-mail etiquette, Netiquette, Useful electronic gadgets and mobile applications



## **Personality:**

Personality is a psychological factor of an individual which is rarely known to others. An individual's personality is not an artificial fact or occurrence that can be easily understood, merely on his/her personal appearance. Personality is the whole aspect of an individual from general point of view. It includes a person's physical, psychological and emotional aspects.

Personality originated from a Latin word '*Persona*' which means to speak through a mask (which refers to a theatrical mask worn by performers in order to either project different roles or disguise their identities). As in the ancient days masks were worn in Greece and Rome by actors, while enacting plays. Thus, personality is used for influencing others through external appearance. However, personality is not the external appearance alone. Personality, which makes an individual to stand apart, is the impression of characteristic attributes. It is an entire sum of an individual's physical, psychological and behavioural aspects contributing to his 'good personality' or no personality, according to the presence or absence of the characteristic qualities.

## **Personality – Meaning**

Personality has a long history. It dates from the time of Greek physician Hippocrates (460-377 BC). In order to understand the behaviour of people in the organizational or in general setting, we need to know the basic nature of personality. It is a psycho-social phenomenon, which analyses the analytic features and presentation of individual in the society.

Personality is made up of the characteristic patterns of thoughts, feelings and behaviour of an individual. These attributes make a person unique. Personality originates within the individual and remains fairly consistent throughout life. Personality exhibits distinctive qualities of a person, especially those distinguishing personal characteristics that make one socially appealing. If a person wins an election on his own, society may say that he/she has won "more on personality than on capability".

Personality reveals distinctive qualities of mind and behaviour of a person. It is a pattern of collective character which includes behavioural, mental, temperamental, and emotional traits of a person that makes one socially appealing. It exhibits the quality of a person, which is



visible and impresses or disturbs others. For example, the statements such as “He has a pleasing personality Raju is a rude persona” reveal the collective characters of a person which display positive or negative personality.

The basic components of personality refer to the personality characteristics. Many researchers have shown interest to know about an individual’s personality as it is linked with behaviour. If one can predict the behaviour of individuals, modification of behaviour can be done in a smoother way towards achieving the organizational goals. Each personality factor represents a collection of related or cluster of traits. These clusters of traits determine whether the individual is achievement-oriented, dominating, responsible, etc.

### **Definitions of Personality:**

“It is the constant pattern of thinking, feeling and acting.” — Macionis

“Personality is the relatively stable set of psychological attributes that distinguish one “person from another.” — Lawrence Ervin

“Personality refers to the relatively stable pattern of behaviours and consistent internal states that explain a person’s behaviour tendencies.” — RT Hogan.

“Personality is the sum total of ways in which an individual reacts and interacts with others.”  
— Stephen P. Robbins

“Personality is the supreme realization of the innate idiosyncrasy, of a living being. It is an act of courage thing in the face of life, the absolute affirmation of all that constitute the individual, the most successful adaptation to the universal, conditions of existence, coupled with the greatest possible freedom of self-determination.” — C.G. Jung

Thus, personality devotes for the methods of affecting others, reacting to others’ actions and interacting with others. These methods are chosen by individuals based on several factors. Important one among these is their traits.

### **A careful analysis of the above definitions will observe the followings:**

- i. Personality may be defined as the characteristic pattern of behaviour that determines an individual’s adjustment to the environment or situation.



ii. It describes how an individual affects others, how he understands himself and his pattern of internal as well as external measurable traits.

iii. It is the dynamic organization within an individual of those psychological systems which determines his unique adjustment to the environment.

### **Characteristics of Personality:**

Every person has a different personality and there are a lot of factors which contribute to that personality. We call them the ‘determinants of personality’ or the ‘elements of personality’ or ‘factors affecting personality’. Some of them are mentioned as under:

**1. Education:** Education can affect personality because this is the most powerful way to develop the personality. So, we mention education is the first factor that affects personality.

**2. Family Environment:** Every person learns his/her first lesson from his/her family. Every child follows his/her parents and this is the starting point of development of the human personality. So, the family environment is another most important factor that affects personality. In the family the child is connected with his/her elders, and different loved ones, his likes, dislikes, other individuals, expectations of security, and emotional responses. The kind of coaching and life experiences received from the family plays a crucial role in the development of personality. Besides this, economic factors, i.e., condition of the household also influence the personality of the kid.

**3. Culture:** Culture has a great impact on a person’s personality. As a result of this, we see that personality differs in various socio-cultural countries.

**4. Religious thoughts:** Religion can play a vital role in developing a person’s personality because from childhood a man grows up which his / her religious values.

**5. Workplace environment:** People spend most of their time in their work environment so; the work environment is a great important factor that affects personality.

**6. Social status:** Social status can affect personality very effectively. We can see this impact of social status in personality if we look at different people whose status is different in society.



**7. Characteristics of peer group:** This is another most important factor that affects personality more effectively. People belonging to the same age group or same generation or group affect each other's personality to a greater extent.

**8. Childhood memories:** Human personality is affected by childhood memories. There are a huge number of people who have much affection for a particular thing that happens for childhood memories.

**9. Cultural Environment:** The cultural setting refers to cultural traditions, ideals, and values, etc. These factors leave a permanent impression on the child's temperament.

**10. School Environment:** Schools play a crucial role in molding the personality of the kids as a result of a significant part of a child's life. The school poses new issues while addressing the old ones that have to be solved and all of that contribute their share in molding temperament.

**11. Language:** Human beings have a particular characteristic of communication through language. Language is a crucial medium by which the society is structured and culture of the race is transmitted from generation to generation. The method of interaction forms the child's personality through language with different members of his setting.

**12. Social Role:** The child needs to play many roles like the younger son, elder brother student, finance officer, husband, and father. The Social effective roles are also marked out as the method by which the co-operative behavior and communications among the society members sped up.

**13. Interpersonal Relations:** Interpersonal relationships among the members of a community are vital means that that facilitates the development of social temperament characteristics like attraction towards others, the conception of friendly relationship, love, sympathy, hostility, and additionally isolation that could be a negative orientation.

**14. Psychological Factors:** These embody our motives, non-inheritable interests, our attitudes, our character, our intellectual capacities like intelligence, i.e., the skills to understand, to observe, to imagine, to suppose, and to reason.



These factors verify our reactions in numerous things, and so have an effect on our temperament, growth, and direction. A person with a substantial quantity of power can build choices a lot of quickly than others. Thus, we have a tendency to see that hereditary, environmental and psychological factors contribute towards the event of personality. Actually, personality can be affected by various factors and it varies from person to person. A factor may affect someone's personality very seriously. On the other hand, the same factor may cause no reaction to others.

### **Significance or importance of Personality Development:**

Most people underestimate the importance of having a pleasing personality. Majority think it just means being born good-looking, that there isn't anything much to do about it. But this is not true. The scope of personality development is quite broad. It includes knowing how to dress well, social graces, grooming, speech and interpersonal skills. Whatever your career, these are very important skills that will promote your objectives.

To better appreciate its importance, some of the key benefits of developing your personality include the following:

**(a.) Confidence:** Personality development gives more confidence to people. When you know you are appropriately attired and groomed, this makes you less anxious when meeting a person. Knowing the right things to say and how to conduct yourself will increase your confidence.

**(b.) Credibility:** Personality development makes people more believable. Despite the saying that you don't judge a book by its cover, people do tend to judge people by their clothing and how it is worn. This does not mean buying expensive clothes. We all know people who look shabby in expensive clothes. There are also people who look great even if their attire is inexpensive. Because of this, you must know what to wear and you must be aware of other aspects of enhancing your physical features.

**(c.) Interaction:** Personality development encourages people to interact with others. Studies have consistently shown that people communicate more openly with people they are comfortable with. If your hygiene and social graces are unrefined, then expect to have a much harder time connecting with people.

**(d.) Leading and Motivating:** Personality development enhances the capacity to lead and motivate. A person with a winning personality will be able to motivate better. People are less likely to get bored, and our ideas will have more credibility. We can lead better if we project an aura of confidence and credibility.

**(e.) Curiosity:** A single wrong word can destroy a business relationship. Knowing the right things to say shows both respect and intellectual sophistication. This is especially the case if you are dealing with foreigners or if you conduct business outside the country. The right thing to do in our country



could be horrible blunders in a different culture. These are the soft skills that may break or make a deal.

**(f.) Communication skills:** It improves your communication skills. People are more receptive to what you say if they are impressed with your personality. Verbal communication skills are also part of personality development; improving your speech will strengthen the impact of your message. You cannot win by talent and hard work alone. Personality development is a crucial ingredient that you must obtain. Most of the people you see as models of great personality have taken a lot of effort in developing their natural features.

### What is success?

What makes a person successful? How do we recognize success? To some people, success might mean wealth. To others, it is recognition, good health, good family, happiness, satisfaction, and peace of mind. What this really tells us is that success is subjective depends on individuals. It can mean different things to different people. The best definition for success is

“Success is the progressive realization of a worthy goal”

Let's look at this definition carefully. "Progressive" means that success is a journey, not a destination. We never arrive. After we reach one goal, we go on to the next and the next and the next. "Realization" means it is an experience. Outside forces cannot make me feel successful. I have to feel it within myself. It is internal not external. "Worthy" refers to our value system. Which way are we heading? Positive or negative? Worthiness determines the quality of the journey. That is what gives meaning and fulfillment. Success without fulfillment is empty. "Goals" are important because they give us a sense of direction.

### Factors Responsible for Success:

**1. Desire:** The motivation to success comes from a burning desire to achieve a purpose. Napoleon Hill wrote, "Whatever the mind of man can conceive and believe, the mind can achieve." A young man asked Socrates the secret to success. Socrates told the young man to meet him near the river the next morning. Socrates asked the young man to walk with him toward the river. When the water got up to their neck, Socrates took the young man by surprise and ducked him into the water. The boy struggled to get out but Socrates was strong and kept him there until the boy started turning blue. Socrates pulled his head out of the water and the first thing the young man did was to gasp and take a deep breath of air. Socrates asked, "What did you want the most when you were there?" The boy replied, "Air." Socrates said, "That is the secret to success. When you want success as badly as you wanted the air, then you will get it." There is no other secret. A burning desire is the starting point of



all accomplishment. Just like a small fire cannot give much heat, a weak desire cannot produce great results.

**2. Commitment:** Honesty and wisdom are the two pillars on which commitments are built and kept. Prosperity and success are the result of our thoughts and decisions. It is our decision what thoughts will dominate our lives. Success is not an accident. It is the result of our attitude. There is a big difference between playing to win and playing not to lose. When we play to win, we play with enthusiasm and commitment; whereas when we play not to lose, we are playing from a position of weakness. When we play not to lose, we are playing to avoid failure. We all want to win, but very few are prepared to pay the price to prepare to win. Winners condition and commit themselves to winning. Playing to win comes out of inspiration, whereas playing not to lose comes out of desperation. There are no ideal circumstances. To reach anywhere we cannot just drift nor lay still. We need to sometimes sail with the wind and sometimes against it. Ask any coach or athlete what the difference between the best and the worst team is. There would be very little difference in their physique, talent and ability. The biggest difference you will find is emotional difference. The winning team has dedication and they make an extra effort.

**3. Responsibility:** People with character accept responsibilities. They make decisions and determine their own destiny in life. Accepting responsibilities involves taking risks and being answerable which is sometimes uncomfortable. Most people would rather stay in their comfort zone and live passive lives without accepting responsibilities. They drift through life waiting for things to happen rather than making them happen. Accepting responsibilities involves taking calculated, not foolish, risks. It means evaluating all the pros and cons, then taking the most appropriate decision or action.

**4. Hard Work:** Success is not something that you run into by accident. It takes a lot of preparation and character. Everyone likes to win but how many are willing to put in the effort and time to prepare to win? It takes sacrifice and self-discipline. There is no substitute for hard work. The world is full of willing workers, some willing to work and the others willing to let them. One cannot develop a capacity to do anything without hard work, just as a person cannot learn how to spell by sitting on a dictionary. Professionals make things look easy because they have mastered the fundamentals of whatever they do.

**5. Character:** Character is the sum total of a person's values, beliefs and personality. It is reflected in our behavior, in our actions. It needs to be preserved more than the richest jewel in the world. It is not the polls or public opinions but the character of the leader that determines the course of history. The road to success has many difficulties. It takes a lot of character and effort not to fall in these difficulties. It also takes character not to be disheartened by critics. How come most people love success but hate successful people? Whenever a person rises above average, there will always be someone trying to tear him apart. In any profession, a successful person will be envied by those who are not successful. Don't let criticism distract you from reaching your goal. Average people play it safe to avoid criticism, which can be easily avoided by saying, doing or being nothing. The more you





accomplish, the more you risk being criticized. It seems there is a relationship between success and criticism. The greater the success, the more is the criticism. Critics are underachievers who shout at doers, telling them how to do it right. But remember critics are not the leaders or doers and it is worthwhile asking them to come down to where the action is. "The critic is one who knows the price of everything and the value of nothing."

**6. Positive Believing:** What is the difference between positive thinking and positive believing? What if you could actually listen to your thoughts? Are they positive or negative? How are you programming your mind, for success or failure? How you think has a deep effect on your performance. Having a positive attitude and being motivated is a choice we make every morning. Living a positive life is not easy; but then neither is negative living. Positive thinking is better than negative thinking and it will help us use our abilities to the fullest. Positive believing is a lot more than positive thinking. It is having a reason to believe that positive thinking will work. Positive believing is an attitude of confidence that comes with preparation. Having a positive attitude without making the effort is nothing more than having a wishful dream. The following illustrates positive believing.

**7. Give More Than You Get:** We have no competition. If you want to get ahead in life, go the extra mile. There is no competition on the extra mile. Are you willing to do a little more than you get paid for? How many people you know are willing to do a little bit more than what they get paid for? Most people don't want to do what they get paid for and there is a second category of people who only want to do what they can get by with. They fulfill their quota just to keep their jobs. There is a small fraction who are willing to do a little bit more than what they get paid for. Why do they do more? If you fall into the last category, then where is your competition? The advantages of doing more than you get paid for are:

- You make yourself more valuable, regardless of what you do and where you work.
- It gives you more confidence.
- People start looking at you as a leader.
- Others start trusting you.
- Superiors start respecting you.
- It breeds loyalty from both your subordinates and your superiors.
- It generates cooperation.

**8. The Power of Persistence:** Nothing will take the place of persistence. Talent will not: Nothing is more common than unsuccessful people with talent. Genius will not: Unrewarded genius is a proverb. Education will not: The world is full of educated derelicts. Persistence and determination alone are omnipotent. --Calvin Coolidge The journey to being your best is not easy. It is full of setbacks. Winners have the ability to overcome and bounce back with even greater resolve. Fritz Kreisler, the great violinist, was once asked, "How do you play so well? Are you lucky?" He replied, "It is practice."



If I don't practice for a month, the audience can tell the difference. If I don't practice for a week, my wife can tell the difference. If I don't practice for a day, I can tell the difference." Persistence means commitment and determination. There is pleasure in endurance. Commitment and persistence is a decision. Athletes put in years of practice for a few seconds or minutes of performance. Persistence is a decision. It is a commitment to finish what you start. When we are exhausted, quitting looks good. But winners endure. Ask a winning athlete. He endures pain and finishes what he started.

### **Hurdles in Achieving Success:**

Although there are a lot of potential obstacles, the following hurdles are more common:

**1. Lack of Information:** Information can have one of two effects. With too much you can be overwhelmed, and can stop you from making a decision or taking the next steps. With too little information you are not able to put things into perspective, or look at the bigger picture. Identifying where you have gaps in your knowledge, and including this as part of your goal will move you closer to achieving it. There are several ways to obtain new information. Research, planned reading, listening to CD's, DVD's on a specific topic or networking with individuals who have the knowledge to share with you.

**2. Lack of Skill:** In order to move forward one may have to pick up skills along the way. This need not be an enormous challenge. As part of goal setting, understanding what skills are needed to acquire, and how it will be acquired this will form steps of a plan. This does not necessarily mean that one needs to enroll on a course, although that is a great idea. Other alternatives such as on-line study, planned reading, following a colleague in the workplace, or seeking advice from a friend can also help a person to obtain the skills needed.

**3. Limiting beliefs:** We all have a set of beliefs by which we live our lives. These are set in our subconscious at an early age. Sometimes these beliefs can hold a person back and limit their ability to achieve goals. Some common examples like Indecision - should I do one thing or another? This often results in a person doing nothing. The limiting belief manifests itself as "I am not able to make decisions". Unable to make progress – when a way of working is no longer effective, one can continue to use it and often it becomes a comfort zone, the limiting belief here could be "I can't/ won't change". Often people will state that "I don't deserve to be successful", or "that shouldn't work for me". Here self sabotage and not valuing themselves and their own ability is observed.

**4. Well being:** Despite of best efforts, there may be times when one is simply unable to



pursue his/her goals. A sudden illness or injury can put a setback. When this happens one needs to be realistic. Beating oneself up will not help, nor simply giving up. Take a little time to reassess goals and consider what options are left. How important is it that this goal is achieved within the original timeframe. Also consider how else a goal can be pursued, and who can help during these times.

**5. Other People:** Quite often the people that are closest to us fear us achieving our goals. For them this means that we may change and that will also mean change for them. They may not be aware how important our goals are to us. If the people we share our time with for example family, friends, colleagues to not understand and support your goals, there is a chance that we may be influenced by this. If these people are adverse to change then they may well harm our plans.

**6. Own Motivation:** Although we may see out with the best intentions, after a while the newness may disappear or there are other distractions. This may be down to a number of factors. Perhaps the goals that we set were too large, and needed to be broken down into smaller manageable chunks. Perhaps we are not getting the results, and need to consider what we are doing that is preventing us from moving forward. After continued effort we may feel that the goal is now actually something that we don't want, or at least the outcome. In this case the goal needs to be reconsidered. If it requires modification because circumstances have changed, then change it. If it no longer serves us, then don't waste energy following up on something just because we started it.

**7. Time:** We all live in a world where we don't seem to have enough time. Many of us are "time poor", which means that we do not manage our use of time to get the best results. Quite often we hear from the people around us "I just don't have time to do it". How true is this statement really? Have we taken on too much, overcommitted ourselves and are embarrassed to say no? If we approach our use of time without any structure we may just leap from one thing to another in no particular order. Without priority we will move from one thing to the next urgent thing. There is also the aspect of distractions. This can be distraction from others who do not have the same aspirations as us. There is the distraction of telephone calls and emails. Quite often we busy ourselves with those things that are nice to do, but do not take us any further forward to achieving our goals.

**8. Money:** Money is a common reason for not pursuing our goal. Usually it is the lack of



money that stops us. When we hear someone say “I can’t afford it” or “I just don’t have the money”. These statements are usually offered up without much hesitation. While agreed that it may well be true to some extent, what alternatives have they really explored and how else could the money be found? If we are really serious about achieving this goal, what lengths would we go to in order to find the money (legally)! Let’s turn this around and look at it from another perspective. What is it costing us to not have that goal in your life right now? If in achieving this goal it was going to get a person that next job, or mean that he/she would get that 10% performance bonus at work, what efforts would he/she go to?

**9. Fear:** What do I mean by fear? There are the more straightforward examples. If we need to do something that takes us right outside of our comfort zone for the first time, which may well install fear into us. Then there is the fear of failure. What will those around me think if I don’t achieve my goal. How will I face them and maintain my integrity. Better to quit now than to see through it? That way no-one will be able to judge me. Another type of fear is the fear of success. What if I actually do it? Is this goal something that I really want anyway? Self doubt comes into play and one tries to talk oneself out of it.