

Kathmandu University School of Management
Bachelor of Business Administration
Course Syllabus

Course Title	PSYCHOLOGY
Course Code Number	PSY 141
Credit Hours	3
Course Objective	
Main Objective	The objective of the course is to enable the participants understand the basic processes and structures underlying human behavior as a basis for managing people in an organizational setting.
Learning Unit	
Learning Unit One Net Contact Hours -4.5 hrs	1. Conceptual and Methodological frameworks Understanding Psychology - Concepts and Development; Major areas or sub-fields of Psychology; Major perspectives of Psychology; Psychology and Scientific methods; Research methods in Psychology.
Learning Unit Two Net Contact Hours -4.5 hrs	2. Perception Concepts and Importance; Perceptual Organization; Constancies and Illusions; Key perceptual processes; Perception - Innate or Learned?; Extrasensory Perception.
Learning Unit Three Net Contact Hours - 6 hrs	3. Learning Concepts and Importance; Learning Theories; Behaviouristic Perspectives (Classical and Operant Conditioning), Cognitive perspectives Social/Observational learning perspectives, their applications.
Learning Unit Four Net Contact Hours - 4.5 hrs	4. Memory Concepts and Importance; Models of Human Memory, Types of memory, Forgetting, Memory Distortion and Memory Construction; Improving Memory.
Learning Unit Five Net Contact Hours - 6 hrs	5. Cognition Concepts and Importance; Thinking - Elements of thoughts; Reasoning, Decision making - Heuristics, Decision strategy, Escalation of commitment, Emotion and decision making, Naturalistic decision making; Problem solving - methods, factors affecting effective problem solving, Artificial intelligence.
Learning Unit Six Net Contact Hours - 4.5 hrs	6. Motivation Concepts and Importance; Motivational Theories - drive, arousal, expectancy, goal-setting, equity; Motivational sources - hunger, sex, aggression, achievement, intrinsic.
Learning Unit Seven Net Contact Hours - 6 hrs	7. Emotion and Intelligence Concepts and Importance; Nature of emotion; Biological basis of emotions; Expression of emotions; Emotion and cognition; Subjective well being; Theories of intelligence; Measuring intelligence; Role of heredity and environment; Emotional intelligence; Practical intelligence; Creativity.
Learning Unit Eight Net Contact Hours - 6 hrs	8. Personality Concepts and Importance; Personality Theories - Psychoanalytical, Humanistic, Trait, Social Cognitive; Measuring Personality.
Learning Unit Nine Net Contact Hours - 6 hrs	9. Social Thought and Behaviours Concepts and Importance; Social Perceptions (impression, attribution, attitudes, prejudices) and Interactions (influences and relationships).
Total Contact Hours	48 hrs (excluding assessment and final examination)
Basic Text	Baron, Robert A. (2003), <i>Psychology</i> , 6 th Edition, India: Prentice Hall of India Pvt. Ltd.
Evaluation Scheme	In-Semester evaluation 50% End-Semester evaluation 50% Total 100%

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