



The Islamia University Of Bahawalpur

Rahim Yar Khan Campus Department of Management Sciences

Class: BBA (HONS)
Course Title: Management Sciences
Instructor: Ms. Rubina Islam
Email: rubinanaz168@gmail.com
Lecture: Monday to Tuesday
Time: 08:30 am to 10:00 am

Course Objectives

- After studying this course students will be able to:
- How to deal with daily life problems
- Give direction, awareness, information and suggestions about problematic situations

TENTATIVE LECTURE PLAN Bachelor of Business Administration

Lecture	Content
1	Introduction of Psychology What is psychology in different perspective
2	Structure of personality Id, Ego, Super Ego, structure of mind
3	Branches of psychology .Education psychology, Forensic psychology, Clinical psychology, Military Psychology Health psychology
4	Industrial psychology Counseling psychology Social psychology
5	Introduction of School of thought in Psychology Structuralism, Functionalism, Behaviorism and Humanistic Gestalt and Psychoanalysis
6	Introduction of social psychology definitions , social psychology is scientific in nature, factors ,
7	Origins and early development of social psychology , systematic observation, describing the world around us
8	Social cognition , schemas heuristics, affect priming, unpriming
9	Social perception definitions , attribution, impression formation impression management, communication and basic channels, gazing, staring, body language
10	Attitudes evaluating and responding to social world , explicit attitude and implicit attitudes, attitude formation, social comparison

11	Attitude influence behavior, habit, persuasion,
12	Psychology and Theoretical issues and concerning its status of scope in Pakistan
13	What is learning, observational learning, classical and operant conditioning
14	Social learning theory of Alburn Bandura, Examples and experiments, Motives and its types, primary motive secondary motive, Psychological motives and general motives
15	Punishment, Positive punishment, Negative punishment, Positive and Negative reinforcement
16	, What is stress? Definition, Causes, stress at work. Sexual abuse

RECOMMENDED BOOKS

1. Hergenhahn, B. R. (2009). *An Introduction to the History of Psychology* (6th ed.). Wadsworth
2. James, F., Brennan. (2003). *History and System of Psychology* (6th ed.). Prentice Hall.
3. Kazdin, A. E. (2000). *Encyclopedia of Psychology*. New York: Oxford University Press.
4. Shakin, W.S (1976). *History and System of Psychology*. New York: Wiley.

Session Work

Students would be required to submit their assignment on their assigned topics and make sure their presentations are on due time. Student's participation in class will be judged via quiz and active involvement.

Methods

Lectures, Tutorials, students' presentations, Class discussions, Special lectures, Video sessions.

Evaluation = Class quizzes, Objective type papers including MCQS, short answers, and detail question.