



## UNIVERSITI TEKNOLOGI MARA

### CSM401: PERSONALITY ENRICHMENT

<b>Course Name (English)</b>	PERSONALITY ENRICHMENT <b>APPROVED</b>
<b>Course Code</b>	CSM401
<b>MQF Credit</b>	3
<b>Course Description</b>	This course will help students to understand the dynamics of personality development. It also guides students in closing the gap between their current personality and the ideal personality. Students will undergo self-discovery of their existing values, life philosophies, paradigms, perception and relate how these factors can influence their present behavior and future success. Hands-on projects and activities are expected to facilitate better understanding of attitude and group dynamics, and the adoption of effective coping mechanism for students' sustainable living. Besides, students should also be able to demonstrate positive social image and pleasant appearance with positive ethical conduct.
<b>Transferable Skills</b>	Students will undergo self-discovery of their existing values and life philosophies
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Seminar/Colloquium, Case Study, Presentation
<b>CLO</b>	CLO1 Demonstrate the important concepts and principles of customer service at current environment. CLO2 Explain those concepts and principles in relation to customer service through verbal and non-verbal communication CLO3 Demonstrate information retrieval and management skills in customer service in real world events and current issues.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to personal development and self-management</b> 1.1) N/A	
<b>2. Developing positive attitude</b> 2.1) N/A	
<b>3. Human Relations Skills and Effective Communication</b> 3.1) N/A	
<b>4. Group Dynamics and Relationships</b> 4.1) N/A	
<b>5. Projecting a Positive Social Image</b> 5.1) N/A	
<b>6. Thinking Skills</b> 6.1) N/A	
<b>7. Ethics</b> 7.1) N/A	
<b>8. Sustainable Living</b> 8.1) N/A	

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Individual Assignment 1 (Individual Analysis on Infographic Data, Goal Setting and SWOT Analysis)	20%	CLO2
	Assignment	Group Assignment (Case Study Analysis)	20%	CLO3
	Assignment	Group Assignment (Webinar)	40%	CLO3
	Test	Two (2) test related to theories, concept and applications of personalities, positive social image and its winning qualities in order to align with the 'knowledge' in MQF 1 LOD.	20%	CLO1

<b>Reading List</b>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>Jalilah Ahmad, Azfahane Zakaria 2016, <i>Personal Development and Ethics</i>, 1 Ed., 13, Oxford Malaysia [ISBN: 978-983-47-15]</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	