

Course Outline

National University of Computer & Emerging Sciences
Lahore Campus.



Course: PSYCHOLOGY

Course Code: SS2019

Program: BSBA/BAF

Department: FAST School of Management

Course Type: Elective

Pre-Requisite(s): SS118

Approved By: Dr. Abdul Sattar

Approval Date: January 20, 2025

Year/Semester: Spring 2025

Units/Cr Hrs: 2 CH

Instructor(s): Ms. Aisha Bano

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Consultation Hours: 01:00-3:00PM (Wednesday)

Course Description:

This introductory level course in psychology will enable students to get familiarized with a wide assemblage of sub-categories related to the study of human behavior. The aim of the course is to introduce psychology as more than just a study of normality; the field encompasses a much broader range of concerns. For instance, psychologists also lend their expertise in a multitude of settings, including education policies, human resource departments, health intervention programs, marketing departments, athlete counseling, and school counseling. This course will provide students with basic theoretical knowledge with an emphasis on how psychological theory relates to the “real world”, including organizational behavior, marketing techniques and inter-personal relations. On completion of this course, students will be able to handle the intricacies and complexities of human behavior more skillfully in everyday life as well as in job organization.

Course objectives:

The objectives of this course are:

CO1: Enable students to learn themes or perspectives of behavior applied in daily interactions and management.

CO2: Enable students to understand the role of bio-psycho-social factors in understanding individual differences and interactional processes.

CO3: Enable students to use cognitive processes and personality traits to be positive and successful in personal and professional lives.

CO4: Enable students to use research methods and testing to understand self and group opinions

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Course Learning Outcomes

LO#	Learning Outcome Statements	Bloom Taxonomy
LO1:	Understanding and applying six main perspectives of psychology in daily lives	Understand. Apply
LO2:	Understanding the role of bio- psycho-social factors in our behavior	Understand
LO3:	Thought processes and its impacts	Understand. Apply
LO4:	Mental health, psychopathology and coping strategies. Testing	Analyze, Understand, Apply

Course Methodology:

The course will involve various methods of learning. It will include a combination of lectures, in-class exercises, relevant assignments, field interactions, class presentations, and group discussions.

Course Content

LO#	Weeks	Topics to be covered	Chapter No.
LO1	1-2	Introduction to the Course Brief history of psychology, Schools of thought in psychology. The six themes/ perspectives of psychology. Application. Research methodology.	1
LO2	3	The biology and underlying behavior Neurons and the role of neurotransmitters in behavior. Structure and functions of central and peripheral nervous system.	2
LO3	4	Learning Definitions, Types of learning and research studies. Conditioning: Classical and Operant. Factors influencing learning.	3
LO1	5	Memory and Forgetting Definitions, Encoding, storage and retrieval of memory. Types and methods of memories. How to improve memory. Forgetting: when memory fails, impairments	4
LO1,2	6	MID-TERM 1	
LO3	6-7	Cognition Introduction to Cognition. Tools of thought, Types of Thinking. Reasoning. Problem solving. Creative thinking. Intelligence: IQ & EQ.	5
LO2	8	Personality Introduction to Personality: Nature & Nurture controversy. Theories of personality. Psychodynamic and Big five Model. Personality assessment	6

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LO1	9	Motivation Definitions and Types of motivation. Unlearned and acquired. Theories of motivation by Maslow, McClelland, Stacy Adams, Victor Vroom	7
LO4	10-11	Mental Health & Psychological Disorders Introduction to Mental Health. Factors leading to abnormality. Different types of conflict & frustration. Disorders: 1. Neurosis (types, causes, symptoms, treatment) 2. Psychosis (causes, symptoms, treatment). Personality disorders & Psychotherapy. Psychological testing	8
LO1,2,3	12	MID-TERM 2	
LO1	12-13	Industrial Psychology Introduction to Industrial Psychology. Selection vs. Placement. Working conditions, Physical and psychological factors. Morale and productivity. Advertising	9
LO4	14	Social Psychology Definitions of Social Psychology. Social Perception & Group Dynamics. Attitude and Prejudice. Leadership.	10
LO3,4	15-16	Project Presentations	
LO3,4	17	Pre-exam week	
LO1,2,3,4	18-20	FINAL EXAMINATION	

Books:

Title	<i>Psychology themes and variations. 10th edition.</i>	
Author	Wayne Weiten	
Title	Understanding psychology. 14 th edition. 2019 McGraw-Hill Education	Social psychology 10 th edition. 2010 The McGraw-Hill Companies, Inc.
Author	Robert S. Feldman	David G. Myers

Grading Policy: Relative

Assessment Tools	Weightage
Final	47%
Quizzes (3)	09%
Midterm (I+II)	28%
Individual Assignments (A1=1 Ab, A2= 2 Abs)	03%
Group Assignment/Project and individual presentations (1)	09%
Class Participation	4%