The Need of Personality Development and Communication Skills for Students: A Case Study on University of Kota

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ABSTRACT: This paper aims to analyze the importance of better communication skills & personality development in a student's life. Personality development makes a person better in every aspect of behavior & self-presentation. This is the ultimate goal in the world full of competition. Personality is what makes a person different from others; everyone has different aspects of their personality. Personality is a very wide term, which includes mental as well as the physical state of an Individual, Be it interview or any presentation. The University of Kota was taken as a case to study on this subject of personality development & communication skill. To meet the objective, we have researched the need for personality development & communication skill on the university level. 100 students who are pursuing different courses in the University of Kota were asked to fill up a questionnaire. The findings reveal that students are facing many problems related to their communication skills & personality. The majority of respondents acknowledged the need for improvement of their personal traits. It is believed that this study will bring change in the format of the curriculum which needs to be changed. This research was based on primary & secondary data.

KEYWORDS: Personality Development, Communication skill, Curriculum, Education, University, Students.

INTRODUCTION

The research paper introduces the reader to the need for personality development & communication skill at the college level and how does it affect the future of any student regarding their job profile. If they have an attractive personality, the chances of being noticed increased by the folds.

Personality is an abstract of characteristic thoughts, feelings, and behaviors that differentiate one person from another and that persists over time; it is the sum of biologically based and learned behavior which forms the person's unique responses to others

Personality word is taken from the Latin word "PERSONA" which means Mask or layer. So it represents the mask that people wear to project or display a different image

In this era, the personality is the most important attribute of any student, which can't be ignored at any cost. Good personality & better communication skill helps students to shape their career, study, the job interview, and workplace as well. Personality is all about how you represent yourself & express your thoughts. More than half of the student's capacity is accepted that they are not good at everything in term of having great personality & communication. Personality development is basically enhancing soft skill & way of communication of a person which helps them to increase confidence level. Communication skill is representing your ideas & thoughts in a better way so that you need not put any extra efforts... Personality Development defines the outer and inner self of a person in order to bring positive change in their life. Each individual has a different personality that can be developed and refined by promoting one's confidence, improving communication and speaking abilities, learning fine etiquettes and manners, adding style and grace to the way one looks, talks and walks and filling oneself with positivity. Personality cannot be built in a day. This process takes time. There are many courses that promote the personality development of students; implementation of the same to bring about a positive change in student's life takes a considerable amount of time. Communication word is taken from the Latin word "COMMUNICARE" which means "import or Participate". It is an activity of exchanging information & meaning. Personal development is a lifelong process. It is a way to assess skills and qualities, consider aims in life and set goals in order to Realize and maximize Potential
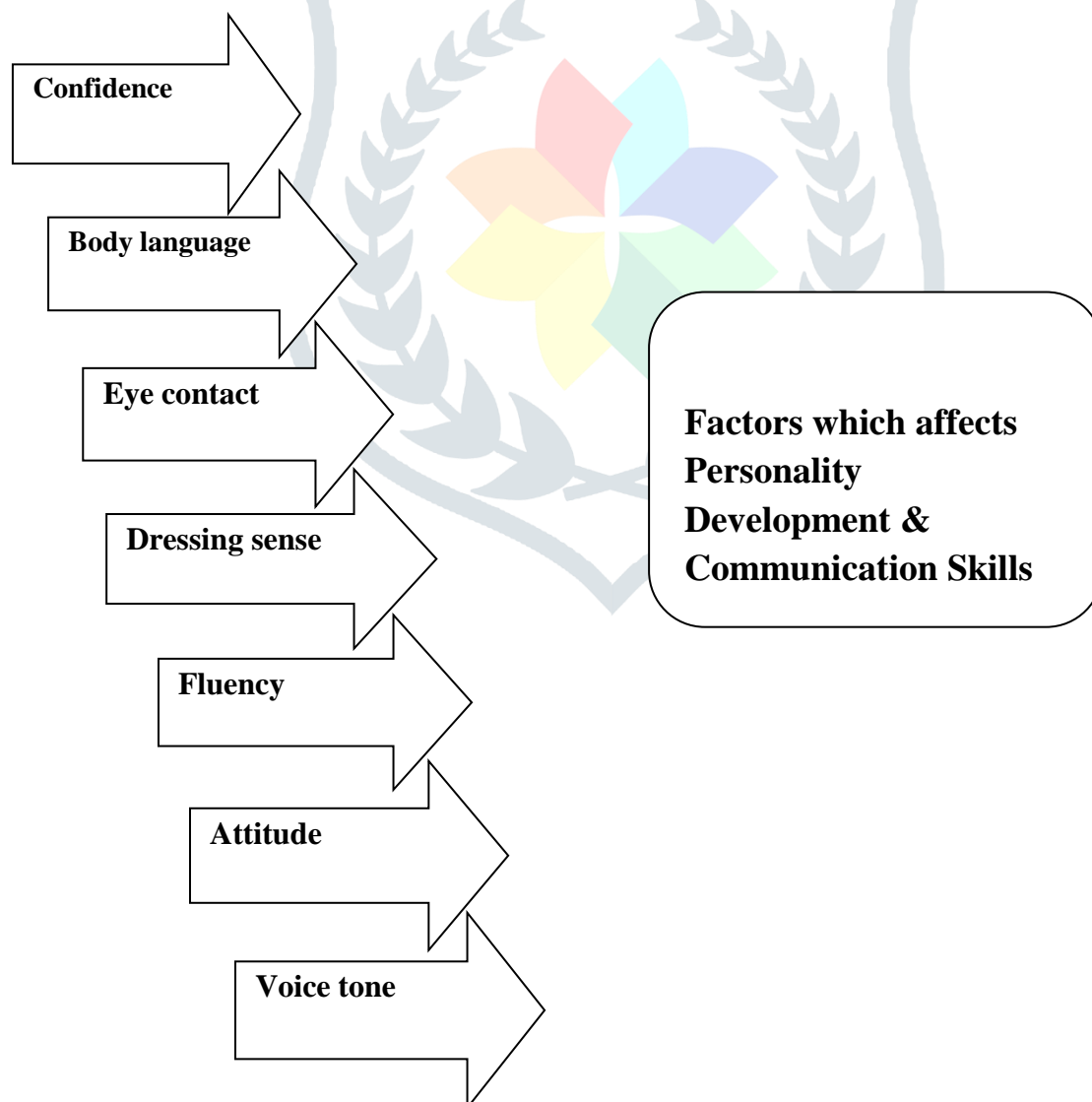
Significance of personality development and communication skills

- Power of Human Being
- Gives confidence
- Improves communication skills
- Helps to develop a positive attitude
- Makes more credible
- Gain knowledge
- Dress smartly
- Encourage to interact with others
- Enhance the capacity to lead and motivate others

HOW TO EVALUATE PERSONALITY:

Many people don't understand the value of a pleasant personality. Not just having good looks makes you attractive; an attractive Personality has some certain traits to make a noticeable impact on others. It includes how to dress well, interpersonal skills, and Social behavior and these are the positives & areas of improvement of the eight most important aspects of your personality.

Some of the factors which govern the development of personality in an individual and primarily impact his/her communication skills can be attributed to confidence, the body language (which includes the postures, eye contact etc). Along with that few other factors which have impact are fluency, diction, voice tone or modulation and the attitude which completes the nuances of effective communication skills and results in overall perception of the persons personality among the person's peers, society and the individual themselves.

Confidence

Body language

Eye contact

Dressing sense

Fluency

Attitude

Voice tone

Factors which affects Personality Development & Communication Skills

SOURCE: COMPILED BY RESEARCHER

OBJECTIVES OF THE STUDY

- To analyze the current personality level of students.
- To find out the area of improvement in the education system.
- To know about the priority of this particular course from a student's perspective.
- To prepare students about the area of their personality which needs to be improve
- To study the educational models and programs promoting value based education in selected educational institutions of higher education.
- To analyze the impact of value education on students' personality development, academic stress management and academic performance and all the things that can be managed at a time.

THEORIES BASED ON PERSONALITY

According to Carl Gustav Jung (1934) "personality is the feature or trait of a living being."

The most successful adaptation to the comprehensive condition of existence with the greatest possible freedom how personality develops based on his extensive experience in psychology with children & adolescents from a different background, developing Communication skills, presentation skills and making a positive attitude. In the early 20s, the famous authors Kotler & Bloom said that "good communication skills are very important for students in achieving a good career option."In 1956 the famous Psychiatrist Erik Erikson gave a meaningful description as of how personality development based on his extensive experience in Psychology with children & adolescents based on their background. Effective communication skill plays an important role. Communication helps students to express themselves most convincingly. Every person is not blessed with excellent Communication, but they can acquire this with time & practice. Students with great personality and communication tend to have an impressive personality than those who have problems in these skills.

In university culture, students need an advance program related to some the lack of personality traits like stammering during the Interview, lack of confidence in public presentation, English speaking & many more. So apart from the regular curriculum of University students need to groom themselves. There are some universities which provide a special focus on student's overall Development of personality. In the year 2000 definition by Carver appeared comprehensive; they state that "Inside the person of The psychological system creates a person's characteristic patterns of behavior, thoughts & feelings". So according to these Researchers, not every person have the same personality traits, but those who have command on their Communication Skills, Openness to experience, agreeableness will always stand a step out ahead from rest. On the other hand, better communication Skill makes them confident; convey one person's feelings to others and or to appreciate another's feelings. It prepares to Coordinate activities with others for task and management; it also builds a relationship with others. Many companies or Organizations have their own personality test methods and or some parameters by which they get to know about the candidate's Personality and they select some of them as per their job description or designation. These tests always based on personality, Mental intelligence, Physical appearance, Social skills, and Interpersonal skills. So students have to prepare by all the aspects of Their personality and ability traits because the improvement in these traits will lead them to get a job in better company and gain Respect in the society as well.

IMPORTANCE OF PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS IN GROWTH OF CAREER AND PLACEMENT

Students need to know what employers look for in potential hires and how they assess candidates. According to Harvard Business Review, over 76% of organization uses personality test in electing right candidates for their company. More than 22% of employers use a personality test to hiring for entry-level jobs, whereas 34% use them for the managerial position. The modern technique of testing the level of Personality is assessment tools. These assessment tools help them to identify a candidate's experience, knowledge, leadership capabilities, Emotional intelligence. According to Carl Jung, CEO of Association of Graduate Recruiters "Degree on its own is not enough, at present time employers look for a good degree plus a combination of skills, experience, interpersonal skills and personal attributes as well" employers selects those graduates most who can demonstrate soft skills such as team-work, cultural awareness, leadership and communication skills with the academic excellence. There are so many things which need to be improved in graduation level like

Communication skills

Reading skills

Presentation skills

Teamwork skills

Creativity and Innovation skills
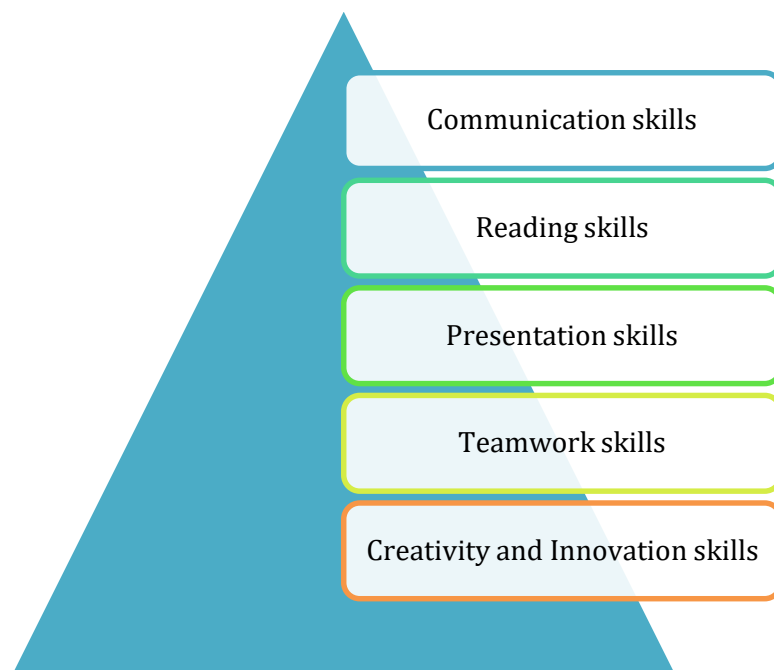
Compiled by the researcher
SOURCE - https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf

Graduation can be turned into a significant personal milestone. This is the time when a student possesses the qualification which allows them to enter at a higher level and give better career opportunities. Recruiters can select them for their future potential as much as for current abilities, so they have worked upon their personality and skill development. Many organizations allow you to do so because they want you to learn new things for the betterment of their organization as well but the best time to bring changes in your behavior, ethics, personality, and skills is during college education because this time students can achieve these attribute and traits easily. Students have to identify their qualities, traits, attitude, and skill that contributes to make them a better person and personality is determined by some total of physical, mental, emotional and spiritual dimensions of someone. They will have to pick and choose the specific area for improvement under each of these dimensions. And so in this process, college or university should always encourage their students to understand their need, lack of knowledge, provide those resources or start some regular or part-time courses to make them better in all aspects of personality, which will help them to get a better job.
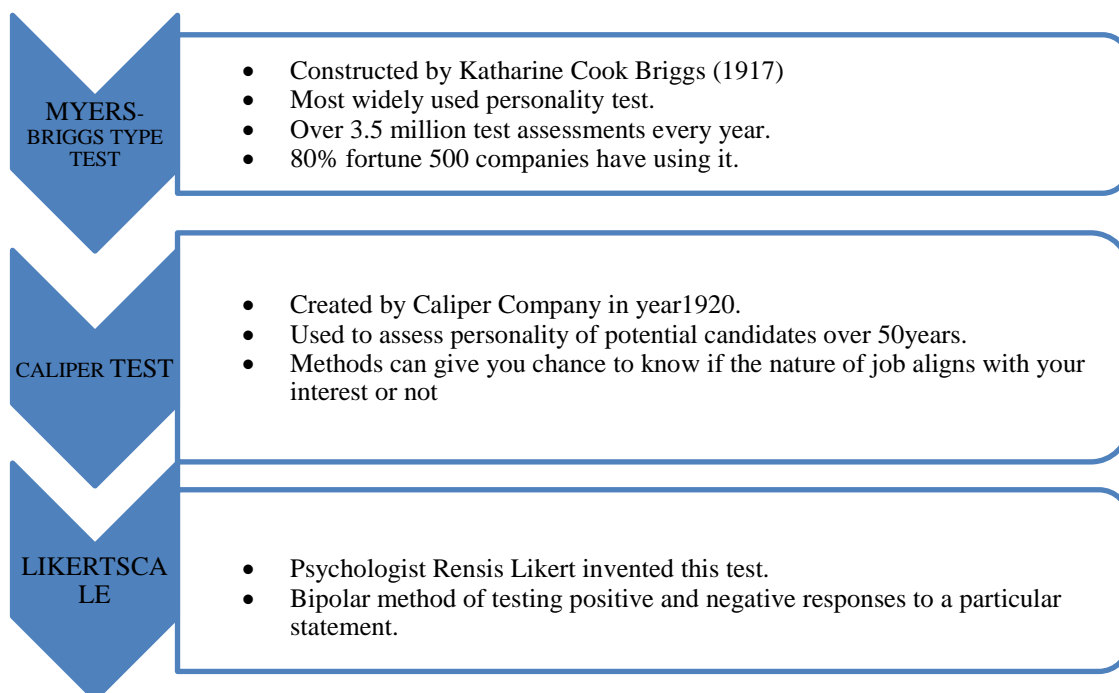
TYPES OF PERSONALITY AND SKILL TESTS

1). **PSYCHOMETRIC ASSESSMENT**

This helps measure candidates' suitability for a role based on the personality characteristics and cognitive abilities required to perform the right role for the job and get desirable results. This test designed to test two qualities of the applicants
1.) The personality
2.) The ability
The personality tests are often done using questionnaires while the ability is measured with tests like logical reasoning, numerical reasoning, verbal reasoning, mechanical reasoning, abstract reasoning, and others Many companies have started psychometric tests to make decisions on which candidate should be dropped and which should proceed to the next stage of the recruitment process. 400 of US Fortune 500 and 75 out of 100 of UK Times companies use them. The tests have been reputed to be a reliable method of choosing the most suitable applicant for a job or the most suitable employees or staff. Companies that use these tests are
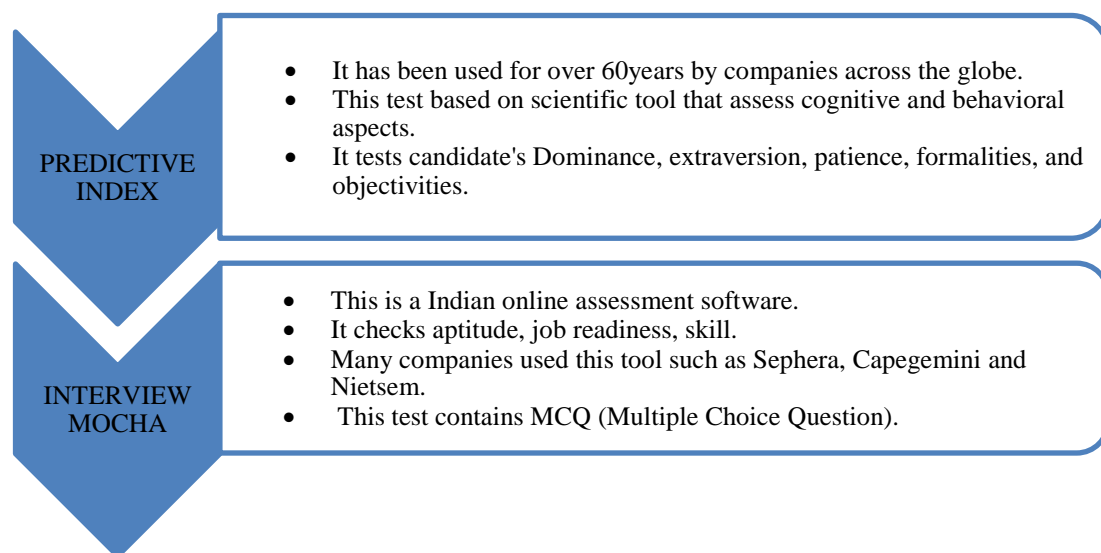
- Citigroup
- Microsoft
- Procter & Gamble
- JP Morgan
- McDonald's
- Barclays,
- Royal Bank of Scotland (RBS)
- Deloitte
- Next Era Energy
- Duke Energy
- Australian Defense Force (ADF)
- Eon

MYERS-BRIGGS TYPE TEST
- Constructed by Katharine Cook Briggs (1917)
- Most widely used personality test.
- Over 3.5 million test assessments every year.
- 80% fortune 500 companies have using it.

CALIPER TEST
- Created by Caliper Company in year1920.
- Used to assess personality of potential candidates over 50years.
- Methods can give you chance to know if the nature of job aligns with your interest or not

LIKERTSCALE
- Psychologist Rensis Likert invented this test.
- Bipolar method of testing positive and negative responses to a particular statement.

SOURCE: https://www.graduatemonkey.com/blog/entry/top-30-companies-that-use-psychometric-tests.html
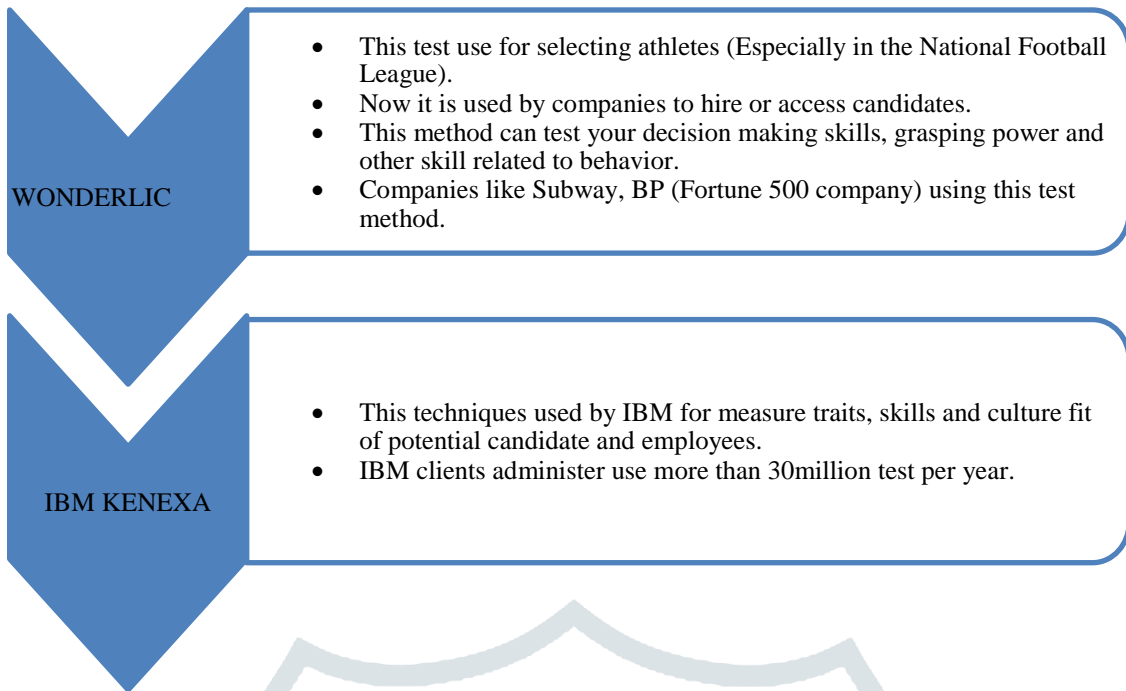
2). SKILL ASSESSMENT

Skill assessment test can test the skill level of the candidates to successfully perform a certain job and related competencies. Skills that one can achieve through their education and work experience. Skill tests measure two types of skill such as hard skills means instead of measuring basic aptitude, they let you know the extent of acquiring knowledge and there are some general skill tests related to the job profile that decide overall ability to perform at a job, some others that measure specific abilities that are applicable in entry-level jobs and include skills such as numeracy and attention to detail programming test for a software developer's proficiency in using some software application.

PREDICTIVE INDEX

- It has been used for over 60years by companies across the globe.
- This test based on scientific tool that assess cognitive and behavioral aspects.
- It tests candidate's Dominance, extraversion, patience, formalities, and objectivities.

INTERVIEW MOCHA

- This is a Indian online assessment software.
- It checks aptitude, job readiness, skill.
- Many companies used this tool such as Sephera, Capegemini and Nietsem.
- This test contains MCQ (Multiple Choice Question).

SOURCE: https://www.randstad.in/workforce360/archives/7-pre-hire-assessment-tools-you-should-be-aware-of_265/
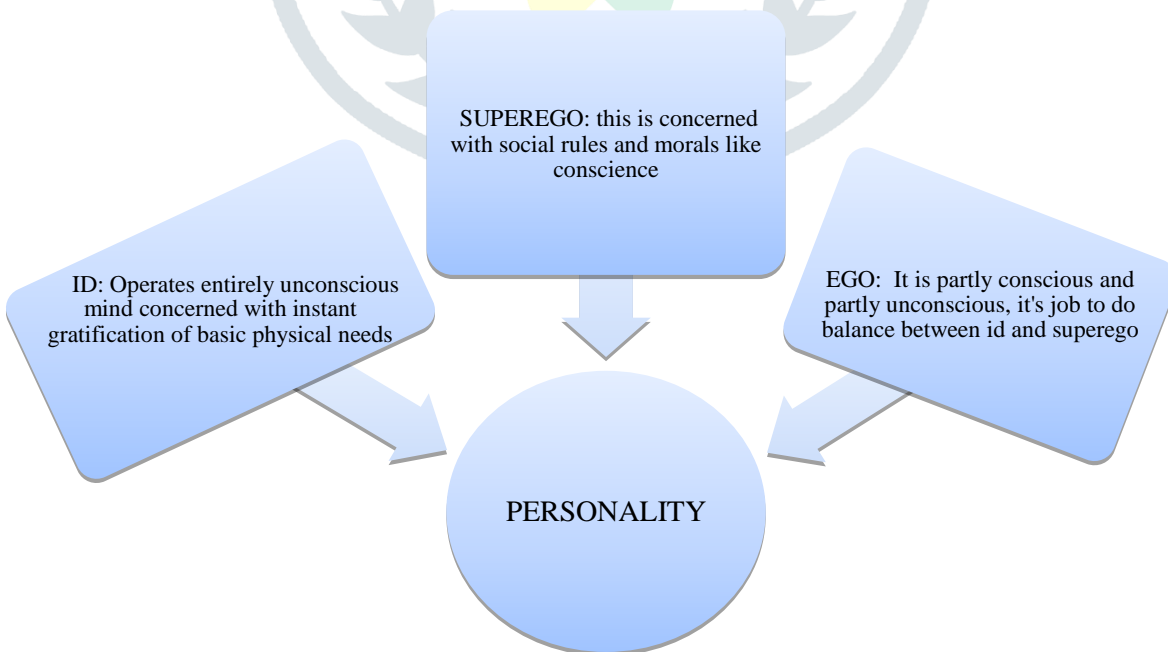
3). BEHAVIOURAL ASSESSMENT

These tests evaluate applicants' behavioral traits to help predict their future performance and identify candidates. Interview or targeted selection based on behavior is a technique commonly used by HR recruiters to identify suitable candidates for the job profile. An interviewer must know about skills and competencies are required to perform this role. By asking candidates about their past experiences and action

WONDERLIC

- This test use for selecting athletes (Especially in the National Football League).
- Now it is used by companies to hire or access candidates.
- This method can test your decision making skills, grasping power and other skill related to behavior.
- Companies like Subway, BP (Fortune 500 company) using this test method.

IBM KENEXA

- This techniques used by IBM for measure traits, skills and culture fit of potential candidate and employees.
- IBM clients administer use more than 30million test per year.

SOURCE: Gallagher Kevin. Skill development for business and management (south Asia edition). Oxford University Press 2010.

REVIEW OF LITERATURE

The first person who uses this term "Personality" was the Austrian neurologist SIGMOND FREUD. The first theory was given by Freud which is known as Psychoanalytic Perspective Theory. Freud said that personality is formed by three fundamental structures of the human mind: the id, ego, and superego. According to him our conscious mind making up 10% while the conscious mind covers up 90%.

SUPEREGO: this is concerned with social rules and morals like conscience

ID: Operates entirely unconscious mind concerned with instant gratification of basic physical needs

EGO: It is partly conscious and partly unconscious, it's job to do balance between id and superego

PERSONALITY

Compiled by Researcher

SOURCE: https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf

After that in the early 20s, the next theory was given by Erik Erikson; he converted Freud theory into eight psychological stages, which is known as 8 Ages of man. This theory works well for not only students but every person. These stages are as follows:

- Infant   - Trust vs. Mistrust
- Toddler   - Autonomy vs. Shame
- Preschool   - Initiative vs. Guilt
- Early School age   - Industry vs. Inferiority
- Adolescent   - Identity vs. state of confusion
- Young adult   - Intimacy vs. Isolation
- Middle-aged adult   - Generativity vs. Stagnation
- Old adult   - Integrity vs. Despair

In year 1940s Raymond Cattell developed Big Five model/ Five Factor Model, which is called "OCEAN" model. It represents The five personalities or behavior pattern of a person. These 5 factors are assumed to represent the basic structure behind all Personality traits; these are Openness to experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism. Students are Sometimes tested on the Five Factors Model personality traits in collaborative situations to determine what strong personality Traits they can add to a group dynamic.

RESEARCH METHODOLOGY:

To make this research successful and worthy, a questionnaire was prepared on the need for this particular topic. Primary and Secondary data has been collected. Primary data has been collected with the help of a questionnaire. The sample size was of 100respondents. This research also includes secondary data which has been taken from books, articles, journals, the central Library of University of Kota and websites.

Sample size

Respondents were 100 Students of University of Kota from different faculty. The questionnaire has been filled by them to know about what they feel or required about this subject. The samples are further presented with their response

Analysis of data:

Analysis will be presented for various scenarios namely mentioned below
- Gender of respondents
- Age of respondents
- Faculty of the respondents
- Personality Development is important for students?
- Physical appearances and self-confidence are important traits of a good personality?
- Survival of student/professional without having overall development?
- Awareness about Barriers of communication
- Personality development and communication skill course should be involved in the curriculum?
- Priority of personality development and communication skill

Table 1: Gender of respondents

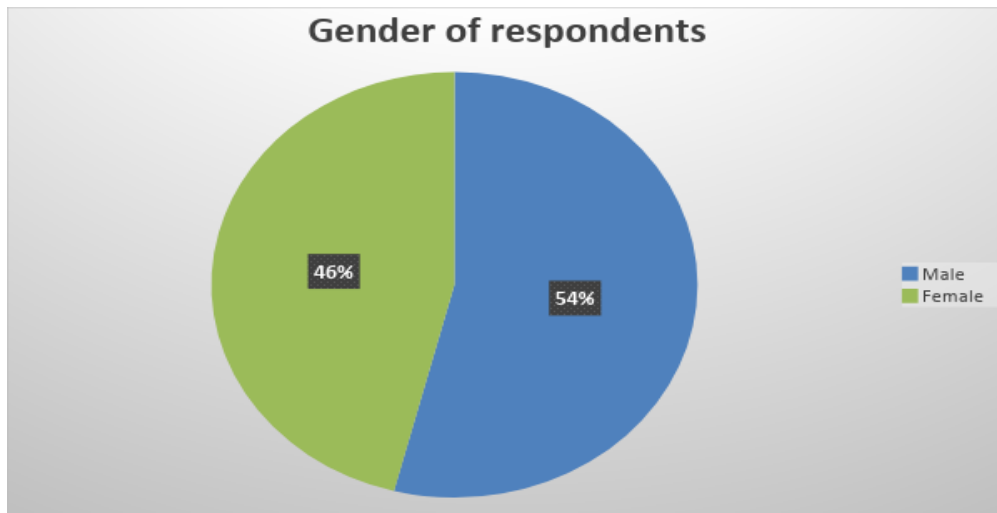| Male	54
Female	46
Total	**100**

Figure 1

Table 1 reveals gender of respondents. A total of 100 students were taken into account for this questionnaire. Figure 1 reveals that Male respondents were higher in number than the female respondents. Male respondents were 54% whereas Female respondents Were 46% of the numbers.
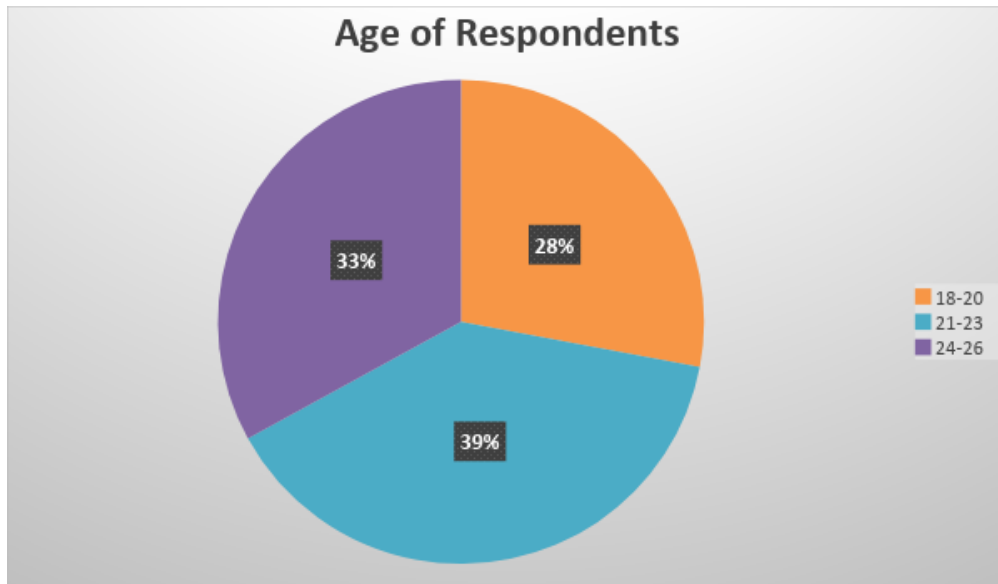
Table 2: Age of respondents

18-20	28
21-23	39
24-26	33
Total	**100**

Figure 2

The second question was designed to find out the age group of the respondents. As per the information presented by Figure2 and Table, it shows that majority of the students are from the 21-23 age group followed by students from age group of 24-26. Remaining was from age group of 18-20 years.

Table 3: Faculty of the respondents

M.sc	42
MBA/ MBA- IB	25
M.com	16
M.A	17
Total	**100**
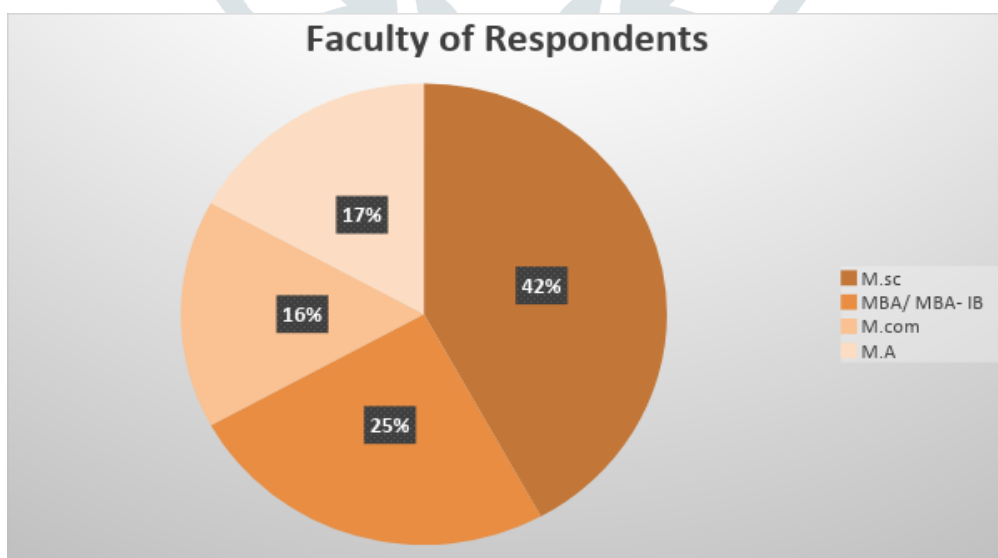
Figure 3

This table analyzed the faculty of the respondents who have been involved in the research. It clearly shows that most of the Respondents are from M.sc Department.

Table: 4 Personality Development is important for students?

Agree	81
Somewhat agree	10
Disagree	0
Neither agree or Disagree	6
Don't know	3
Total	**100**
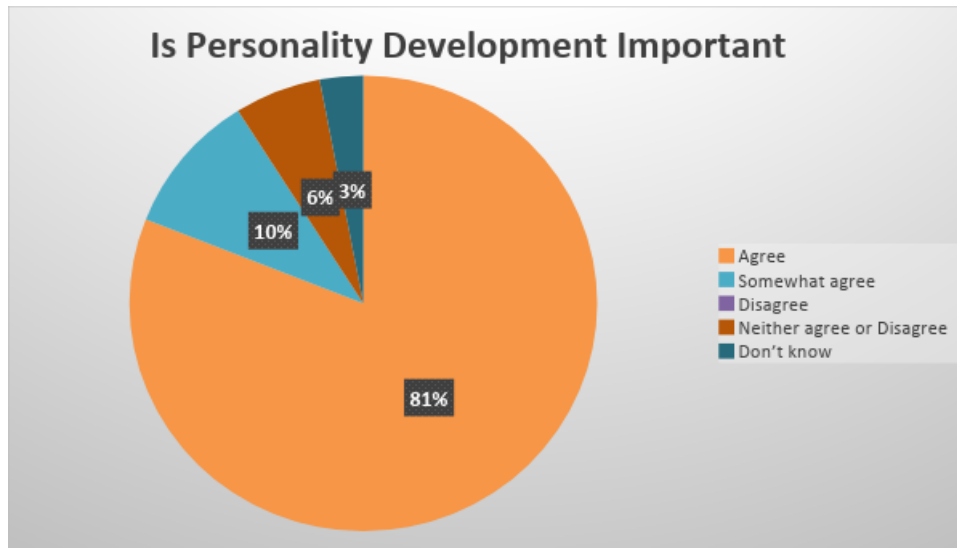
Figure 4

In figure no. 4 reveals that 81% of students accepted that they lack in some traits related to their communication skills and Personality, so the Personality Development is very important

Table: 5 Physical appearances and self-confidence are important traits of a good personality?

Agree	85
Somewhat agree	11
Disagree	1
Neither agree nor disagree	3
Don't know	0
Total	**100**
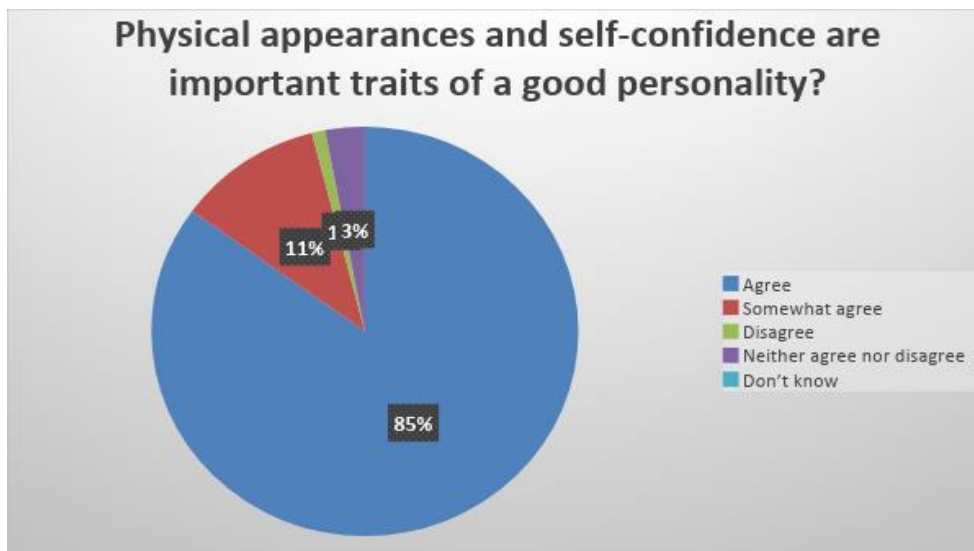
Figure 5

The above table and figure show that the maximum respondents agree that for having an attractive personality, Physical Appearance and self-confidence are very important traits to have, only 1% respondents disagreed.

Table: 6 Survival of student/professional without having overall development?

Very difficult	53
Somewhat difficult	34
Easy	8
Very easy	3
Neutral	2
Total	**100**
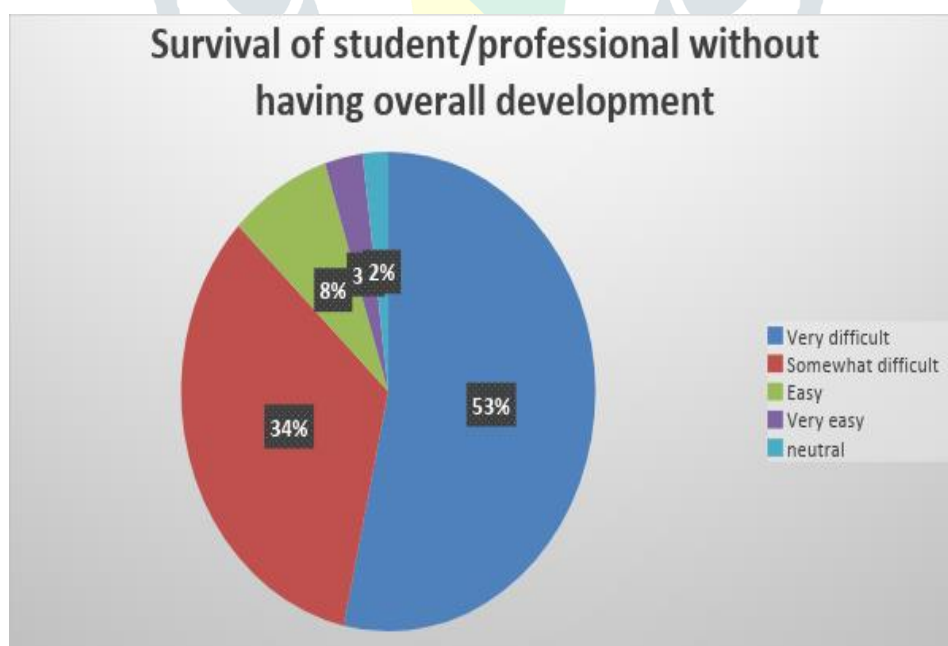
Figure 6

The above figure shows that the 53% respondents were found a survival of any students, fresher or professional very difficult Without overall development of communication skills & personality.

Table: 7 Awareness about Barriers of communication

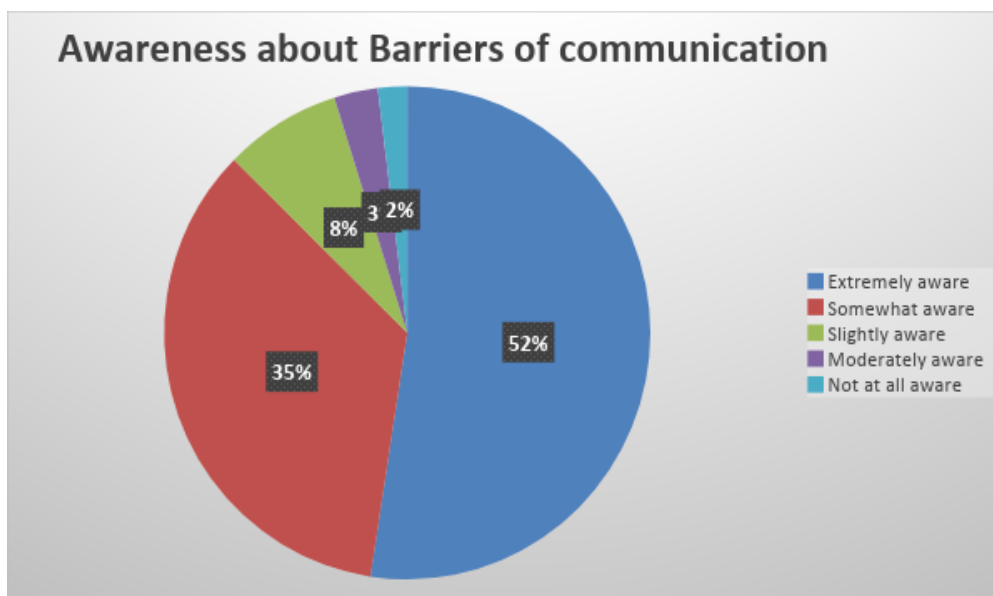|	
Extremely aware	52
Somewhat aware	35
Slightly aware	8
Moderately aware	3
Not at all aware	2
Total	**100**

Figure 7

The respondents were asked about the aware of negative traits of personality and communication and the majority were extremely aware of these traits, only 2% were not aware of these traits

Table: 8 Personality development and communication skill course should be involved in the curriculum?

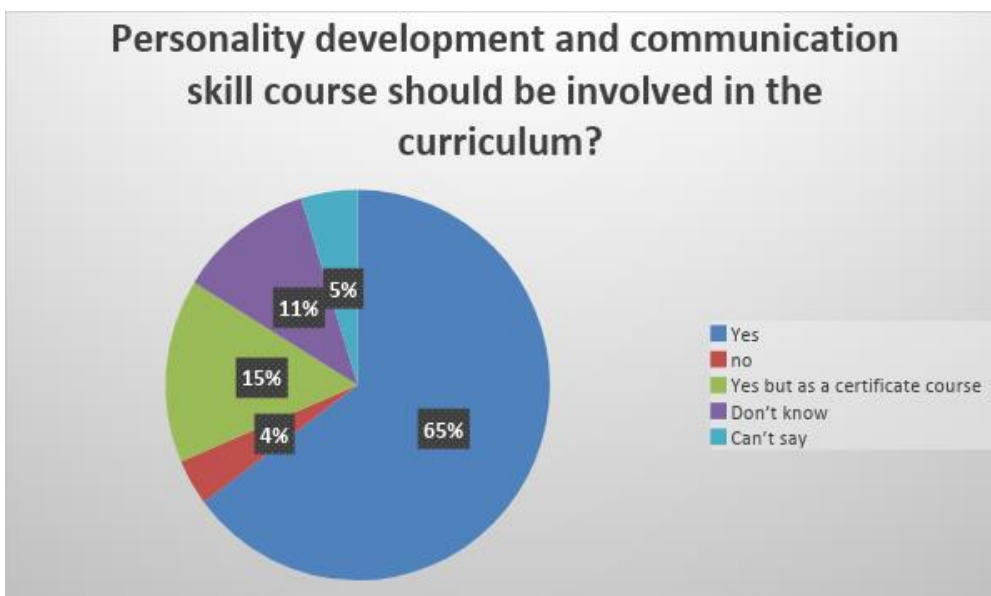|	
Yes	65
No	4
Yes but as a certificate course	15
Don't know	11
Can't say	5
Total	100

Figure 8

The respondents were asked that if they want this course of Personality development and Communication skills in their curriculum, maximum of them want to add it in next curriculum, some of them want it as a certificate course & minimum 4% don't find it useful

Table: 9 Priority of personality development and communication skill

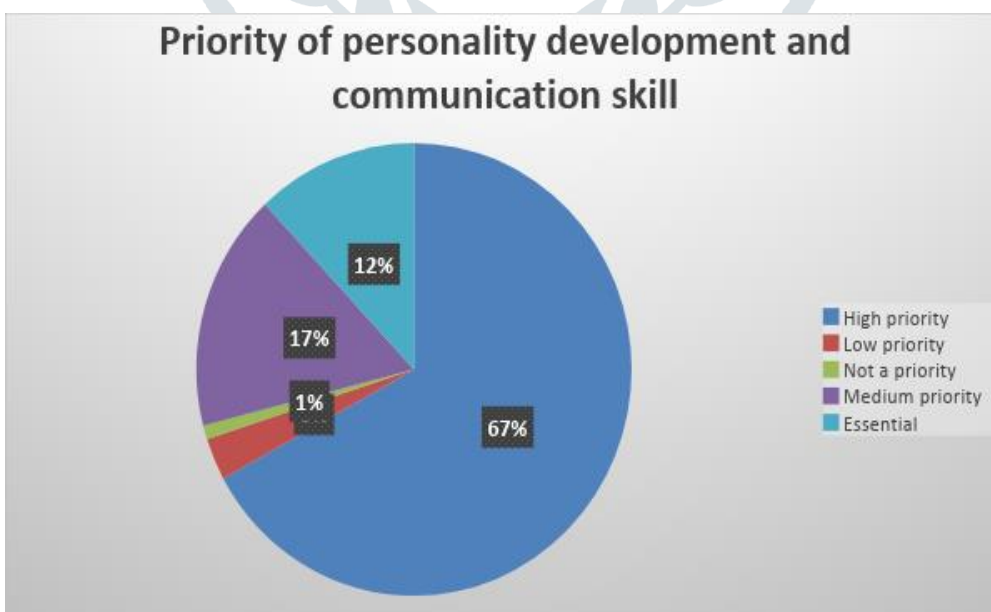|	
High priority	67
Low priority	3
Not a priority	1
Medium priority	17
Essential	12
Total	**100**

Figure 9

The above table and figure no. 9 shows the priority of personality development and communication skill and it was on priority on Most of the respondents.

FINDINGS:

1. There are no other courses related to the development of a student' attitude, behavior, skill and personality apart from the regular syllabus of their faculty.

2. Colleges and universities follow the old pattern of syllabus only

3. Students don't have an organized schedule for curriculum, stress management, value-added activities.

4. Students are not very regular in programs related to skill development.

5. Proper platform for students in receiving guidance related to their all round development is lacking, thus they are of lacking certain traits in their behavior and attitude, such as to overcome the fear of rejection, hesitation and public speaking.

6. Unawareness among students regarding of their soft skills, self-knowledge, values, and ethical standard. Because learning about ethics isn't limited to philosophy courses.

7. Proper practical usage where students can put these skills to use and get tangible outcome that can be measured against their initial values.

CONCLUSIONS:

Every university should evolve value-added activities in a curriculum which contribute toward achieving goals and objectives. Student should focus on improving skills, academic maturity, communication skills, maintaining a relationship with skills, integrity and good involvement of behavior, etc.The educational system should be made by covering these important aspects of students like the value-added course, skill development, personality development, stress management, academic, and placement. Empower the staff and the faculty so that the university's ambiance will be cooperative endeavor, harmony, receptive forever and mutual respect. Learning new things and personal growth through these types of activities, seminars, networking, Course can significantly bring a person closer to their personality and career growth.

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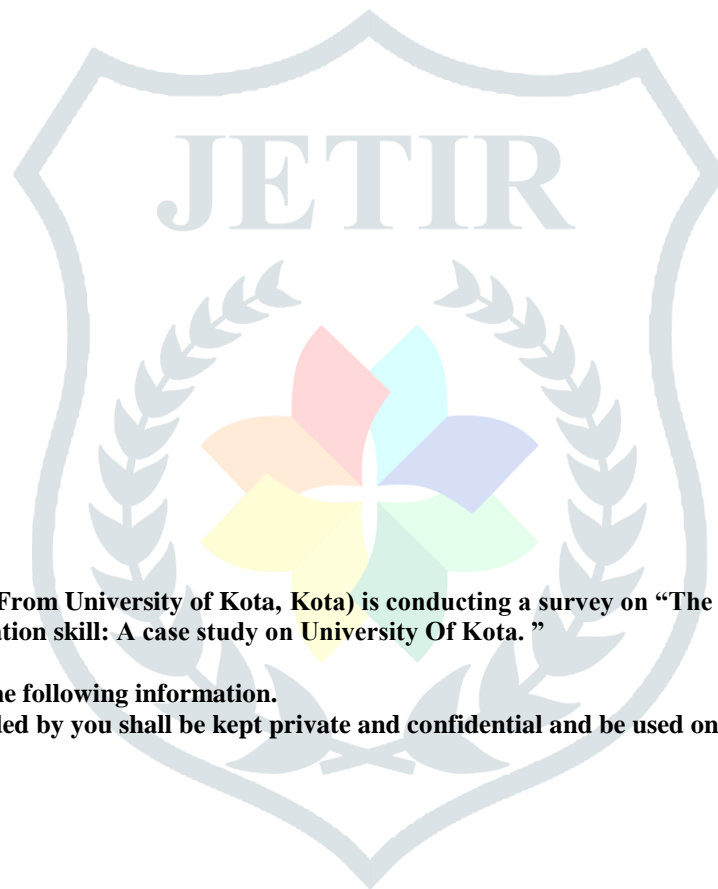
QUESTIONNAIRE

Dear students,

I, Arnika Dubey, a student, (From University of Kota, Kota) is conducting a survey on "The need of personality development and communication skill: A case study on University Of Kota. "

Please help us in providing the following information.
**Information or details provided by you shall be kept private and confidential and be used only for research purpose.
Thank you.**

1) Name-

2) Gender-

3) Age-

4) Course which you are pursuing –

5) Do you think Personality Development is an important part of student's life?

a) Agree
b) Somewhat agree
c) Disagree

d) Neither Agree nor disagree

e) Don't know

6) Do you think physical Appearance & self confidence are the most important attributes of Personality?

a) Agree

B) Somewhat agree

c) Disagree

d) Neither Agree nor disagree

e) Don't know

7) Do you feel that without having overall development of Personality any student can survive easily in this world full of competition?

a) Very difficult

b) Somewhat difficult

c) Easy

d) Very easy

e) Neutral

8) Are you aware that Fear of Rejection, bad communication skills, being introvert, surrounded by the negativity are the barriers of good communication skill and personality development?

a) Extremely aware

b) Somewhat aware

c) Slightly aware

d) Moderately aware

e) Not at all aware

9) How much you value this course on Personality development for overall development of your personality?

a) High

b) Moderate

c) Low

d) To some extent

e) None

10) Do you think this course of Personality and Development should be involved in your curriculum?

a) Yes

b) No

c) Yes but as a certificate course

d) Don't know

e) Can't say

11)"Personality Development" is in your priority?

a) High priority

b) Low priority

c) Not a priority

d) Medium priority

e) Essential