

# PSY 201: PSYCHOLOGY

**Credit hours: 3**

## **Objective**

The main objective of this course is to enable the students to understand basic processes and structures underlying human behavior as a basis for managing people in an organizational setting.

## **Contents**

The course mainly deals on introduction of psychology, perception and social thought motivation and emotion, learning and memory, memory and forgetting, thinking and problem solving. human Intelligence, emotional Intelligence and its applications and personality.

## **Detailed Course**

### **UNIT 1: introduction**

**LH 6**

#### ➤ **Understanding Psychology**

concepts, goals of psychology. Major perspectives in psychology (behavioral, cognitive, biological, evolutionary, development, psychodynamics, and social and cultural). Psychological trends for new millennium. Applications of psychology in everyday life.

#### ➤ **Research methods in Psychology**

**LH 4**

- Observation – naturalistic
- Correlation method
- Experimental method

### **Unit 2: Perception and Social Thought**

**LH 6**

➤ Concepts, factors influencing perception. Perceptual organization, Illusion.

#### ➤ **Person perception**

Concept, Kelly's attribution theory, errors or biases in attribution shortcuts in judging others, specific applications in organization.

#### ➤ **Social behavior**

- Persuasion
- Attitudes
- Prejudices and techniques to reduce it.

#### ➤ **Social influences**

- Conformity
- Compliance
- Obedience (Milgram's experiment)

### **Unit 3: Motivation and Emotion**

**LH 5**

#### ➤ **Motivation**

Concept, motivational cycle, types of motives – primary and secondary. Motivational theories – drive theory, arousal theory, expectancy theory, goal-setting theory, and equity theory.

➤ **Emotion**

Concept, types of emotions. Expressive components of emotions, External constraints on emotion – organizational influences and cultural influences. Emotional labor – felt emotion vs. displayed emotion.

➤ **Organisational applications of emotion**

Ability and selection, decision-making, creativity, interpersonal conflict, deviant workplace behaviors. Implication of emotions for managers.

**Unit 4: Learning and Memory**

**LH 5**

➤ Concept, theories of learning (different perspectives) – behavioral perspective (classical conditioning and operant conditioning), cognitive perspective (social/observational learning and insight learning).

➤ Application of learning theories

- Shaping behavior – positive reinforcement, negative reinforcement, punishment and extinction
- Schedule of reinforcement
- Behavior modification

**Unit 5: Memory and Forgetting**

**LH 6**

➤ Concept, memory process (encoding, storage and retrieval).

➤ **Memory system**

Sensory memory, short-term memory, long-term memory (Atkinson and Shiffrin model).

➤ **Contemporary approaches to memory**

Working memory, long-term memory modules: declarative memory (semantic memory and episodic memory) and procedural memory; associative module of memory.

➤ **Improving memory**

➤ **Forgetting**

Concept, causes of forgetting – i) decay, ii) inhibition (proactive and retroactive), iii) memory dysfunctions – Alzheimer's disease, amnesia – retrograde amnesia and anterograde amnesia.

**Unit 6: Thinking and Problem Solving**

**LH 5**

➤ **Thinking**

- Concept, elements of thought – mental images and concepts.
- Creativity – concept, confluence approach of creativity. Creativity – learned or innate?
- Reasoning – algorithms and heuristics.

**Unit 7: Human Intelligence**

**LH 6**

➤ **Intelligence**

Concept, major approaches of intelligence – Two-factor theory, Group factor theory, Gardner's theory of multiple intelligence, Sternberg's Triarchic theory, Cattell's fluid and crystallized

intelligence. Variation in intellectual ability – mental retardation and intellectually gifted. Role of heredity and environment.

➤ **Emotional intelligence**

Concept, Goleman's dimensions of emotional intelligence. Emotional intelligence in work place. Applications of emotional intelligence.

**Unit 8: Personality**

**LH 5**

- Concept, determinants of personality – heredity, environment and situation. Personality traits – Myers-Briggs, Type Indicator (MBTI) and Big Five Model of personality. Personality attributes influencing OB. Measurement of personality – objective method (MMPI), and projective methods (RT and TAT).

**References**

Baron, B.A. (2003), **Psychology**, Sixth Edition. Prentice-Hall of India.

Feldman, R.S. (2004). **Understanding Psychology**, Sixth edition. New Delhi, TaTa McGraw-Hill Publishing Co. Ltd.

Lahey, B.B. (1998). **Psychology: An Introduction**, New Delhi, TaTa McGraw-Hill Publishing Co. Ltd.