HAILEY COLLEGE OF COMMERCE
UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: Personal and Community Development
Course Code: BSAF-105 Credit Hours: 2
Program: BS Accounting and Finance Semester: 01

1.0 Introduction of the Course (100-150 words)

The *Personal and Community Development* course is designed to help students understand the connection between individual growth and their role in fostering the well-being of the communities around them. By exploring both personal and interpersonal skills, students will learn how to enhance their own development while contributing positively to their community and society at large.

The course focuses on self-awareness, emotional intelligence, communication, leadership, and the cultivation of values that align personal goals with community growth. In addition, students will gain practical tools to drive social impact, participate in community-based initiatives, and understand the importance of collaboration for achieving shared success.

Through a mix of theory and applied learning, students will explore how personal development leads to meaningful contributions at the community level, helping to create resilient and sustainable social systems.

2.0 Pre-Requisites Course (s) or Other Requirements/Skills:

3.0 Course Objectives

I. Develop self-awareness by identifying personal strengths and weaknesses, and foster improvement to positively impact community interactions.
II. Build confidence, communication skills, and professional etiquette for effective community engagement and personal branding.
III. Understand and apply positive psychology concepts like resilience, optimism, and self- efficacy to enhance personal and community well-being.
IV. Cultivate leadership skills, emotional intelligence, and teamwork abilities to motivate others and lead community initiatives.
V. Prepare for career success by developing employability skills, including resume building, interview techniques, and stress management.
VI. Learn conflict resolution and ethical decision-making to manage challenges in professional and community contexts.

4.0 Course Learning Outcomes

I. By the end of this course, students will be able to:
II. Conduct a thorough self-assessment, identifying strengths and areas for personal growth, and implement strategies to improve interactions within their community.
III. Demonstrate effective communication and presentation skills, engaging confidently in both professional and community settings.
IV. Apply concepts from positive psychology, such as resilience and optimism, to foster personal well-being and contribute positively to community development.

V. Exhibit leadership qualities and teamwork skills in organizing and participating in community-based initiatives.

VI. Prepare a professional resume, excel in interviews, and demonstrate career readiness with improved personal branding and stress management techniques.

VII. Resolve conflicts ethically and manage personal and social responsibilities in both professional and community environments.

5.0 Course Contents:

Unit I: Self-Analysis

- Identifying personal strengths and weaknesses
- Attributes of personality and their impact on community interactions
- Strategies for personal improvement to create a positive impression

Unit II: Personal and Community Identity

- Understanding self in relation to community
- Building confidence, manners, and etiquette for effective community engagement

Unit III: Communication and Presentation Skills

- Effective speaking: storytelling and presentation techniques
- Writing reviews and engaging diverse audiences

Unit IV: Positive Psychology and Well-being

- Key attributes for positive outcomes: hope, optimism, resilience, and self-efficacy
- The role of positive psychology in personal and community growth

Unit V: Employability and Positive Attitudes

- Cultivating positive and negative attitudes
- Building self-esteem and a growth mindset
- Career readiness: resume building and interview preparation

Unit VI: Motivation and Leadership

- Self-motivation techniques
- Motivating others and leading community initiatives

Unit VII: Career Readiness

- Resume building and personal branding
- Preparing for interviews and participating in group discussions
- Techniques for effective public speaking and audience engagement

Unit VIII: Emotional Intelligence and Stress Management

- Understanding stress and its impact on individuals and communities
- Building emotional and social skills for effective interactions

Unit IX: Conflict Resolution and Ethical Responsibilities

- Understanding and managing conflicts in community settings
- Moral, ethical, and social responsibilities in professional and community contexts

Unit X: Teamwork and Community Engagement

- Team development and collaboration skills
- Engaging with community projects and initiatives

Unit XI: Problem-Solving and Time Management

- Decision-making techniques for personal and community challenges

6.0 Teaching-Learning Strategies

- Lectures
- Discussions

- Case studies
- Projects & Term Papers
- Reading Assignments
- Presentations

7.0 Assignments- Types and Number with calendar

I. **Self-Analysis:** Identify and write about your personal strengths and weaknesses. Reflect on how these affect your interactions with others. *(After Unit I)*

II. **Community Identity Reflection:** Write a short essay on how your personal identity aligns with or contributes to the community you are a part of. *(After Unit II)*

III. **Book Review and Presentation:** Choose a book related to personal or community development, write a review, and present it to the class. *(After Unit III)*

IV. **Resume Writing and Group Discussion:** Develop a professional resume and prepare a topic for an in-class group discussion. *(After Unit VII)*

V. **Stress, Fear, and Anger Management:** Identify key triggers of stress, fear, and anger in your life. Create a strategy for overcoming or managing these emotions effectively. *(After Unit VIII)*

VI. **Conflict Resolution Case Study:** Analyze a real-world community conflict and propose a strategy for resolving it, using ethical principles. *(After Unit IX)*

8.0 Assessment and Examinations: As per University Rules

9.0 Textbooks

3. Van Emden, J., & Becker, L. (2016). *Presentation skills for students*. Macmillan International Higher Education.
4. Luthans, F., Youssef, C. M., & Avolio, B. J. (2015). *Psychological capital and beyond*. Oxford University Press, USA.
5. Mattingly, B. A., McIntyre, K. P., & Lewandowski, G. W. (Eds.). (2020). *Interpersonal relationships and the self-concept*. Springer.

10. Suggested Readings

10.1 Books

- Willinks, T. (2019). *Stress Management: 7 Simple Steps to Eliminate Uncontrollable Stress, Anxiety and Fear by Understanding Psychology and Emotional Intelligence with Mindfulness and Meditation.* Important Publishing
- Robbins, S., Judge, T. and Campbell, T. (2019). *Organizational Behaviour.* Pearson

10.2 Journal Articles/ Reports

- GiLE Journal of Skills Development (GJSD)
- Journal of Career Assessment
- Latest research papers on stress handling, team building and other professional skills Note:

1. It is preferable to use latest available editions of books. Mention the publisher & year of publication.
2. The References/ bibliography may be in accordance with the APA 7th Edition.