



Jindal Global Business School
Course Outline

Course Title	Understanding Human Behaviour
Core or elective	Core
Program and Batch	BBA 2020/ IBM 2020
Semester & Academic Year	Fall 2020-21
Credits	3
Discipline/Area	Organizational Behaviour and Human Resources
Provide details, if this course is a Prerequisite for any course/specialization	Organizational behaviour 1, 2
Name of the Faculty Member/Course Instructor	Kulpreet Kaur; Himanshi Rajora
Contact Details of the Faculty Member	kkaur@jgu.edu.in ; hrajora@jgu.edu.in
Contact Details of Support Staff	NA
Faculty Member's Open Office Day/s & Time	New Faculty office No. 12 B

Introduction to the Course

Psychology is the study of the human mind and behaviour. The aim of the course is to familiarize students with a wide range of concepts, theories and research investigating human behaviour. The course examines both theoretical and practical aspects of psychology. Core areas of study introduce the students to the scientific bases of psychology including research methods, perception, cognitive processes, intelligence and many more. The objective is to explore how psychology has contributed to an understanding of individual, social, cultural diversity and business.

Psychology is critical to the workplace. The concepts and knowledge acquired from psychological concepts can enable the managers at all levels of organizations to select, support, motivate and train employees. Universality of Sensations, perceptions and illusions may foster businesses to design products, build better workspaces and foster healthy relationships. New findings in field of psychology can be useful in increasing productivity, identifying training and development needs, and implementing policies. This course gently drives the students through various concepts and its application in the business world.

Course Learning Objectives

CLO 1. Understand basic concepts, scope and methods in psychology and their application in everyday life.

CLO 2. Understand the wide interdisciplinarity of the subject specifically in management.

CLO 3. Learn to identify the problems, analyse and propose creative solutions through divergent thinking.

CLO 4. Understand how to fight stress and maintain work-life balance.

CLO 5. Realize the importance of healthy intra personal and interpersonal relationships

CLO 6. Appreciate the universality of the application of the psychological concepts

Course Learning Objectives (CLOs)	Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
On successful completion of the course, students should be able to:	This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
CLO 1	CG5- PLO2,3	CG2	A1, A3, A4
CLO 2	CG5- PLO2,3	CG5	A3, A4
CLO 3	CG3- PLO3,4 CG5- PLO2,3	CG3 CG5	A1, A2, A3, A4
CLO 4	CG3- PLO3,4 CG7-PLO1,2	CG3 CG7	A1, A2, A3, A4
CLO 5	CG3-PLO3,4 CG5- PLO2,3 CG7-PLO1,2	CG3 CG5 CG7	A1, A3, A4
CLO 6	CG3-PLO1,2,3	CG3	A3, A4

Teaching Method

The course will have a judicious mix of lectures, ppt's, reference readings, related videos, and cases. The facilitator will enhance the learning by relating daily life occurrences to the concepts taught in the class. The cases will also be used as examples of real-world phenomenon where an issue will be seen from various perspectives to enhance divergent thinking. The key to learning this way is to see many examples and many situations and learning inductively from the different experiences and appreciate the others viewpoint. The students are expected to go through the readings and videos mentioned in the course outline and initiate discussions while learning the respective content.

Evaluation Schema

The course grade will be determined based on

Assessment Task	Weightage	Nature	Week of Assessment	PLOs to be Assessed
A1. Project	20%	Individual/written	5 ,11,14,15.	CG3- PLO3,4 CG5- PLO2,3 CG7-PLO1,2
A2. Class participation	15%	Individual/ Oral	Each session	CG3- PLO3,4 CG5- PLO2,3 CG7-PLO1,2
A3. Reflective writing	15%	Individual/ written	8	CG5- PLO2,3 CG7-PLO1,2 CG3-PLO1,2,3,4
A4. End Term	50%	Individual/ written	After the course	CG4-PLO1,2,3 CG5- PLO2,3 CG3- PLO1,2,3,4

Description of Assessments:

A1. An Experimental learning-based project on self-analysis through two self-assessed psychological scales specifying the aim, methodology, data analysis and interpretation. Interpretation would consist of introspective techniques to relate/compare the results of the tests to current behavior and belief. Self-reflection would lead to acceptance of the one's behavior and ways to improvise for better intrapersonal and interpersonal adjustment.

Self assessed test-

1. Emotional Quotient assessment
2. Personality test

Parameters For Assessment- Each Test

10 marks for conduction and scoring of each test and report writing consisting of introduction, data analysis, interpretation, scope of change/ improvement(personal views)

Word Limit- Minimum 1000 Words. each

A2. Class participation will be assessed in form of presentations on a specified concept supporting it with daily life examples. This would also serve as a recapitulation for the rest of the class. There will be two presentation per student.

A3. Reflective Writing. Two reflective writings of 7.5 marks each on the movies allotted. Assignemnt will be assessed on the number of ideas generated. It will lead to enhancement of divergent thinking

A4. End- term examination will be a written test with mix of objective and subjective application-based questions to assess the concepts taught in the class. Situation based questions will be asked to enhance divergent thinking.

Textbook / Course Package / Other Readings

The required books for the course are

- Ciccarelli, S.K., White, N. Psychology (3rd ed.). Prentice Hall.
- Baron, R.A.; Misra.G. Psychology (5th ed.).Pearson
- Morgan, C.T., King, R.A. Introduction of Psychology (7th ed.) Tata Mc Graw- Hill.

Graduate Competency Goals

Competency Goals		BBA LOs
		Students will be able to
1	Technological Agility: Ability to adopt relevant techniques and tools for better business decision making.	NA
2	Domain and Technological Knowledge: Ability to understand and apply relevant business and technological knowledge	1. Understand relevant concepts of business practices
		2. Understand relevant technologies of business practices
3	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	1. Understand local business issues
		2. Understand global business issues
		3. Demonstrate sensitivity towards ethical issues
		4. Demonstrate sensitivity towards social issues
4	Effective communication: Ability to effectively exchange ideas and information	1. Present their ideas with clarity
		2. Write in a coherent manner
		3. Use technology for communication
5	Critical Thinking: Ability to identify, analyze business problems and propose effective solutions	1. Identify main issues of business problems
		2. Examine information from different sources
		3. Draw inferences from analysis
6	Leadership: Ability to take initiative, inspire and collaborate with others	NA

7	Teamwork: Ability to work and contribute effectively in group -settings	1. Understand the factors to work effectively in groups
		2. Contribute effectively in groups

Session Plan

Session Details		CLOs covered
Week 1	Introduction to Psychology	
Objective of the session	1.To learn the definition of psychology, mental processes, and behaviour. 2. To understand the types of behaviour- overt and covert. - reference to bullying and discrimination at workplace 3.To learn the History of Psychology- Structuralism, functionalism with Wundt, Titchener, and James leading to inspiration of current schools.	CLO1,2 CG5- PLO2
Readings & Videos	1. https://www.youtube.com/watch?v=60qV9_Dbt9Q - overt and covert behaviour 2. https://pressbooks.bccampus.ca/kpupsysc1100/chapter/history-of-psychology/ - History of Psychology 3. Chapter 1 Ciccarelli, S.K., White, N. Psychology (3 rd ed.). Prentice Hall.	
Case Title and Number	-----	
Pedagogy	Lecture, participative discussion, videos, ppts, examples	

Session Details		CLOs covered
Week 2	Introduction to Psychology	CLO1,2 CG5- PLO2
Objective of the session	1.To learn about the application of Three influential Approaches- gestalt, psychoanalysis, behaviourism, 2. To know about the Fields of Psychology Today 3.To understand why psychology is called a science- Methods of psychology- experimentation, observation, case study, survey methods 4.To learn the use of psychology in everyday life	
Readings	1. https://hcccommnet.libguides.com/c.php?g=848327&p=6067149 2. Chapter 1 Ciccarelli, S.K., White, N. Psychology (3 rd ed.). Prentice Hall.	
Case Title and Number	-----	
Pedagogy	Lecture, participative discussion, videos, ppts, examples	

Session Details		CLOs covered
Week 3-4	Sensation and Perception	CLO 1,2,3,6 CG5- PLO2,3 CG3- PLO 1,2,3,4
Objective of the session	1.To recapitulate the importance seven sense organs, Sensation and transduction sensory receptors, threshold (jnd & absolute) 2.To understand the difference between sensation and perception 3.To grasp the meaning of Perception and its constancies 4. To interpret the Gestalt principles of perception in and around us 5.To comprehend about the Organization in form perception and illusions- motion 6.To learn the Application of sensation, perception, illusion, and attention at workplace	
Readings & Videos	1. https://www.youtube.com/watch?v=pEWOqCMKqJw - sensation 2. https://www.youtube.com/watch?v=wVhiezByMSU - threshold 3. https://www.youtube.com/watch?v=1nAy-IIOiDU - perceptual constancy 4. https://www.youtube.com/watch?v=sdSz5T6MfhA 5. https://www.youtube.com/watch?v=FryaH599ec0 - gestalt 6. Chapter 3, Baron, R.A& Misra G. Psychology(5 th ed.). Pearson	
Case Title and Number	“Managing a public image- Sophie Chen” Harvard Business School (Product :405052-PDF-ENG)	
Pedagogy	Lecture, participative discussion, videos, ppts, examples	

Session Details		CLOs covered
Week 5-6	Learning	CLO 1,2,3,6 CG5- PLO2,3 CG3- PLO 1,2,3,4
Objective of the session	1.To understand what is learning and how it occurs 2. To understand Classical Conditioning- It makes your mouth water and its role in everyday life 3.To relate Operant Conditioning- What's in for me. Carrot and Stick policy to everyday learning 4.To apprehend Cognitive learning – Spare the rod, spoil the child- Learned helplessness, Insight learning, observational learning, Latent learning and how it occurs 5.To learn the Use of these conditioning at workplace	
Readings & Vedios	1. https://www.youtube.com/watch?v=TAc8vTjSD0I - conditioning at workplace 2. https://oanhnguyenwritings.wordpress.com/2012/12/25/classical-and-operant-conditionings-their-applications-in-hr-management/ 3. https://smallbusiness.chron.com/use-observational-learning-workplace-11071.html - observational learning at workplace 4. https://smallbusiness.chron.com/apply-social-learning-theory-workplace-12860.html 5. Chapter 5, Ciccarelli, S.K., White, N. Psychology (3 rd ed.). Prentice Hall.	
Case Title and Number	-----	
Pedagogy	Experiential learning through verbal/ serial order test, Lecture, participative discussion, videos, ppts, examples	

Session Details		CLOs covered
Week 7-8(session 13,14,15)	Memory	CLO 1,2,3,6 CG5- PLO2,3 CG3- PLO 1,2,3,4
Objective of the session	1.To identify the three processes of memory 2.To describe the process of short term and long term memory including their forms (working memory) 3.To differentiate the retrieval process of recall and recognition 4.To describe the curve of forgetting 5.To identify why we forget 6. To learn the ways to improve memory	
Readings & Vedios	1. https://www.simplypsychology.org/working%20memory.html - working memory 2. https://www.simplypsychology.org/forgetting.html - causes of forgetting 3. https://opentext.wsu.edu/psych105/chapter/8-5-ways-to-enhance-memory/ 6. Chapter 6, Ciccarelli, S.K., White, N. Psychology (3 rd ed.). Prentice Hall.	
Case Title and Number	-----	
Pedagogy	Experiential learning to show primacy and recency effect, Lecture, participative discussion, videos, ppts, examples	

SESSION 16- Refelctive writing techniques and discussion

Session Details		CLOs covered
Week 9-10	Cognition	CLO 1,2,3,5,6 CG5- PLO2,3 CG3- PLO 1,2,3,4 CG7-PLO1,2
Objective of the session	1.To identify the methods used to solve problems and take decisions- Problem solving and ways to solve a problem- trial and error, algorithms, heuristics, mean end analysis, insight 2.To identify the common barriers to successful problem solving 3.To learn measurement of intelligence 4. To differentiate between intelligence, social intelligence and emotional intelligence 5. To understand the importance of emotional intelligence in today's management	
Readings & Videos	1. https://courses.lumenlearning.com/wsu-sandbox/chapter/problem-solving/ 2. https://course.oeru.org/ipsy102/learning-pathways/cognition-language-and-problem-solving/pitfalls-to-problem-solving/ 3. https://www.verywellmind.com/iq-or-eq-which-one-is-more-important-2795287 4. https://www.socialigence.net/blog/difference-between-iq-eq-and-sq-the-social-intelligence-and-why-sq-is-the-future/ 5. https://www.linkedin.com/pulse/20141116173602-54252615-sq-eq-iq-pq-success 6. https://positivepsychology.com/emotional-intelligence-eq/ 6. Chapter 7, Ciccarelli, S.K., White, N. Psychology (3 rd ed.). Prentice Hall.	
Case Title and Number	-----	
Pedagogy	Experimental learning- test conduction, Lecture, participative discussion, videos, ppts, examples	

Session Details		CLOs covered
Week 11-12(session 21,22,23)	Personality	CLO 2,3,6 CG5- PLO2,3 CG3- PLO 1,2,3,4 CG7-PLO1,2
Objective of the session	1.To learn how mind and personality are structured according to Freud. 2. To describe the early attempts to use traits to conceptualize personality. 3. To identify the five trait dimensions of the five- factor model of personality	
Readings & Videos	1. https://www.simplypsychology.org/psychodynamic.html 2. http://sites.gsu.edu/bmartin48/2017/03/28/psychodynamic-approach/ 3. https://courses.lumenlearning.com/boundless-psychology/chapter/trait-perspectives-on-personality/ 4. https://www.khanacademy.org/test-prep/mcat/behavior/theories-personality/v/trait-theory 5. https://peopledynamics.co/personalities-workplace-importance/ 6. https://www.typefinder.com/blog/why-personality-matters-workplace 7. Chapter 12 Ciccarelli, S.K., White, N. Psychology (3 rd ed.). Prentice Hall.	
Case Title and Number	"The Jenner Situation" HBR (Product: 809070-PDF-ENG)	

Pedagogy	Experimental learning- test conduction, Lecture, participative discussion, videos, ppts, examples	
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Session 24- Guest Lecture

Session Details		CLOs covered
Week 13(session 25-26)	Motivation	CLO 1,2,3,6 CG5- PLO2,3 CG3- PLO 1,2,3,4
Objective of the session	1.To distinguish between extrinsic and intrinsic motivation 2.To identify the key elements of the arousal and incentive approaches to motivation 3.To understand the Maslow’s theory of needs & applying it at workplace To understand the importance of two types of motivation at workplace	
Readings & Vedios	1. https://www.indeed.com/career-advice/career-development/maslows-hierarchy-of-needs 2. https://smallbusiness.chron.com/hierarchy-needs-employees-20121.htm 3. Chapter 10, Baron, R.A& Misra G. Psychology(5 th ed.).Pearson	
Case Title and Number	“Life Stories of Recent MBAs: Motivations” HBR (Product: 410031-PDF-ENG)	
Pedagogy	Lecture, participative discussion, videos, ppts, examples	

Session Details		CLOs covered
Week 14(session 27,28)	Stress and Health	CLO2,4,5,6 CG3- PLO1,2,3,4 CG5- PLO2,3 CG7-PLO1,2
Objective of the session	1.To distinguish between distress and eustress 2.To identify the causes of stress 3.To describe the stages of GAS 4.To learn how personality and attitudes can influence persons reaction to stress 5.To learn stress coping mechanisms.	
Readings & Vedios	1. https://courses.lumenlearning.com/suny-orgbehavior/chapter/7-2-what-is-stress/ 2 Chapter 13 Ciccarelli, S.K., White, N. Psychology (3 rd ed.). Prentice Hall.	
Case Title and Number	“Can a Work-at-Home Policy Hurt Morale?” HBR (Product: R1504X-PDF-ENG)	
Pedagogy	Lecture, participative discussion, videos, ppts, examples	

Session 29,30- Recapitulation/ doubt clearing/ instructions for the examinations