

17BB106-BUSINESS PSYCHOLOGY

Course Description and Objective:

The objective of this course is to gain a basic understanding of major topics in Business psychology. Emphasis is placed on what common practice entails and how it affects the individual in the organization. Students will learn elements of motivation, job satisfaction and positive psychology.

Learning Outcomes:

The student will:

1. Understand fundamentals of business psychology
2. Learn factors influence motivation and job satisfaction
3. Learn performance management process, elements of training and HRD
4. Understand elements of positive psychology

UNIT-I

- 12 Hrs

Introduction to Business Psychology: Definitions & Scope Major influences on Business Psychology- Scientific management and human relations schools Hawthorne Experiments.

UNIT-II

- 12 Hrs

Individual in Workplace: Motivation and Job satisfaction, stress management. Organizational culture, Leadership.

UNIT-III

- 12 Hrs

Work Environment: Psychology and Work Environment; Emerging issues: Place Attachment, Pro-Environmental Behavior, and Ecological Consumerism.

UNIT-IV

- 12 Hrs

Neuroscience and Behavior: Introduction, Autonomic & Neuro - endocrine Systems, the connection between the brain and behavior.

UNIT-V

- 12 Hrs

Positive Psychology: Psychology of well being, happiness and the facts of life, happiness across the life span, gender-marriage and happiness, life above zero-positive psychology revisited.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Undertake a study to find out how employee behavior effect from work environment and which factors affecting to employees motivation.
2. Analyze the characteristics and components of individuals behavior.
3. Perform a study on the determinants of individuals in work place.
4. Analyze the organizational culture and climate and stress management of the employees in any industry.
5. Conduct a study on the reasons for Unhappy.

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References:

1. Miner J.B. (1992) Industrial/Organizational Psychology. N Y : McGraw Hill.
2. Blum & Naylor (1982) Industrial Psychology. Its Theoretical & Social Foundations CBS Publication.
3. Steve, B.R. & Marie, C.K. (2009). Positive Psychology. Dorlings Kindersley: India.
4. Snyder, R.S.(2007) positive psychology: The Scientific and practical exploration of human strengths: New Delhi, Sage Publications.