

Government PG College, Ambala Cantt Course

File(Session 2023-24)

Name of Faculty :Sandeep Kumar

Course BAMCEVEN Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

PO1- Acquire knowledge related to the discipline under study.

PO2 - Communicate and reflect effectively and efficiently on the issues related to the discipline.

PO3- Exhibit the professional skills and competencies acquired during the Programme of study.

PO4- Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

PO5- Explore, analyze and provide solutions to the problems related to the discipline and life.

PO6 - Develop exposure to actual working environment leading to employability and entrepreneurship.

PO7- Exhibit scientific & research capabilities in academic, professional and general life pursuits.

PO8- Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

PSO1 - Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

PSO2 – Learn communication and professional skills related to various fields of mass communication.

PSO3 - Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

PSO4 - Become ethically committed media professional adhering to the human values and the values of the Indian culture.

PSO5 - Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

Paper-XXIX
Personality Development and Presentation

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

UNIT-I

Introduction to Personality Development The concept of personality–Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

UNIT II

Attitude & Motivation Attitude, Concept, Significance, Factors affecting attitudes, Positive attitude – Advantages – Negative attitude, Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation, Significance, Internal and external motives, Importance of self- motivation- Factors leading to de-motivation

UNIT III

Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.

UNIT IV

Development Body language, Problem-solving, Conflict and Stress Management - Decision-making skills, Leadership and qualities of a successful leader, Character building, Team-work, Time management, Work ethics, Good manners and etiquette, Employability Quotient Resume building- The art of participating in Group Discussion – Facing the Personal (HR& Technical) Interview -Frequently Asked Questions, Mock Interview Sessions. Power point Presentation.

Reference Books

- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.

BAMCPaper- XXIX – Personality Development and Presentation Skills

Course Objectives: The paper is designed to make the students aware about their personality traits and communicating skills and to teach them the techniques to develop their personality and other skills.

Course Learning Outcomes:

After the completion of the course, the students will be able to:

1. Have in-depth knowledge about the personality traits
2. To do SWOT analysis
3. Enhance public speaking and presentation skills
4. Use time mgmt and effectively
5. Learn various stress mgmt, meditation and concentration techniques

BAMC_SEMESTER _VI_ Personality Development and Presentation Skills

15-01-2024 to 30-04-2024

Week 1	Introductionto PersonalityDevelopment–Significanceofpersonalitydevelopment.
Week 2	Theconceptofsuccessand failure:Whatissuccess?
Week 3	Hurdlesinachievingssuccess-Overcominghurdles-FactorsresponsibleforsuccessQ
Week 4	Attitude&MotivationAttitude,Concept,Significance,Factors affectingattitudes
Week 5	Positiveattitude–Advantages–Negativeattitude,-Waystodeveloppositiveattitude
Week 6	Positiveattitude–Advantages–Negativeattitude,-Waystodeveloppositiveattitude
Week 7	Differencesbetweenpersonalitieshavingpositiveandnegativeattitude
Week 8	Personalityhavinglowself esteem -Positiveandnegativeselfesteem.
Week 9	Importanceofself-motivation-Factorsleadingtode-motivation
Week 10	Self-esteemTermself-esteem-Symptoms-Advantages
Week 11	HoliVacations
Week 12	Conceptofmotivation,Significance,Internaland externalmotives
Week 13	Definingthedifferencebetweenaggressive,submissiveandassertivebehaviours
Week 14	DevelopmentBodylanguage,Problem-solving,ConflictandStressManagement
Week 15	Characterbuilding,Team-work,Time management,Workethics,Goodmanners
Week 16	Revision
	ExamStarts01-05-2024

