



**MANGALORE UNIVERSITY**  
**Department of Commerce**  
**M.Com.**

**CME451: PERSONALITY DEVELOPMENT**

**Work load: 2 hours lecture and 2 hours tutorial per week: total 3 credits**

**Learning Objective:**

- To enhance the personal and professional effectiveness of the students by exposing them to the art and science of self-awareness and development.

**Course Outcome:**

1. Develops the personality traits in the effective & efficient management of both personal & corporatelif.

**Unit -1:** Self-awareness and development – self-disclosure, self-discovery, self-awareness, self-analysis, self-knowledge and self-development-Johari Window-Blind self, hidden self, undiscovered self, open self - over-confidence, arrogance, ego, superiority and inferiority complex, introvert Vs extrovert, type-A&B personality, assertiveness Vs submissive behaviour – personal ethics and conscientiousness – observation and persuasive skills – Art of convincing – Handling criticisms and toxic behaviours of others – Adaptability and agility – Self-respect and self-esteem – personal SWOT Analysis. Fear & Phobia – Basic Types: Fear of Poverty, Criticism, failure, ill-health (Hypochondria), loss of love of someone, old age, loss of freedom, death-susceptibility to negative influences (the devil's workshop) - symptoms and cures. Perception – Eye of the beholder – Wrong perceptions and incorrect impressions – perceptual process – selective perception – selective distortion – selective retention – characteristics of the perceiver – perceiving object – situational influences – perception Vs reality – telepathy and sixth sense – Nurturing dreams & hopes – Autosuggestions – Powerful ideas.

**Unit -2:** Beliefs, values and opinions – Beliefs Vs Faith – Value system – upbringing status and cultural profile – opinion seekers and opinion leaders – Needs, wants, preferences, demands and expectations – comparative satisfaction Vs comparative dissatisfaction – Disappointment and Frustration – Management of frustration, cynicism, skepticism, monotony, fatigue and boredom – Failure – causes and management of failure – failure mode analysis – winners Vs Achievers – management of success – self discipline – 7 habits of highly effective people – Good human being Vs Great human being – process happiness and destination happiness – negative thinking, negative emotions and release of negative energy – Positive psychological strokes – Transaction Analysis – Brain: Left Vs. Right hemispheres of the brain- Master mind – Balanced mind – Brain-stilling and concentration - Role of subconscious mind – Tranquility – Thinking and thought process – Feelings/emotions – behavioural intentions – Behavioural patterns – Attitude Vs Behaviour - Consistency Vs Discrepancy hypothesis – Enthusiastic, indifferent, positive, negative and

hostile attitudes – Attitudinal restructuring – behavioural modification – Personal experiences and observations.

**Unit -3:** Dreams and hopes – Destiny, Fate and luck – coaching, mentoring and counseling – Ladder of inference – Mutual trust, confidence and goodwill – shared vision and determination to excel – perfection Vs Excellence – Execution excellence – Management by alibis – continuous learning and development – Lifelong learning – learning to change, change to learn and learn to learn – Unlearning, relearning, commitment to learning – Slow Vs Advanced Learners – Learning disability and learning disadvantaged people – Kolb's learning cycle and experiential learning – learning by committing mistakes.

**Unit -4:** Qualification Vs Competency – ability, capacity, capability – knowledge, attitude, skills, habits & values (KASH-V) – Home, school and social environment – opportunity management – Destination, dedication, direction and devotion – shelf-life of competency – competency profiling, development and matching – Employment Vs. Employability – Aptitude, Aspiration, inspiration and perseverance – patience and persistence – Performance quotient – Intelligence quotient (IQ), emotional intelligence quotient (EQ), spiritual quotient (SQ) – Individual, interpersonal, family, community, social and national harmony – Life satisfaction – Scientific temperament and reasoning ability.

**Unit -5:** Effective communication skills – oral, written and non-verbal (body language/ kinesics) communication - language skills (vocabulary, grammar, usage) – Art of Listening – barriers to listening – overcoming the barriers to listening – presentation and public speaking skills – conducting meetings and recording the proceedings – Public relations skills – handling media – Impression management and diplomacy – communication breakdown. Human relations skills – intimacy and rapport – Relationship management – Differences of opinion and strained relations – conflict resolution techniques – win-win, win-lose, lose-lose dyadic interpersonal interactions – negotiating skills – Leadership, trust and teambuilding skills. Decision-making and problem-solving skills-creativity and „out of box“ thinking–„decisions-actions-consequences“ sequential analysis – time management and stress management – work-life balance – yoga and meditation. Self-employment Vs working for others – preparation of resume, curriculum vitae, Biodata - Group discussion skills – Role play – case analysis – In-basket exercise – competing within – art of facing an employment interview – current awareness and updating skills – pen practice – Reading habits – questioning skills – synthesizing ability – Reflective observation and thinking – self-criticism and laughing at oneself.

#### References:

1. Bhatia Hansraj, 1970: *Elements of Social Psychology*, Bombay: Somaiya Publications (P) Ltd.
2. Brown, D & Srebalu, D.J.1988: *Introduction to Counselling Profession*, Englewood Cliffs: PrenticeHall.
3. Carkuff, R.R, Pierce R, 1978: *The Art of Helping*; Mumbai: Carkuff Institute of Human Technology; Better yourself Books
4. Currie, Fe., 1976: *Barefoot Counsellor – A Premier in Building Relationships*, Bangalore: Asian Trading Corporaion.
5. Daniel Goleman: *Emotional Intelligence*: New York: Bantam Books.

6. Denis Waitly: *Empires of the Mind*, London: Nicholas BrealeyPublishing.
7. Edgar Thorpe & Showick Thope (2004), *Winning at Interviews*, New Delhi: Pearson Education.
8. James C.Collins and Jerry I Porras: *Built to last*, New York: HarperCollins.
9. Napoleon Hill: *The Law of Success*, Bangalore: Master MindBooks
10. Napoleon Hill: *Think and Grow Rich*: New York: BallantineBooks
11. Stephen R.Covey: *The 7 Habits of Highly Effective People*, London: Simon & Schuster Ltd.





# MANGALORE UNIVERSITY

MANGALAGANGOTTHRI - 574 199

## DEPARTMENT OF STUDIES IN COMMERCE

CORDIALLY INVITE YOU TO

**ONLINE NATIONAL WORKSHOP-CUM-THREE DAY CONFERENCE SERIES-2021  
ON  
CORPORATE GOVERNANCE AND FINANCIAL MANAGEMENT**

**Date : 6 -12 September, 2021(7 Days)**

**Platform: Cisco Webex**



# PROGRAMME SCHEDULE

## MORNING SESSION

**Event, Date & Time**    **Chief Guest/Resource Person**    **Topic**



### Inauguration

6.09.2021  
10.30 a.m.

### Prof P. S. Yadapadithaya

Hon'ble Vice-Chancellor  
Mangalore University  
Mangalagangothri

Inaugural Address



### Keynote Address

6.09.2021  
11 a.m. - 12:30 p.m.

### Dr. Prakash Pinto

Professor and Dean  
St Joseph Engineering College Vamanjoor,  
Mangalore

Due Diligence in  
M&As and Corporate  
Governance



### Keynote Address

7.09.2021  
11 a.m. - 12:30 p.m.

### CMA Dr. Kinnarry Thakkar

Professor & Head  
Department of Commerce  
University of Mumbai  
Mumbai, India.

Corporate Governance-  
Landscape in  
G20 Countries



### Keynote Address

8.09.2021  
11 a.m. - 11:40 a.m.

### Sri. Rangan Varadan

CEO and cofounder of  
BillionLoans Financial Services  
(Digital Financial Services provider for MSME)  
Bangalore

FinTech



### Keynote Address

8.09.2021  
11:45 a.m.-12:30 p.m.

### Sri. Prashanth Rao

Principal Officer  
Nova Benefits and CEO of their broking entity  
Bangalore

Insurance Tech

# PROGRAMME SCHEDULE

## MORNING SESSION

Event, Date & Time	Chief Guest/Resource Person	Topic
<b>Keynote Address</b> 9.09.2021 11 a.m. -12:30 p.m.	 <b>Prof. B. Ramesh</b> Dean, School of Management and Commerce (Ex-Dean, Goa Business School, Goa University) Malla Reddy University, Hyderabad, Telangana State	<b>Corporate Governance and Financial Reporting</b>
<b>Keynote Address</b> 10.09.2021 11 a.m. -12:30 p.m.	 <b>Dr. T. Mallikarjunappa</b> Professor and Head Department of Commerce and International Business School of Business Studies, Central University of Kerala, Kasaragod	<b>Agency Theory and Corporate Governance</b>
<b>Keynote Address</b> 11.09.2021 11 a.m. -12:30 p.m.	 <b>Dr. Amitabh Anand</b> Associate Professor, Excelia Business School, France (Formerly Assistant Professor Academy of Digitalization at SKEMA Business School Université Côte d'Azur, FRANCE)	<b>Digital Governance</b>
<b>Keynote Address</b> 12.09.2021 11a.m. -12:30 p.m.	 <b>Dr. M. Preethi</b> Principal Thammaiah Thayamma Lingaiah (TTL) Educational Institution College of Business Management, Saraswathipuram, Mysuru	<b>Corporate Governance in Nationalised Banks in India</b>

# PROGRAMME SCHEDULE

## AFTERNOON SESSION

**Event, Date & Time**

**Chief Guest/Chairperson**

**Paper Presentation**

6.09.2021  
2-3 p.m.



**Dr. Joseph P D**

Assistant Professor  
MBA (TTM)  
Department of Business Administration  
Mangalore University

**Paper Presentation**

7.09.2021  
2-3 p.m.



**Dr. Yathish Kumar**

Associate Professor and Coordinator  
Department of PG Studies in Commerce  
University College  
Mangalore

**Paper Presentation**

8.09.2021  
2-3 p.m.



**Dr. Lokesh**

Assistant Professor  
Department of Commerce  
Government First Grade College  
Punjalakatte

**Paper Presentation**

9.09.2021  
2-3 p.m.



**Dr. Chandrashekhar R**

Assistant Professor  
Department of Business Administration  
Mangalore University



# PROGRAMME SCHEDULE

## AFTERNOON SESSION

**Event, Date & Time**

**Chief Guest/Chairperson**

**Paper Presentation**

10.09.2021  
2-3 p.m.



**Dr. Abubakkar Siddiq**

Associate Professor  
University College, Mangalore  
and Coordinator-Bearry Study Chair,  
Mangalore University

**Paper Presentation**

11.09.2021  
2-3 p.m.



**Dr. Sheker Naik**

Assistant Professor and Coordinator  
MBA (TTM)  
SO, Registrar Office,  
Mangalore University

**Paper Presentation**

12.09.2021  
2-3 p.m.



**Dr. S. Gunakar**

Associate Professor  
HOD of Commerce  
Pompei College, Aikala  
Mangalore

**Valedictory**

12.09.2021  
3:15 p.m.



**Dr. Kishore Kumar C K**

Registrar  
Mangalore University  
Mangalagangothri



### Chief Patron

## Prof. P. S.Yadapadithaya

Hon'ble Vice-Chancellor  
Mangalore University

### Patron

## Dr. Kishore Kumar C K

Registrar  
Mangalore University

### Advisers

## Dr. Y. Muni Raju

Professor  
Department of Commerce  
and Dean, Faculty of Commerce  
Mangalore University

## Dr. Ishwara P

Professor and BOS Chairman  
Department of Commerce  
Mangalore University

## Dr. Puttanna K

Professor and Chairman  
Department of Business Administration  
Mangalore University

### Organising Committee

#### Organising Secretary

## Dr. Vedava P

Associate Professor and Chairman  
Department of Commerce  
Mangalore University

### Conveners

## Dr. Preethi Keerthi D'souza

Assistant Professor  
Department of Commerce  
Mangalore University

## Dr. Parameshwara

Assistant Professor  
Department of Commerce  
Mangalore University

### Co-Conveners

## Mr. Abhinandan Kulal

## Mr. Jayaprashanth S

## Mr. Gururaj P

Faculty, Department of Commerce

### Members

Faculty, Research Scholars and Students  
Department of Commerce