

<b>COURSE TITLE</b>	<b>PERSONALITY DEVELOPMENT AND GROOMING ETIQUETTE</b>
<b>COURSE CODE</b>	<b>04CR0303</b>
<b>COURSE CREDITS</b>	<b>2</b>

**Objective:**

- 1 Upon successful completion of this course, students will be able to: ? Explain key concepts of personality development contributing to success and failure, perform a personal SWOT analysis and develop action plans for self-improvement, and discuss their relevance to individual growth and workplace behavior. ? Distinguish between positive and negative attitudes, identify factors influencing motivation, and apply strategies for self-motivation and stress management in real-life scenarios. ? Demonstrate and apply effective verbal and non-verbal communication skills, in both personal and professional settings, to enhance productivity and collaboration at the workplace. ? Practice appropriate social and workplace manners, such as elevator and cubicle etiquette, and demonstrate an understanding of proxemics, exhibit competency in dining etiquette and customer courtesy in formal and informal settings.

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Explain key concepts of personality development contributing to success and failure, perform a personal SWOT analysis and develop action plans for self-improvement, and discuss their relevance to individual growth and workplace behavior.
- 2 Distinguish between positive and negative attitudes, identify factors influencing motivation, and apply strategies for self-motivation and stress management in real-life scenarios.
- 3 Demonstrate and apply effective verbal and non-verbal communication skills, in both personal and professional settings, to enhance productivity and collaboration at the workplace.
- 4 Practice appropriate social and workplace manners, such as elevator and cubicle etiquette, and demonstrate an understanding of proxemics; exhibit competency in dining etiquette and customer courtesy in formal and informal settings.

**Pre-requisite of course:**Objective: Students who complete this upper-intermediate course will be competent in etiquette and ready to represent decency in professional contexts. It covers personality development, self- awareness, emotional intelligence, practical communication and leadership skills, professional etiquette, and strategic personal growth.

**Teaching and Examination Scheme**

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
2	0	0	0	0	0	50	50

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Personality Development</b> The concept of personality - Dimensions of personality - Theories of Freud & Erickson- 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.	3
2	<b>Attitude, Motivation &amp; Other Aspect of Personality Development</b> Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude – Difference between personalities having Positive and Negative attitude, Concept of motivation - Significance – Internal and external motives - Importance of self- motivation- Factors leading to de-motivation.	4
3	<b>Your Professional Best</b> Prepare for success - Appearance and Attire – First impression - Clothes Encounters - Gauge in brain (Formal vs informal), Hygiene and Grooming Guide - Posture and Gesture - YESes and NOes of Grooming - My Space	2
4	<b>People Skills</b> Connecting and Building Rapport - Listening Skills - Conversational Skills - Body Language – Greetings- Interpersonal skills - Telephone Skills	2
5	<b>Manners at your workplace</b> Job interview etiquette - Interview framing skills - Resume vs CV - Job satisfaction, Meeting Manners - Inviting for meetings (formal mails) -Business Meeting pre-requisites -Taking down the minutes of the meetings	4
6	<b>Down the Aisle</b> Elevator Etiquette - The TWO FLIGHT RULE - Hold the door - Your Proxemics - Phone or No phone, Cubical Etiquette - Knock it before you say it – Avoid, Avoid & Avoid - The Prairie Dog theory - Your Cubical Your Home	3
7	<b>Dining Decoded</b> General Guidelines - Tabletop Tour - Dining Styles - Restaurant Dining - Customer Courtesy	2
8	<b>Business Correspondence</b> Written Discourse - Introduction to Basic Writing - Styles of writing -Significance of Writing - Do's and Don'ts of good writing, Email Writing - Elements of a formal email - Cohesive devices to used in writing formal email –Format - Kinds of emails - Practice, Writing formal Letters - Types of letters – Circulars - Promotional Content – Sales –Format - Practice	6

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
9	<b>Presentation Skills</b> Spoken Discourse -Introduction to Basic speaking - Styles of speaking -Significance of speaking -Do's and Don'ts of good speech, Using Power point - Preparing effective slides - Using images, graphs and charts etc., -Delivering an effective presentation -Do's and Don'ts of Power Point	4
<b>Total Hours</b>		<b>30</b>

**Textbook :**

- 1 Personality Development, Hurlock, E.B, Tata McGraw Hill, 2006
- 2 How to Win Friends and Influence People, Dale Carnegie, Simon & Schuster, 2022
- 3 Corporate Grooming and Etiquette, Sarvesh Gulati , Rupa Publications, 2019
- 4 The Gentleman's Guide to Grooming: The Quintessential Handbook for the Modern Man, Fawcett Ret, Capt Peabody, Sterling, 2017

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
0.00	10.00	40.00	30.00	20.00	0.00

**Instructional Method:**

- 1 Lecture

**Supplementary Resources:**

- 1 ---