

PERSONALITY ENHANCEMENT AND LEADERSHIP

B.A./B.Com./B.B.A. LIFE SKILLS COURSE
SECOND YEAR : SEMESTER - III



CENTRE FOR DISTANCE EDUCATION
ACHARYA NAGARJUNA UNIVERSITY
NAGARJUNA NAGAR - 522 510
GUNTUR (DIST.), ANDHRA PRADESH



B.Com. / BBA SECOND YEAR Semester - 3

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Director,
Centre for Distance Education
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FOREWORD

Since its establishment in 1976, Acharya Nagarjuna University has been forging ahead in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining a 'A' Grade from the NAAC in the year 2014, the Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 285 affiliated colleges spread over the two districts of Guntur and Prakasam.

The University has also started the Centre for Distance Education with the aim to bring higher education within reach of all. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even housewives desirous of pursuing higher studies. With the goal of bringing education in the door step of all such people. Acharya Nagarjuna University has started offering B.A, and B, Com courses at the Degree level and M.A, M.Com., L.L.M., courses at the PG level from the academic year 2021-22 on the basis of Semester system.

To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers invited respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.

It is aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn facilitate the country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Coordinators, Editors and Lesson -writers of the Centre who have helped in these endeavours.

Prof. P.Rajasekhar
Vice -Chancellor,
Acharya Nagarjuna University

PERSONALITY ENHANCEMENT AND LEADERSHIP

(Life Skills Course)

B.A. / B.Com. / BBA SECOND YEAR

Semester – 3

Lesson Writers

Dr. V. Naga Nirmala,

MBA, M.Com., MIB, M.Phil., Ph.D.

Faculty

Dept. of HRM

Acharya Nagarjuna University

Nagarjuna Nagar, Guntur.

Dr. V. Vani

MHRM, MBA, M.Sc.(Psy.), Ph.D.

Associate Professor

Dept. of MBA

St.Anns College for Women

Guntur.

Dr. M. Madhu Babu

MHRM, MSW, MA(Eco)., PGDAS, M.Phil., Ph.D.

Faculty

Dept. of HRM

Acharya Nagarjuna University

Nagarjuna Nagar, Guntur.

Dr.M. Ananda Rao

M.Com., MBA, M.Phil., Ph.D.

Associate Professor

Dept. of Management Studies

Garden City University

Bangalore

Editor

Dr. NAGARAJU BATTU

MBA, MHRM, LLM, M.Sc.(Psy), M.A.(Soc), M.Ed., M.Phil., Ph.D.

Associate Professor,

Dept. of HRM, Acharya Nagarjuna University

Director

Dr. NAGARAJU BATTU

Centre for Distance Education,

Acharya Nagarjuna University,

Nagarjuna Nagar 522 510, GUNTUR

Ph : 0863 - 2346208, 2346222, 2346259 (Study Material)

Website : www.anucde.info

e-mail : anucdedirector@gmail.com

5.1 INTRODUCTION :

Personality assessment refers to the estimation of one's personality make up, that is the person's characteristic behaviour patterns and salient and stable characteristics. As there are different theoretical accounts of personality, and the question is how do people find out what kind of personality they have? The methods of estimating or measuring or assessing personality vary according to the theory of personality used to develop those methods.

However, most of the psychological professionals doing personality assessment do not necessarily tie themselves to one theoretical view point only, rather they prefer to take an eclectic view of personality. The eclectic view is a way of choosing the parts of different theories that seem to best fit a particular situation, rather than using only one theory to explain a phenomenon. In fact, looking at behaviour from different perspectives can often bring insights into a person's behaviour that would not easily come from taking only one perspective (Ciccarelli and Meyer, 2006). Therefore, many of the professional Assessment of Personality doing personality assessment use different perspectives and also take on different techniques for its assessment. It is also important to note here that personality assessment may also differ with respect to the purposes for which it is done. For example, if the purpose is self understanding, the person may select different tests/inventories, if the purpose is to classify person's as per their personality traits a different set of tests may be useful. Finally, if the purpose is diagnostic (clinical psychologist, counselors etc.) an entirely different set of tests may be more useful.

There are several tests/inventories which are available for the assessment of personality. Broadly, these can be grasped into one of the three categories. These are the subjective, objective and projective methods. The subjective approach incorporates the assessment of one's personality taking his/her work into account e.g. what he or she had done throughout his/her life. It may also consider his/her autobiographical accounts and biographies etc. But there is a major limitation of it that there are possibilities that the person may exaggerate his/her strengths and may minimise the account of his/her limitations and therefore we may be devoid of the true picture of personality. In personality assessment the effort is to make the assessment free from bias of any sort both from the subject/participant (whose personality is to be assessed) and from that of the assessor. It presents that there are so many such test/inventories whereby we can assess personality of a person objectively and these are the important tools for the purpose. While some tests assess the surface characteristics, others uncover the underlying aspects of personality. Among the major procedures that are in use currently, the important ones are those based on content relevance, empirical criterion keying, factor analyses, and personality theory. Personality assessment may differ in the purposes for which they are conducted. Personality assessment is used in the diagnosis of personality disorders by clinical and counseling psychologists, psychiatrists; and other psychological professionals.

5.2 NEEDS AND AIMS OF ASSESSMENT :

Testing is becoming more and more important with each growing area of psychology.

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LESSON - 1 PERSONALITY

OBJECTIVES OF THE LESSON :

- ✓ To Study the Personality Nature and Concept
- ✓ To Learn the Characteristics of Personality
- ✓ To Understand the Main Stages involved in Personality
- ✓ To Identify the Major Personality Attributes to govern organizational behavior
- ✓ To Know the Theories of Personality

STRUCTURE OF THE LESSON :

- 1.1 Introduction
- 1.2 Personality Definition
- 1.3 Personality concept
- 1.4 Personality-Nature
 - 1.4.1 Self consciousness
 - 1.4.2 Adaptability to environment
 - 1.4.3 Goal Oriented
 - 1.4.4 Integration of Personality
- 1.5 Characteristics of Personality
- 1.6 Determinants: Heredity, Environment, and Situation
 - 1.6.1 Heredity
 - 1.6.2 Environment
 - 1.6.3 Situation
- 1.7 Main Stages involved in the Personality
 - 1.7.1 Primary Attachment
 - 1.7.2 Family Role and Identification
 - 1.7.3 Entering of child into the Social Field
 - 1.7.4 Adolescent Stage
- 1.8 Major Personality Attributes to Govern Organizational Behavior

LESSON - 5

ASSESSMENT OF PERSONALITY

OBJECTIVES OF THE LESSON :

- ✓ Define personality assessment;
- ✓ Explain the prominent features of personality assessment;
- ✓ Explain the aims of personality assessment;
- ✓ Explain the various methods used in the assessment of personality;
- ✓ Differentiate between different types of tools of personality assessment;
- ✓ Explain projective techniques in detail, and
- ✓ Explain objective techniques in detail.

STRUCTURE OF THE LESSON :

- 5.1 Introduction
- 5.2 Needs and Aims of Assessment
- 5.3 Methods of Personality
 - 5.3.1 Interview
 - 5.3.2 Projective Techniques
 - 5.3.3.1 Ink Blot Techniques
 - 5.3.3.2 Construction Techniques
 - 5.3.3.3 Completion Techniques
 - 5.3.3.4 Expressive Techniques
 - 5.3.3.5 The Rorschach Inkblot Test
- 5.4 Behavioral Assessment
- 5.5 Personality Inventories
- 5.6 Summary
- 5.7 Keywords
- 5.8 Self Assessment Questions
- 5.9 Suggested Reading

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LESSON - 1

PERSONALITY

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