



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Pharmacy

Subject Code: BP506TP

SEMESTER: V

Subject Name: Contributor Personality Development Program

Scope: 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.



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Sr. No.	CO statement	Marks % weightage
Outcome of theory sessions		
CO-1	Students will be able to recognize & appreciate two alternative ideals of work – ideal of a “worker” and ideal of a “contributor”. And why organizations of today expect people they employ to be contributors and not just workers.	10-12%
CO-2	Students will be able to recognize & appreciate alternative ways in which they could define themselves or “who am I” (their identity) – and which are positive identities that will lead to building intrinsic self-esteem and confidence in oneself; in contrast to identities that will lead to extrinsic self-esteem that makes them more dependent on their environment.	10-12%
CO-3	Students will be able to recognize & appreciate a “victim” stance as distinct from a “creator of destiny” stance in the way people approach challenges and situations; and how the latter frees individuals to take on challenges and open up opportunities.	10-12%
CO-4	Students will be able to differentiate between two alternative approaches to success - ‘building one’s engine of success’ and ‘chasing the fruits of success’; they also appreciate the payoffs/ consequences of both and which is more likely to lead to sustainable or lasting success in the long run.	10-12%
CO-5	Students will be able to recognize & appreciate different career models and their value; to help them make more informed career-related choices.	10-12%
CO-6	Students will be able to recognize & appreciate how one can expand the contribution possible in any role, thereby opening up an alternative way of career growth to them.	10-12%
Outcome of practical sessions		
CO-7	Students learn to re-interpret their life and college experiences to showcase their contribution affinities which are relevant for employers.	15%
CO-8	Students learn to apply contributor thinking to real-world or career relevant challenges.	15%

Teaching scheme and examination scheme:

Teaching Scheme				Evaluation Scheme			
Theory	Tutorial	Practical	Total	Theory		Practical	
				External	Internal	External	Internal
4	0	0	4	80	20	30	20

Sr No	Topics	% weightage
1	<p>The Contributor Work Ideal</p> <p>In this topic, students explore what is their “ideal” of work - is the ideal to be a “worker” or to be a “contributor”? For example, an employee who has the ideal of a “worker” goes to work to pass time, earn a living, get benefits; in contrast to an employee with the ideal of a “contributor” who wants to make a difference, get things done well, create value for the company. This enables students to transform their expectation of themselves in work</p>	<p>1.5 hrs Classroom engagement (including self-discovery/ solutioning sessions)</p>



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2	<p>Identity & Self-esteem</p> <p>In this topic, students engage with the question “who am I?” or on what basis do they define themselves. Is their identity defined by what others think of them (extrinsic self-esteem) or by what they think of themselves (intrinsic self-esteem)? Further, they discover positive identities that lead to intrinsic self-esteem, such as an I-can identity based on one’s capacity and inner strength. This enables them to build confidence and self-esteem.</p>	Same as above
3	<p>Become a Creator of one’s destiny</p> <p>In a “victim stance”, we see the career environment as full of difficulties and hurdles. We feel powerless or blame our circumstances for not having many opportunities. This makes us fearful of uncertainty and makes us settle for jobs where we remain mediocre. In this topic, students discover the “creator of destiny stance” to challenges and situations. This stance frees them to try out new things, open up new possibilities, take on responsibility, see the opportunity hidden in their environment.</p>	Same as above
4	<p>Achieving Sustainable Success</p> <p>In this topic, students discover how to achieve sustainable or lasting success, by building one’s “engine of success”, making them success-worthy. Where their focus shifts to building one’s “engine of success” rather than being on chasing the “fruits of success”. This is important, because over a lifetime of work, all people go through ups and downs – where the fruits are not in their control. People who are focused on the fruits of success, fall prey to disappointment, loss in motivation, quitting too early, trying to find shortcuts – when fruits don’t come. Whereas people focused on building their engine of success continue to contribute steadily, irrespective of whether fruits come or not. And with a strong engine of success, fruits come to them in time.</p>	Same as above
5	<p>Career Development Models</p> <p>In this topic, students explore a range of diverse “career development models” and the possibilities for contribution each opens up to them (e.g. start-up career model, change-maker career model, etc.). This opens their mind to different and even unconventional career models possible, beyond the usual (such as “stable large company career model” where one gets an engineering degree, then MBA, then get a job in a large company). This frees them from a herd mentality when making career choices.</p>	Same as above
6	<p>Expanding contribution in every role</p> <p>In this topic, students explore the many roles they can play in their life & discover the power they have to expand the contribution possible in any role. (E.g. role of student, role of manager, role of a project site engineer). So, the potential of a role is in the individual’s hands. This opens their mind to an alternative way of career growth.</p>	Same as above
7	<p>Finding Solutions</p> <p>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 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”. Students learn how to build this way of thinking, in this topic.</p>	1.5 hrs Classroom engagement (including self-discovery/ solutioning sessions)
8	<p>Creating Value</p>	Same as above



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	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.	
9	Engaging deeply 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.	Same as above
10	Enlightened self-interest & collaboration at work 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”).	Same as above
11	Human-centered thinking & Empathy 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.	Same as above
12	Trust Conduct 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.	Same as above

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



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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