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St. Mira's College for Girls, Pune  
Affiliated to Savitribai Phule Pune University)

(Autonomous-

Asst. Prof. Abhradita Chatterjee Nahvi

DEPT : B.B.A,

1. UNIT -Whole Syllabus

2. Employability /EntrepreneurshipSkills, Self- Development, Presentation Skills

3. Key Skills – Employability, Entrepreneurship

4. Name and Signature of Subject Teacher – Abhradita Chatterjee Nahvi



## **ASSIGNMENT-1**

E: ZohaSabooni – NAME OF THE STUDENT

CLASS: SYBBA (SEM III), Sub Code : BB31601

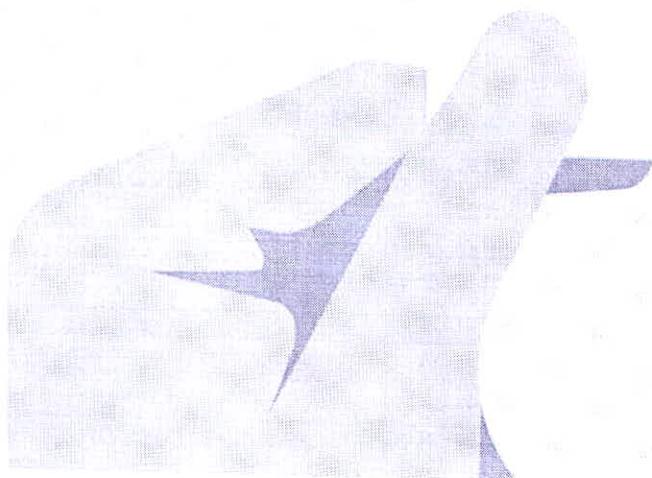
L No: 21835

PRESENTED TO: AbhraditaNavhi

DATE: 14.08.2019

# **PERSONALITY**

# **DEVELOPEMENT**



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St. Mira's College for Girls

## INDEX

*(Signature)*



- SHORT NOTES ON THE FOLLOWING:

- CARL JUNG's THEORY

- RAYMOND CATTELL's THEORY

- ERIKSON's THEORY

- GORDON ALLPORT

- BIG 5 MODEL/OCEAN

*Jayant*  
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DICTIONARY



## **INTRODUCTION**

### **MEANING**

The word 'Personality' has been derived from the Latin word 'PERSONA' which means 'A Mask'. Personality development is the relatively enduring pattern of the thoughts, feelings, and behaviours that distinguish individuals from each other. Personality development is the development of the organized pattern of behaviours and attitudes that makes a person distinctive. Personality development occurs by the ongoing interaction of temperament and character.

**Personality** refers to individual differences in characteristic patterns of thinking, feeling and behaving.

### **DEFINITION**

Allport's definition states, "personality is the dynamic organisation within the individual of those psycho-physical (psychological and bodily systems) that determine his/her unique adjustment to the environment."

Feldman defines it as, "the pattern of enduring characteristics that differentiate one person from others, or the pattern of behaviour of that which makes individuals unique."



Principal Incharge  
St. Mira's College for Girls

JB

AB  
(Subject Teacher)