



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject code: 3160002

Contributor Personality Development Program

SEMESTER VI

Type of course: Work-Personality Development

For Year: Pre-final year for all Diploma, Degree & Masters programmes over 2 semesters. For e.g. for Bachelors of Pharmacy and Engineering, the course will be conducted in Semesters V & VI.

Rationale: The Contributor Program aims to accomplish the following outcomes in the lives of students–

- Improve the employability of students by giving them the right work ethic and thinking that employers are looking for.
- Build their confidence with which they can go into any job and contribute meaningfully.
- Improve their ability to engage better in the workplace and to be able to handle the challenges that come up there.
- Build their career-worthiness and help them develop into future-ready contributors with ability to navigate a career in a volatile, changing world.
- Widen their choices of career and success, so that they are able to open up more opportunities for themselves and take up unconventional career pathways.
- Enable them to recognize how they, as technical professionals, can participate and make a positive contribution to their communities and to their state.

Towards this goal, the Contributor Program has been designed to awaken and strengthen students from within, in terms of building positive self-esteem, increasing their confidence level and I-can attitude, improving their aspirations, giving them new methods of thinking, building their cognitive capacities, exposing them to the skills and practices associated with being contributors in the workplace (not mere employees).

The Program content is also designed to expose students to real-world workplace scenarios and sensitize them to some of the challenges faced in society around them, especially in the local communities around them and in their own state of Gujarat.

The Contributor Program syllabus has been evolved and fine-tuned over several years, (a) to address the changing need and contemporary challenges being faced by industry and what employers of today are looking for in the people they hire and (b) by working extensively with universities and students building an appreciation of their challenges and concerns. At the core, the program is guided by the higher ideas and principles of practical Vedanta in work.

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
2	0	0	2	70	30	30	20	150

COURSE CONTENT :

Sr. No.	Content	Total Hrs
1	Finding Solutions The market environment in which organizations are operating, is becoming increasingly dynamic and uncertain. So, employers are increasingly seeking out people who can innovate and figure out solutions in the face of any challenge (unlike in the past when it was the	1.5 hrs Classroom engagement (including self-discovery/ solutioning sessions)



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	<p>people who were most efficient and productive, who were valued by organizations). At the heart of innovation lies this way of thinking of “finding solutions” rather than “seeing problems or roadblocks”.</p> <p>Students learn how to build this way of thinking, in this topic.</p>	
2	<p>Creating Value</p> <p>Companies are also looking for employees who do not just work hard, or work efficiently or productively - but those who will make a valuable difference to the fortunes of the company. This difference may come from innovation, but it may also come from focusing on the right things and identifying what really matters – both to the company and to the customers. In this topic, students learn how to build this capability.</p>	Same as above
3	<p>Engaging deeply</p> <p>The environment we live in is becoming increasingly complex because more and more things are getting interconnected, new fields are emerging, technologies are rapidly changing, capabilities and knowledge one is trained in will become fast obsolete. In such a scenario, the student’s ability to quickly understand and master what is going on, dive deep, get involved in any area, rapidly learn new capabilities that a job demands, is important. Engaging deeply is a core way of thinking that can help them in this. In this topic, students learn how to engage deeply.</p>	Same as above
4	<p>Enlightened self-interest & collaboration at work</p> <p>The changing nature of work in organizations and in the global environment is increasingly demanding that people work more collaboratively towards shared goals and more sustainable goals. A key to working successfully when multiple stakeholders are involved is “thinking in enlightened self-interest”. In this topic, students learn how to develop this way of thinking (going beyond “narrow self-interest”).</p>	Same as above
5	<p>Human-centered thinking & Empathy</p> <p>In this topic, students explore a human-centric approach to work – where the ability to recognize and respond to other people (whether they are users or customers or team members) as a human being with human needs and difficulties, is essential. This is at the heart of user-centric design of products and solutions, at the heart of genuine customer-centricity in services, and of any successful interaction with other people.</p>	Same as above
6	<p>Trust Conduct</p> <p>The biggest currency in a sustainable career is “trust” i.e. being trusted by team members, bosses, and customers. When we are trusted, people listen to us, they are willing to give us the chance to grow, give us the space to make mistakes, and work seamlessly with each other without always having to “prove ourselves”. In this topic, students learn how to demonstrate conduct that builds the trust of people.</p>	Same as above
Showcase Lab Sessions		3 hrs
Project work		Beyond classroom



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Distribution of Theory Marks

R Level	U Level	A Level	N Level	E Level	C Level
-	15	15	-	20	20

Reference resources:

A. Basic reference for both students and teachers

1. Contributor Personality Program textbook cum workbook developed by Illumine
2. Web-based ActivGuide™ for self-exploration of rich media resources to vividly understand many of the ideas, watch role models, learn from industry people, get reference readings – that help them enrich the understanding they gained in the class published by Illumine Foundation

B. Advanced reference for teachers

1. On Contributors, Srinivas V.; Illumine Ideas, 2011
2. Enlightened Citizenship and Democracy; Swami Ranganathananda, Bharatiya Vidya Bhavan, 1989
3. Eternal Values for a Changing Society – Vol I-IV, Swami Ranganathananda; Bharatiya Vidya Bhavan
4. Karma Yoga, Swami Vivekananda; Advaita Ashrama
5. Vivekananda: His Call to the Nation, Swami Vivekananda; Advaita Ashrama
6. Six Pillars of Self Esteem, Nathaniel Branden; Bantam, 1995
7. Mindset: The New Psychology of Success, Carol S. Dweck; Random House Publishing Group, 2007
8. Lasting Contribution: How to Think, Plan, and Act to Accomplish Meaningful Work, Tad Waddington; Agate Publishing, 2007
9. Why not?: how to use everyday ingenuity to solve problems big and small, Barry Nalebuff, Ian Ayres; Harvard Business School Press, 2003
10. The value mindset: returning to the first principles of capitalist enterprise (Ch 8 & 9); Erik Stern, Mike Hutchinson; John Wiley and Sons, 2004
11. The Power of Full Engagement: Managing Energy, Not Time, is the Key to High Performance and Personal Renewal, Jim Loehr, Tony Schwartz; Simon and Schuster, 2003
12. Creating Shared Value, Michael E. Porter and Mark R. Kramer; Harvard Business Review; Jan/Feb2011, Vol. 89 Issue 1/2
13. The Speed of Trust: The One Thing That Changes Everything, Stephen M. R. Covey, Rebecca R. Merrill, Stephen R. Covey; Free Press, 2008
14. The Courage to Meet the Demands of Reality, Henry Cloud; HarperCollins, 2009
15. Responsibility at work: how leading professionals act (or don't act) responsibly, Howard Gardner; John Wiley & Sons, 2007



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Course Outcomes:

Sr. No.	CO statement	Marks % weightage
Outcome of theory sessions		
CO-1	Students will be able to recognize & appreciate the thinking required to find solutions in the face of any challenge.	10-12%
CO-2	Students will be able to recognize & appreciate different types of value that can be created and the different ways to create value for others.	10-12%
CO-3	Students will be able to recognize & appreciate how to engage deeply, and its need, value, payoffs and consequences in different contexts.	10-12%
CO-4	Students will be able to differentiate between 'enlightened self-interest' and 'narrow self-interest' & appreciate the payoffs/ consequences of both when working with multiple stakeholders.	10-12%
CO-5	Students will be able to recognize & appreciate the human side of situations or interactions or projects that will help them develop a more human-centric approach/ response to work.	10-12%
CO-6	Students will be able to recognize & appreciate conduct which builds trust of people in contrast to conduct which breaks trust of people - in teams / organization & the value of trust conduct in various situations.	10-12%
Outcome of practical sessions		
CO-7	Students complete their 'Contributor Showcase Profile' on the Showcase Platform. This includes (a) completing Illumine's Contributor Mindset Assessment (b) building evidence to demonstrate their functional orientations as contributors.	15%
CO-8	Students learn to apply contributor thinking to think-through and address real-world challenges.	15%