

Bachelor of Business Administration

Introduction to Psychology

Course Title	Introduction to Psychology		
Course Code	PSY210B	101	Free Elective
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
Global Perspective	50	Understanding the basic concepts in the field of psychology and examine their applications.
2. Asian Expertise	30	
3. Creative Management Mind	10	
4. Cross Cultural Communication	0	
5. Social Responsibility	10	

Course Description

This introductory course will survey the basic concepts in the field of psychology and examine their applications. We will explore topics that the psychologists are interested in such as learning, memory, intelligence, emotions, personality and human development. Additionally, we will survey theories that the psychologists work with as well as the findings from their research and experiments. We will examine the research findings and their implications critically and apply them to our own lives and in business applications, if possible, through lectures, class discussions, group work, and class presentations.

Learning and Teaching Structure

The Course will be taught as a mixture of quick lectures, group discussion, exercises, and presentations. An important part of this course is participation and application, which will allow students to demonstrate their understanding of the concepts of Psychology. The course will be conducted using Moodle, and all students must familiarize themselves with the usage. There will not be printed notes, and most of the distributed material will be in the electronic form. All submissions by students will also be in the electronic form through Moodle or via email. The instructor will communicate with all students using the Moodle system and student SolBridge Domain e-mail ids. It is the student's responsibility to update their e-mail addresses and access the messages as and when necessary. Students are expected to be prepared for the class by reading the textbook material for discussion and other materials given before coming to class

Assessment	%	Text and Materials
Attendance and Participation	20	Title: Essentials of Psychology: Concepts and Applications
Participation (Group and Individual)	10	Authors: Third Edition, Jeffrey S. Nevid, Houghton Mifflin Randall D. Knight
Presentation	10	Publisher: Pearson Education, Inc. (BN-13: 978-0-321-82408-8).
Midterm Examination	25	
Final Examination	35	

Course con	ourse content by Week			
1	Introductions			
2	The Science of Psychology			
3	Neuroscience			
4	Sensations and Perceptions			
5	Learning			
6	Mid-Term Exam Review			
7	Mid-Term Exam			
8	Class Presentations			
9	Thinking and Intelligence			
10	Developmental Psychology			
11	Personality Theories and Assessment			
12	Social Psychology			
13	Abnormal Psychology			
14	Presentations. Final Exam Review			
15	Final Exam			

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