



DNYANSAGAR ARTS AND COMMERCE COLLEGE

GLOBAL COMPETENCE AND PERSONALITY DEVELOPMENT

SY BBA Semester III (CBCS) Pattern
2019

Course Code-GC- 303



UNIT 1 INTRODUCTION TO PERSONALITY AND ITS DEVELOPMENT



Unit 1

- ▣ Definition and nature of personality
- ▣ □ Characteristics of good personality
- ▣ □ Determinants of personality development
- ▣ □ Theories of personality development
- ▣ i. Psychoanalytical Theory by Sigmund Freud
- ▣ ii. Trait Theory by Allport and Big Five model
- ▣ iii. Social Cognition Theory by Albert Bandura



Definition and nature of personality

- ❑ Personality, a characteristic way of thinking, feeling, and behaving.
- ❑ Personality embraces moods, attitudes, and opinions and is most clearly expressed in interactions with other people. It includes behavioral characteristics, both inherent and acquired, that distinguish one person from another and that can be observed in people's relations to the environment and to the social group



- According to Floyd L. Ruch, “Personality includes external appearance and behaviour, inner awareness of self as a permanent organizing force and the particular pattern or organisation of measurable traits, both inner and outer.”

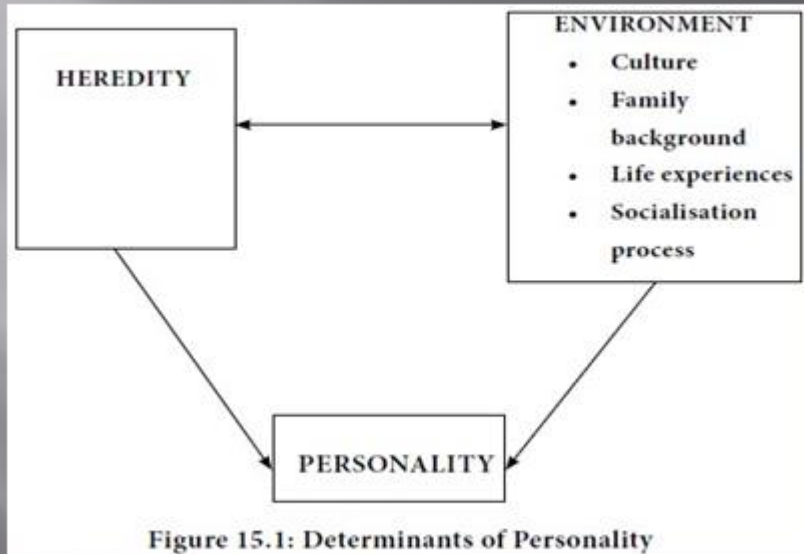


Nature

- ❑ (i) Human behaviour is composed of acts.
- ❑ (ii) Personality visualized as a whole actualizes itself in a particular environment.
- ❑ (iii) It is distinguished by self consistency.
- ❑ (iv) It forms a time-integrating structure.
- ❑ (v) It is a goal directed behaviour and
- ❑ (vi) It is a process of becoming.



DETERMINANTS OF PERSONALITY DEVELOPMENT





Characteristics of good personality

- ▣ 1. Integrity
- ▣ 2. Honesty
- ▣ 3. Loyalty
- ▣ 4. Respectfulness
- ▣ 5. Responsibility
- ▣ 6. Humility
- ▣ 7. Compassion
- ▣ 8. Fairness
- ▣ 9. Forgiveness
- ▣ 10. Authenticity
- ▣ 11. Courageousness
- ▣ 12. Generosity



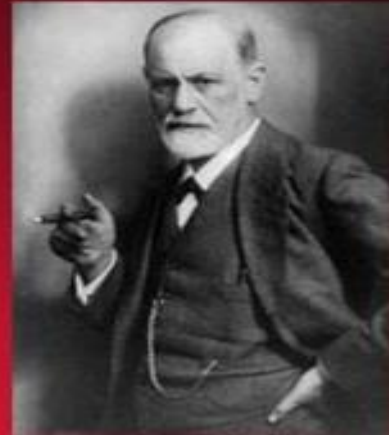
- ❑ 13. Perseverance
- ❑ 14. Politeness
- ❑ 15. Kindness
- ❑ 16. Lovingness
- ❑ 17. Optimism
- ❑ 18. Reliability
- ❑ 19. Conscientiousness
- ❑ 20. Self-disciplined
- ❑ 21. Ambitiousness
- ❑ 22. Encouraging
- ❑ 23. Forgiving
- ❑ 24. Considerate
- ❑ 25. Thoroughness



PSYCHOANALYTIC THEORY

THEORY GIVEN BY:

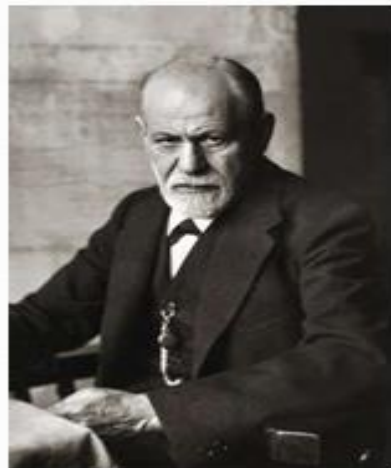
**SIGMUND
FREUD**





INTRODUCTION

Sigmund Freud's psychoanalytic theory of personality argued that human behavior was the result of the interaction of three component parts of the mind: *the id, ego, and superego.*





Two parts of superego

- **The ego ideal**: It includes the rules and standards for good behaviors. These behaviors include those which are approved of by parental and other authority figures. Obeying these rules leads to feelings of pride, & enhanced self esteem.
- **The conscience**: includes information about things that are viewed as bad by parents and society. These behaviors are often forbidden and lead to bad consequences, punishments & feeling of guilt.



GENITAL STAGE: 13-12 YEARS

- During the final stage of psychosexual development, the individual develops a strong sexual interest in the opposite sex. This stage begins during puberty but last throughout the rest of a person's life.
- If the other stages have been completed successfully, the individual should now be well-balanced, and caring. The goal of this stage is to establish a balance between the various life areas.



Unit 2



GLOBAL COMPETENCIES AND SELF-DEVELOPMENT



Meaning:




Global competence is the skills, values, and behaviors that prepare young people to thrive in a more diverse, interconnected world.

In a rapidly changing world, the ability to be engaged citizens and collaborative problem solvers who are ready for the workforce is essential.

In the 21st century and beyond this is what all people will need.

- To be engaged citizens.
- To be prepared for jobs of the future.
- To be local and global problem solvers.

A decorative graphic element consisting of a white circle with a grey outline, positioned at the top center of the text area, above a horizontal dashed line.

Global competence is a term that refers to the knowledge, skills, and other capacities used to examine, appreciate, understand, and use local, national, and international elements to navigate the world successfully.



Capacities



The capacities one must possess include:

- Critical thinking skills
- Problem-solving skills
- The desire to learn new things
- Insight into the perspectives of others
- The ability to appreciate the differences between people
- Comfort among ambiguity
- Malleability or feeling at ease with change



Elements



The elements one must use these capacities toward at every level include:

- Enjoying cultural differences
- Navigating changing political realities
- Care with respect to different regulatory nuances
- An appreciation for the financial aspects of others
- A desire to improve sustainability and well-being at every level



Definitions



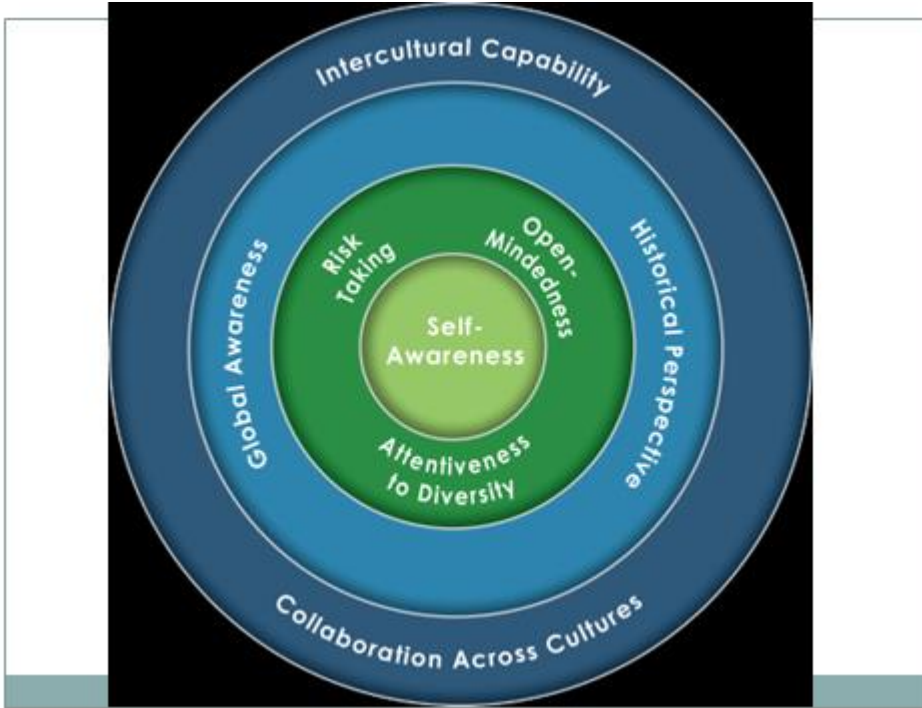
According to the international panel of experts, a working definition for the term **global competence** is: “Having an open mind while actively seeking to understand cultural norms and expectations of others, leveraging this gained knowledge to interact, communicate and work effectively outside one’s environment,” (Hunter, 2004).



Global competence is “the disposition and capacity to understand and act on issues of global significance.”

“Having flexible, respectful attitudes, including self-perspective, and applying knowledge of the historical, geographic, and societal factors that influence cultures in order to effectively interact and build relationships with people around the world.”

C. K. Hunter and W. D. Hunter,





Need and importance of global competence



1. To sustain in multicultural communities
2. To sustain in a changing labour market
3. pursuing a successful career
4. To use media platforms effectively
5. To achieve sustainable development goals



Characteristics of globally competent person

1. Life-long learning
2. Understanding cultural differences



People with low self esteem are...

- Low in confidence
- Emotionally instable
- Having inferiority complex
- Having poor body language
- Shy
- Aggressive
- Having psychosomatic problems



Personal SWOC (T) Analysis

SWOC ANALYSIS



Personal goal setting

Characteristics of a goal:

1. Specific
2. Measurable
3. Achievable
4. Realistic
5. Time bound



Development of Social and Interpersonal Skills

Unit 3



Effective Communication Skills

- Communication Process
- Verbal (written/oral) communication
- Advantages and disadvantages



7 C's of effective communication

- Clarity
- Completeness
- Concise
- Courtesy
- Concrete
- Correct
- Consideration



Barriers to Communication

- Physical barriers
- Psychological barriers
- Lack of attention
- Lack of interest
- Irrelevance to the matter
- Physical disabilities
- Language differences
- Cultural differences
- Use of jargon



Effective Listening

- Helps to know organisation
- To make better policies
- Satisfies the complaining employees
- Important for open door policy
- Removes barriers
- Effective communication



Guidelines for listening

- Concentrate
- Repetition of main ideas
- With positive attitude
- Eye contact
- Posture
- Gesture
- Don't judge
- paraphrasing



Effective speech

- Determining purpose
- Judge the audience and occasion
- Selection of main ideas for presentation
- Research the topic
- Draft writing (organisation of data)
- Visual aids



Delivering speech

- Pitch
- Rate
- Volume
- Pronunciation
- Posture
- Movement



Self-introduction

- Brevity
- Preparedness
- Relevance to audience
- Positivity in body language
- relaxation



Elements of self introduction

- Self-awareness
- Self-acceptance
- Self-knowledge
- Self-belief and confidence
- Criticism and self-examination



Interpersonal skills

1. Verbal communication
2. Non verbal communication
3. Listening skills
4. Problem solving
5. Decision making
6. Assertiveness
7. Negotiation



Effective Teams

- Clear goals
- Diverse skills sets
- Trust
- No assigned leader
- Optimum team size
- Conflict is encouraged
- Cohesive teams
- Synergy





Social image



❧ Definition

❧ importance



Guidelines to project positive social image



- ☞ Appropriate appearance
- ☞ Manners and etiquettes
- ☞ Personal behaviour
- ☞ Communication
- ☞ Be charitable



Grooming basics



- ❧ Personal grooming means how individuals take care of their body and appearance
- ❧ Has become essential
- ❧ Well-groomed person is better perceived by others



Body language



- ❧ Personal appearance
- ❧ Posture
- ❧ Gestures
- ❧ Facial expressions
- ❧ Eye contact
- ❧ Social distance (proxemics)
- ❧ Artifacts
- ❧ paralanguage



Time management



- ☞ Pareto analysis
- ☞ Time management matrix



Public speaking



❧ 3P's

❧ Prepare

❧ Practise

❧ Perform



Email and telephone etiquettes

- ☞ Include a clear, direct subject line. ...
- ☞ Use a professional email address. ...
- ☞ Think twice before hitting Reply All. ...
- ☞ Include a signature block. ...
- ☞ Use professional salutations. ...
- ☞ Use exclamation points sparingly. ...
- ☞ Be cautious with humor. ...
- ☞ Know that people from different cultures speak and write differently.



- ☞ Answer the call within three rings.
- ☞ Immediately introduce yourself.
- ☞ Speak clearly.
- ☞ Only use speakerphone when necessary.
- ☞ Actively listen and take notes.
- ☞ Use proper language.
- ☞ Remain cheerful.
- ☞ Ask before putting someone on hold or transferring a call



Social etiquettes

SOCIAL ETIQUETTE

Etiquette is a code of polite conduct.

- ▶ Know the proper etiquette before entering into a social situation to avoid embarrassment or awkwardness.
- ▶ Always be punctual.
- ▶ Don't smoke, chew gum or tobacco.
- ▶ Good grooming is essential.
- ▶ Smile and make eye contact.
- ▶ Give a firm handshake.
- ▶ Speak slowly and clearly.
- ▶ Greet them.



Social graces and table manners

- ❧ 1. Chew with your mouth closed.
- ❧ 2. Keep your smartphone off the table and set to silent or vibrate. Wait to check calls and texts until you are finished with the meal and away from the table.
- ❧ 3. Hold utensils correctly. Don't use your fork or spoon like a shovel or stab your food.
- ❧ 4. Wash up and come to the table clean. Don't groom or attend to hygiene at the table.
- ❧ 5. Remember to use your napkin.



6. Wait until you're done chewing to sip or swallow a drink.
7. Pace yourself with fellow diners. Cut only one piece of food at a time.
8. Avoid slouching and don't place your elbows on the table while eating (though it is okay to prop your elbows on the table while conversing between courses, and always has been, even in Emily's day).
9. Instead of reaching across the table for something, ask for it to be passed to you.
10. Bring your best self to the meal. Take part in the dinner conversation.