UNIVERSITY OF MADRAS

M.A. DEGREE PROGRAMME IN ECONOMICS

SYLLABUS WITH EFFECT FROM 2023-2024

501S3A

PERSONALITY DEVELOPMENT

Course Objectives:

1. To mark the students able and effective leadership and personality development
2. To learn the self-evaluation skill

Unit I: Concept of Personality

Personality - Definition and meaning, Importance, Leadership and Management, Leader vs Manager, Essential qualities of an effective leader

Unit II: **Personality Characteristics**

Personality: Concept and Definition, Determinants of personality, Personality traits, Personality characteristics in organizations

Unit III: Self-evaluation

Self-evaluation, Locus of control, Self-efficacy, Self-esteem, Self-monitoring: Positive and negative Impact. Organizational Context of Leadership and Personality - Contemporary Business Leaders.

Unit IV: Qualities of Personality Development

Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Character building -Team-work – Time management - Work ethics and etiquette.

Unit V: Aspects of Employability

Resume building- Interactive session – Facing the Personal (HR & Technical) Interview – Self Introduction - Psychometric Analysis - Mock Interview Sessions.

Textbooks:

1. Parikh, M., & Gupta, R. K. (2010). *Organisationalbehaviour*. Tata McGraw Hill Education Pte. Limited.
2. Mullins, L. J., & McLean, J. E. (2019). *Organisationalbehaviour in the workplace*. Harlow: Pearson.

References:

1. Hofmann, D. A., & Jones, L. M. (2005). Leadership, collective personality, and performance. *Journal of Applied psychology*, *90*(3), 509.
2. Aurther, J. (2006). *Personality development*. Lotus Press.
3. Roberts, B. W. (2006). Personality development and organizational behavior. *Research in organizational behavior*, *27*, 1-40.

Web References

1. https://hbr.org/2017/09/could-your-personality-derail-your-career

2. https://au.indeed.com/career-advice/resumes-cover-letters/personal-skills
3.https://socialsci.libretexts.org/Courses/College_of_the_Canyons/COMS_246%3A_Interpersonal_Communication_(Leonard)/2%3A_Communication_and_the_Self/2.1%3A_Self-Concept%2C_Self-Esteem_and_Self-Efficacy

Course Outcomes (Cos):

Upon Completion of this course, the Students will be able to

No.	Course Outcomes	K-Levels
CO1	Understand the importance of personality development	K1, K2, K3
CO2	To evaluate the Characteristics of Personality	K3, K5
CO3	Examine and analyse the concept of Self-evaluation	K2, K4
CO4	Describes the concept of Qualities of Personality Development	K1, K2
CO5	Create the self-evaluation and Organizational Context of Leadership and Personality	K1, K4, K5

K1 – Knowledge, K2 - Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create.

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	3	3	2	3
CO2	3	3	3	3	2	3
CO3	3	2	3	2	2	3
CO4	3	2	2	2	3	3
CO5	3	2	2	2	3	3
Weightage	14	12	13	14	12	15
Weighted percentage of Course Contribution to Pos	2.8	2.4	2.6	2.8	2.4	3

Level of Correlation between PSO's and CO's

(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)

Assign the value

1 – Low

2 – Medium

3 – High

0 – No Correlation