

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.	Marketing/Finance/Human Resources Management/International Business/Entrepreneurship/Supply Chain Management		
Semester		III				Version	1.0.0.1		
Effective from Academic Year			2021-22			Effective for the batch Admitted in			June 2020
Subject code		2IIIB04PGL	Subject Name			PERSONALITY GROWTH LAB			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0	0	2	Theory	-	100	100
Hours	2	0	0	0	2	Practical	-	-	-
Pre-requisites:									
Objectives									
The course aims to make student understand various aspects of Group discussion, Interview, Grooming, Workplace behaviour and time Management.									
Learning Outcome:									
2IIIB04PGL.CO1: Apply constructive group discussions by applying techniques of argument formation and defense. 2IIIB04PGL.CO2: Apply the principles of rhetoric and interview etiquettes for effective public communication. 2IIIB04PGL.CO3: Develop professional etiquette and grooming standards through appropriate dressing, body language, and workplace behaviour. 2IIIB04PGL.CO4: Develop effective self-management and time management skills through the application of appropriate assessment and stress-handling techniques.									
Theory syllabus									
Unit	Content								Hrs
1	Group Discussion and Interview Skill- Understanding GD, its usefulness- techniques of GD, Group Discussion Understanding the nature of discussion, Difference between debate and discussion, Ways to form and present the arguments, Ways to defend. To get acquainted with the art of public speaking, To know the rhetoric of making a public speech, Exploring rhetorical elements through various videos. Interview etiquettes, Dos and Don'ts at the interview, Mock Interviews								15
2	Personal Grooming, Body Language and Work Place Behaviour: Dressing Professionally: To learn selection of proper attire as per the situation, Resume Preparation- Personal etiquettes and grooming, confidence building, Postures and body language, resume building, types of resumes and its importance, team playing and interpersonal relationship, Johari's Window, Basics of the table manner, to learn the manners during professional meetings over lunch/dinner, How to call the meeting, how to organize a meeting in the smooth manner, how to design the agenda and prepare minutes of the meeting. Telephone and Mail etiquettes; tone and pitch of the voice, How to send a voice mail, Students are also exposed to the netiquettes.								10
3	Self-Management and Time Management- self assessment, stress and time management (its importance and techniques), how to carry one's self, how to project one's self in the right frame and spirit.								5

Practical content	
Text Books	
1	Kaul A , Effective Business Communication Prentice Hall India Learning Private Limited; Latest edition
Reference Books	
1	Payal Mehra, Business Communication for Managers Pearson 2 nd Edition
2	Kaul and Asha, Business Communication PHI 2 nd Edition
3	Herta Murphy, Herbert Hildebrandt, et al., Effective Business Communication - SIE McGrawHill 7 th Edition
4	Raymond Lesikar, Marie Flatley, et al. Business Communication: Making Connections In a Digital World McGraw Hill Education; 11 edition (23 June 2009)

Mapping of CO with PO and PSO:

Semester 3: Course Name: 2IIIB04PGL: PERSONALITY GROWTH LAB							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IIIB04PGL.CO1	1	3	1	2	3	0	1
2IIIB04PGL.CO2	1	2	0	2	1	1	1
2IIIB04PGL.CO3	1	1	1	2	2	2	1
2IIIB04PGL.CO4	1	2	1	2	3	0	1

Semester 3: Course Name: 2IIIB04PGL: PERSONALITY GROWTH LAB			
Course outcomes	PSO1	PSO2	PSO3
2IIIB04PGL.CO1	0	1	2
2IIIB04PGL.CO2	1	1	2
2IIIB04PGL.CO3	0	1	2
2IIIB04PGL.CO4	0	1	2