



Spring Term

Basic Information:

Title:	Introduction to Psychology	Code:	GEN 156
Program:	BBIT	Credit Hours:	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	Pre-Requisite:	

Course Description:

The understanding of all human domains of functioning essentially comprises an essential baseline for all the practicing domains of business aspects. For a business and information sciences student, learning of human behavior, thinking styles and patterns, cognitions and reasoning behind thoughts, reasoning processes, actions and goals is pivotally important.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable to

- 1. Differentiate between scientific and non-scientific information pertaining human behavior and mental processes.*
- 2. Describe major developments and research methods used in Psychology.*
- 3. Explain psychological processes involved in human Nervous system, sensation, perception, learning, memory, motivation, emotion, Intelligence, states of consciousness and health.*
- 4. Apply psychological concepts and principles to situations in everyday life.*
- 5. Highlighting the life skills and their role in determining business success.*

Teaching Learning Methodology:

The main strategy will center around the lecturing, tutoring, class discussion and students' participation. Formal teaching component of this course consists of students focused learning, their active participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, research assignments and projects. Lectures will be twice a week of 90 min each.

Group Configurations:

For the sake of team training, one of the supplementary objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.

Weekly Term Plan

Wk	Lecture Topic
01	<i>Introduction to Psychology</i>
02	<i>Research Methods in Psychology</i>
03	<i>Nervous system and its brief overview</i>
04	<i>Cues of depth Perception</i>
05	<i>Learning, Memory and Forgetting</i>
06	<i>Intelligence: IQ vs. EQ, major theories Assessment of Intelligence</i>
07	<i>Motivation and emotion</i>
08	Mid Term Examination
09	<i>Personality Reviewed Assessment of personality;</i>
10	<i>Leadership: Psychological theories of leadership</i>
11	<i>Cognitions, Creativity and Critical Thinking</i>
12	<i>Group vs. teams Conformity in groups; group dynamics; Decision making</i>
13	<i>Health, stress, and Management; Life Skills training; conflict management</i>
14	<i>Time Management; Anger Management</i>
15	<i>Importance of life Skills; Communication and persuasion</i>
16	Final Term Examination



Spring Term

Topics in Detail

Introduction to Psychology

Definitions and Nature
Origin of The Term and Subject of Psychology
Basic Key Terms in Psychology

Branches

Child Psychology
Organizational Psychology,
Counseling Psychology
Educational Psychology
Consumer Psychology
Industrial Psychology

Applications of Psychology

Business Domain
Artificial Intelligence

Research Methods in Psychology

Experimental Research
Case Study Research
Longitudinal Research

Research Trends

Psychology as Science of Human Problems Solving

Scientific Method

Steps, Stages, Goals of Scientific Method

Nervous System

CNS vs. PNS
Major Lobes and Their Functions
Cerebrum and Cerebellum
Medulla Oblongata
Limbic System

Sensation and Perception

Points of Differentiation
Perceptual Process

Laws of Sensation and Perception

Major Sense Organs and Their Defects

Gestalt Laws of Perception

Perceptual Constancy

Depth Perception

Cues in Depth Perception
Illusion vs. Delusion
The Role in Performance and Productivity
Consumers' Perspective

Attention

Factors Affecting Attention and Attention Span.
Attention Role in Consciousness and Mindfulness

Learning, Memory and Forgetting

Classical, Operant, Trial and Error, Insight
Learning and Factors in Learning

Brain Areas in Learning and Memory

Intelligence

IQ vs. EQ
Major Theories in Intelligence
Assessment of Intelligence

Motivation and Emotion

Basic Terms in Motivation and Emotions
Types and Theories of Motivation
Types and Theories of Emotions

Personality Reviewed.

Factors Leading to Development of Personality.
Character, Trait, Temperament, Mood,
State Vs. Trait.
Assessment of Personality
Role of Personality in Effective Functioning at Work

Leadership

Types of Leaders
Leaders Vs. Managers
Psychological Theories of Leadership
Concept of SMART Goal

Cognitions

Cognitive Psychology
Approaches to Cognitive Psychology
Cognitive Neuropsychology and Its Practical Implications
Various Cognitive Processes, and Stages of Cognition,

Creativity and Critical Thinking

Groups Vs. Teams

Definitions and Differences,
in-Group vs. Out-Group
Group Conformity and Group Dynamics

Decision Making

Key Considerations
Major Styles in Decision Making

Health and Stress

Types of Stress
Stages and Factors Causing Stress
Stress Appraisal
General Adaptation Syndrome
Stress Management
Positive Vs. Negative Means of Managing Stress

Life Skills Training

Soft Vs. Hard Skills in Leading Successful Life
Conflict: Types and Conflict Management

Time Management and Anger Management

Communication and Persuasion

Text & Recommended Readings

- A. Atkinson R. C., & Smith E. E. (2000). *Introduction to psychology (13th ed.)*. Harcourt Brace College Publishers.
- B. Glassman, W. E. (2000). *Approaches to psychology*. Open University Press.
- C. Hayes, N. (2000). *Foundation of psychology (3rd ed.)*. Thomson Learning.

Assignment Specification

1. *Role of sensation and perception in improving work performance and its role in advertisement.*
2. *Attention and its involvement on determining work performance, productivity and business success.*
3. *Preparing a field study research*
4. *Preparing an anger management, stress management and conflict management plan for various provided real-life scenarios.*



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Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%	Mid Term	35%	Final Term	40%
Assignments	10 %	Mid Term Exam	25%	Final Exam	30%
Quizzes	10%	Major Report/Work	10%	Case Study/ Project/ Term Paper	10%
Presentations	05%				

Remember subdivision of Mid Term and Final Term Examination should be done only in extreme cases of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult PU Plagiarism Policy at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Numbers Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable***
- ✓ *5 Absentees in class will result in forced withdrawal. **(PU Policy)***
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. **(PU Policy)***
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ *Keep a copy of all submitted Grading Instruments.*
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

Good Luck
 For the Spring Term