



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 Brealey Publishing.
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 Mind Books
10. Napoleon Hill: *Think and Grow Rich*: New York: Ballantine Books
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
Keynote Address 9.09.2021 11 a.m. -12:30 p.m.	 Prof. B. Ramesh Dean, School of Management and Commerce (Ex-Dean, Goa Business School, Goa University) Malla Reddy University, Hyderabad, Telangana State	Corporate Governance and Financial Reporting
Keynote Address 10.09.2021 11 a.m. -12:30 p.m.	 Dr. T. Mallikarjunappa Professor and Head Department of Commerce and International Business School of Business Studies, Central University of Kerala, Kasaragod	Agency Theory and Corporate Governance
Keynote Address 11.09.2021 11 a.m. -12:30 p.m.	 Dr. Amitabh Anand Associate Professor, Excelia Business School, France (Formerly Assistant Professor Academy of Digitalization at SKEMA Business School Université Côte d'Azur, FRANCE)	Digital Governance
Keynote Address 12.09.2021 11a.m. -12:30 p.m.	 Dr. M. Preethi Principal Thammaiah Thayamma Lingaiah (TTL) Educational Institution College of Business Management, Saraswathipuram, Mysuru	Corporate Governance in Nationalised Banks in India

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-Bearly 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

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Dr. Y. Muni Raju

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

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Professor and BOS Chairman
Department of Commerce
Mangalore University

Dr. Puttanna K

Professor and Chairman
Department of Business Administration
Mangalore University

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Department of Commerce
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Department of Commerce
Mangalore University

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Department of Commerce
Mangalore University

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Mr. Gururaj P

Faculty, Department of Commerce

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Faculty, Research Scholars and Students
Department of Commerce