



**Victoria University of Bangladesh**  
**Department of Business Administration**  
**Program – BBA, Summer Semester – 2016**  
**Course Title: Introduction to Psychology; Course Code: PSY 101**

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**Course Objective:**

The main objective of studying the course is to acquire both the theoretical, practical and technical knowledge on the various aspects of Psychology. This course is designed to help students to develop understanding and knowledge of general psychology, experimental psychology, measurement and statistics in psychology. The major aspects include: concepts, significance, methods of psychology. Scientific thinking, memory, perception, etc,

**Course Teacher: MD. EDRICH MOLLA (JEWEL)**

**Text Book:**

Mangal, S.K. 1990. An Introduction to Human Behavior. Sterling Publishers Private Limited.  
 L- 10 Green Park Extension, New Delhi- 110016.

**Reference Books:**

1. Morgan, T.M., R.A. King, J. R. Weisz and J. Schopler. 1993. Introduction to Psychology. Tata McGraw-Hill , 7 West Patel Nagar, New Delhi-110032.
2. Atkinson, R.L., R.C. Atkinson and E.R. Hilgard. 1983. Introduction to Psychology. Harcourt Brace Jovanovich, Publishers, 757 Third Avenue, New York, NY 10017.

<b>Lecture</b>	<b>Chapters &amp; Topic</b>	<b>Reading Material</b>
1 <sup>st</sup> Class 2 <sup>nd</sup> Class	<b>Psychology:</b> Definition, nature, scope, branches/fields, history, perspectives, etc.	Mangal: 1-14 & Reading Material
3 <sup>rd</sup> Class 4 <sup>th</sup> Class	<b>Methods of Psychology:</b> Observational method, experimental method and its limitations, alternative technique, clinical case-study method, method and treatment, interview method. measurement and statistics in psychology.	Mangal: 15-27 Hilgard:22-25, Morgan: A-1 & Reading Material
5 <sup>th</sup> Class 6 <sup>th</sup> Class	<b>Psychological Basis of Behaviour:</b> Receptors-The sensory systems, Effects- The organs of responses, Connector or adjustor mechanisms, Nervous system and its influence on human behavior.	Mangal: 28-52 & Reading Material
7 <sup>th</sup> Class 8 <sup>th</sup> Class	<b>Motivational Aspects of Behaviour:</b> Motivation, needs, drives, incentives, motives, homeostasis.	Mangal: 53-60 & Reading Material
9 <sup>th</sup> Class	<b>Class Test &amp; Presentation</b>	
10 <sup>th</sup> Class	<b>Emotional Aspects of Behaviour:</b> Defining emotion, characteristics, kinds and reactions of emotions.	Mangal: 61-68 & Reading Material

11 <sup>th</sup> Class 12 <sup>th</sup> Class	<b>Attention:</b> Meaning, nature, signs, effects, types, factors or determinants, span, shifting or fluctuations of attentions, distraction.	Mangal: 69-80 & Reading Material
13 <sup>th</sup> Class 14 <sup>th</sup> Class	<b>Perception and Illusion:</b> Perception: Meaning and nature, perceptual organization and constancy, theories of color vision, perceptual illusion.	Mangal: 81-105 & Reading Material
15 <sup>th</sup> Class 16 <sup>th</sup> Class	<b>Learning:</b> Meaning and nature, maturation, learning curves, types, laws, conditioning, respondent and operant behavior, re-enforcer and re-enforcer, theory of insightful learning, transfer of training or learning, factors influencing learning.	Mangal: 106-142 & Reading Material
17 <sup>th</sup> Class 18 <sup>th</sup> Class	<b>Memory and Forgetting:</b> Definition, basic processes of memorization, types and study of memory; curves, types and theories of forgetting, factors influencing memory.	Mangal: 143-160 & Reading Material
19 <sup>th</sup> Class 20 <sup>th</sup> Class	<b>Thinking, Concepts, Reasoning and Problem Solving:</b> Nature and types of thinking, stages of creative thinking, meaning and nature of concepts; meaning, definition and types of reasoning; meaning, definition and scientific method of problem solving.	Mangal: 161-178 & Reading Material
21 <sup>th</sup> Class 22 <sup>th</sup> Class	<b>Environmental Determinants of Behaviour and Process of Socialisation; and Psychological Experiments (Practical).</b>	Mangal: 179-218 & Reading Material
23 <sup>rd</sup> Class	<b>Class Test &amp; Presentation</b>	
24 <sup>th</sup> Class	<b>Attitudes, Personality, Conflict; Adjustment and Mental Health:</b> Attitudes, personality, conflict and stress, abnormal psychology, methods of therapy.	Hilgard: 348-527 Morgan:379-408 & Reading Material

### Requirement of assignment, class tests and presentations

It is expedient that there will be two presentations for a course: one before the mid-term test and another before final examination. Each assignment presentation will carry 5 marks. In addition, as usual, the practice of four class tests (two before mid-term test and two before final examination with 5 marks each) will continue to remain unchanged. Assessment components are as under:

Item/activity	Marks
Work Sheet (including class attendance, 4 class tests)	25%
Assignment & Presentation (two)	10%
Mid-term test	25%
Final examination	40%
Total	100%