# 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 & corporatelife.

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, oldage, 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 VsAdvancedLearners–Learningdisabilityandlearningdisadvantagedpeople–Kolb's learning cycle and experiential learning learning by committingmistakes.
- 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 reasoningability.
- 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—"decisionsactions-consequences" sequential analysis – time management and stress management – worklife balance – yoga and meditation. Self-employment Vs working for others – preparation of resume, curriculum vitae, Biodata - Group discussion skills - Role play - case analysis - Inbasket 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 atoneself.

#### **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 yourselfBooks
- 4. Currie, Fe., 1976: *Barefoot Counsellor A Premier in Building Relationships*, Bangalore: Asian TradingCorporaion.
- 5. Daniel Goleman: *Emotional Intelligence*: New York:BantamBooks.

- 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.Covery: *The 7 Habits of Highly Effective People*, London: Simon & Schuster Ltd.







# MANGALORE UNIVERSITY

**MANGALAGANGOTHRI - 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)

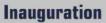
**Platform: Cisco Webex** 

## **PROGRAMME SCHEDULE**

**MORNING SESSION** 

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

Topic



6.09.2021 10.30 a.m.



Hon'ble Vice-Chancellor Mangalore University Mangalagangothri **Inaugural Address** 

**Keynote Address** 

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



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

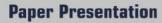
Principal
Thammaiah Thayamma Lingaiah (TTL) Educational Institution
College of Business Management, Saraswathipuram,
Mysuru

Corporate Governance in Nationalised Banks in India

# PROGRAMME SCHEDULE AFTERNOON SESSION

# **Event, Date & Time**

## **Chief Guest/Chairperson**



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

Dr. Yathish Kumar
Associate Professor and Coordi

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



**Paper Presentation** 

2-3 p.m.

8.09.2021 2-3 p.m.



Assistant Professor

Department of Commerce
Government First Grade College
Punjalakatte



Dr. Chandrashekhar R

Assistant Professor

Department of Business Administration

Mangalore University

Paper Presentation

9.09.2021

2-3 p.m.

# 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-Beary 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



Dr. Kishore Kumar C K

Registrar Mangalore University Mangalagangothri

Valedictory 12.09.2021 3:15 p.m.

### **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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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

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### **Organising Secretary**

### Dr. Vedava P

Associate Professor and Chairman
Department of Commerce
Mangalore University

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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

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Faculty, Research Scholars and Students
Department of Commerce

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