

GE 2b

Personality Development and Communication Skills

60 Hours
(45hrs Lect. + 15hrs Tut.)

Course Title & Code	Credits	Credit Distribution of the Course			Eligibility Criteria	Pre-Requisite of the Course (if any)
		Lecture	Tutorial	Practical/ Practice		
GE 2b: Personality Development and Communication Skills	4	3	1	0	-	-

Course Objectives

To orient and train students regarding day to day and professional communication, instil them with communication skills, confidence, self-esteem and personality development for effective communicator, orient about communication barriers and ways to overcome for better job, personality, living and performance along-with marketing skills.

Learning Outcomes

After completing this course, students will be able to:

- ☞ Explain the concept of personality, its development factors, and its role in professional and personal success.
- ☞ Demonstrate effective communication: verbal, non-verbal, and written.
- ☞ Apply soft skills, emotional intelligence, and interpersonal effectiveness in team and leadership settings.
- ☞ Prepare and perform effectively in interviews, group discussions, and professional presentations with confidence and ethics.

UNIT I: Foundations of Personality Development 12 Hours

- ☞ Definition and Components of Personality
- ☞ Heredity, Environment, and Situational Influences on Personality
- ☞ Self-Awareness and Self-Image
- ☞ Building Self-Confidence and Self-Discipline
- ☞ Stress and Time Management

UNIT II: Communication Skills **12 Hours**

- ☞ Importance of Communication in Personality Development
- ☞ Verbal and Non-Verbal Communication
- ☞ Listening Skills and Feedback Techniques
- ☞ Body Language, Eye Contact, Posture, and Gestures
- ☞ Public Speaking and Presentation Skills

UNIT III: Soft Skills and Interpersonal Effectiveness

- ☞ Emotional Intelligence and Empathy
- ☞ Conflict Resolution and Assertiveness
- ☞ Teamwork and Collaboration
- ☞ Leadership Qualities and Decision-Making
- ☞ Professional Ethics and Workplace Etiquette

UNIT IV: Interview Skills and Career Preparedness 11 Hours

- ☞ Understanding the Job Interview Process
- ☞ Types of Interviews (HR, Technical, Stress, Telephonic, Online)
- ☞ Resume and Cover Letter Writing
- ☞ Group Discussions: Purpose and Techniques
- ☞ Mock Interviews and Self-Evaluation
- ☞ Dressing and Grooming for Interviews

Essential Readings

- BRADBERRY (T) and GREAVES (J). Emotional intelligence 2.0. San Diego, TalentSmart. 2009.
- CARNEGIE (D). How to Win Friends and Influence People. New York, Simon & Schuster. 1936.

- ☞ COVEY (SR). The 7 Habits of Highly Effective People. New York, Free Press. 1989.
- ☞ GOLEMAN (D). Emotional intelligence: why it can matter more than IQ. New York, Bantam Books. 1995.
- ☞ LUCAS (SE). The art of public speaking. 13th ed. New York, McGraw-Hill Education. 2019.
- ☞ ROBBINS (A). Awaken the giant within. New York, Simon & Schuster. 1991.
- ☞ TRACY (B). Eat that frog!: 21 great ways to stop procrastinating and get more done in less time. San Francisco, Berrett-Koehler Publishers. 2007.

Suggested Readings

- ☞ CARNEGIE (D). The quick and easy way to effective speaking. New York, Pocket Books. 1962.
- ☞ COVEY (SR). The 8th habit: from effectiveness to greatness. New York, Free Press. 2004.
- ☞ HELLER (R). Effective leadership. London, DK Publishing. 1998.
- ☞ HILL (N). Think and grow rich. Meriden, The Ralston Society. 1937.
- ☞ LOWNDES (L). How to talk to anyone: 92 little tricks for big success in relationships. New York, McGraw-Hill. 2003.
- ☞ PANDEY (Bhawna) and Others. A Leaders' Ascent: Prof. K.P. Singh's Journey in the Spotlight. Excel India Publishers, Delhi, 2026.