

Program: B.Com(Economics)				Semester: III	
Course: Introduction to Psychology Academic Year: 2023-2024 Batch: 2022-25				Code: NMUBCOME305	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	03	25 Marks	75 Marks
Internal Component					
Class Test (Duration 20 Mins)			Projects / Assignments	Class Participation	
10 Marks			15 Marks	-	
Learning Objectives: 1. To impart knowledge and understanding of the basic concepts and modern trends in the field of Consumer behavior and to foster interest in the field. 2. To create awareness about the role and importance of psychological factors and processes in the world of work.					
Learning Outcomes: After completion of the course, students would be able to: 1. Appreciate the applications of Psychology in understanding the consumers behavior. 2. To understand the fundamentals of psychological concepts such as Consumer behavior, Personality, Motivation, etc. 3. To understand the practical relevance of psychological concepts such marketing Strategy, Methods of consumer research, Applications of consumer behavior knowledge in marketing					
Pedagogy: 1. Appreciate the applications of Psychology with Consumer relation 2. To understand the fundamentals of psychological concepts such as Consumer behavior, Personality, Motivation etc. 3. To understand the practical relevance of psychological concepts such marketing Strategy, Methods of consumer research, Applications of consumer behavior knowledge in marketing					
Detailed Syllabus: ( per session plan ) Session Outline For: Introduction to Psychology. Each lecture session would be of one hour duration (45 sessions)					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration (hrs)	Module Wise Reference Books
I	<b>Introduction to Consumer behavior</b> <ul style="list-style-type: none"> <li>History of Psychology.</li> <li>Consumer Behaviour and marketing Strategy,</li> <li>Methods of consumer research,</li> <li>Applications of consumer behavior knowledge in marketing.</li> <li>Contributing disciplines and areas like psychology, social psychology, economics, anthropology etc.</li> <li>Diversity of consumers and their behaviors.</li> <li>Profiling the consumer and understanding their needs. Segmentation ,</li> <li>Consumer Decision making process and decision making roles Information Search Process;</li> </ul>	Lectures and experiential learning	12	Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995  Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.1989
II	<b>Personality and Values</b> <ul style="list-style-type: none"> <li>Personality:- What is Personality? Personal Inventory Assessments - Core Five Personality Dimensions</li> <li>Social Perception: Characteristics of Perceiver and Perceived, Stereotyping, Halo Effect, Work Related Attitudes, Employee Attitudes</li> <li>Personality, Job Search, and Unemployment, Personality and Situations</li> <li>Values - The Importance and Organization of Values, Terminal versus Instrumental Values, Generational Values</li> </ul>	Lectures and case studies	11	Robbins, S. P., & Judge, T. A. (2016). Organizational Behavior. (17th ed.). New Delhi: Pearson Education, Dorling Kindersley India pvt ltd.  Luthans, F. (2013). Organizational behavior: An evidence –based

				approach. Tata McGraw Hill
III	<b>Motivation Concepts, Motivation from Concepts to Application</b> <ul style="list-style-type: none"> <li>Defining Motivation; 4 early theories of motivation</li> <li>Contemporary theories of motivation - Goal Setting Theory, Equity Theory/ Organizational justice, Expectancy Theory</li> <li>Motivating by Job Design: The Job Characteristics Model</li> <li>Job Redesign - Job Rotation and Job Enrichment; Practical Guidelines for Redesigning Jobs</li> <li>Motivational Application through Goal Setting and Other Performance Management Application Techniques Associated with Goal Setting</li> </ul>	Lectures Case studies and Research analysis.	10	Robbins, S. P., & Judge, T. A. (2016). Organizational Behavior. (17th ed.). New Delhi: Pearson Education, Dorling Kindersley India pvt ltd.  Luthans, F. (2013). Organisational behaviour: An evidence –based approach. Tata McGraw Hill
IV	<b>Learning theories and Attitude</b> <ul style="list-style-type: none"> <li>Learning theories and their applications,</li> <li>Brand loyalty,</li> <li>Brand extensions. Conditioning theories,</li> <li>Cognitive learning theories.</li> <li>Attitudes and Attitude Change; Concept and measurement of attitudes.</li> <li>Strategies of attitude change. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.</li> </ul>	Lectures and case studies.	12	Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995  Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.1989

**Other Reference Books:**

Title	Author(s)	Publisher
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Management of Organizational Behavior	Hersey Paul, Blanchard Kenneth & Johnson Dewey	International Book House
Organizational Behavior Concepts Realities Application and Challenges. (2nd ed.)	Aquinas, P. G. (2013)	New Delhi: Excel Books
The psychology of people in organizations.	Ashliegh, A. M.	Pearson Education
Personal psychology for work and life.	Baltus, R.	Tata McGraw Hill
Organisational behavior.	Dash, C. (2013).	New Delhi: International Book House
Organisations: Behaviour, Structure, Processes.	David,Fred R., Phi Leraning	Pearson
Organisations: Behaviour, Structure, Processes.	Gibson, J. L., Ivancevich, J. M., & Konopaske, R.	Tata McGraw Hill
Behaviour in organizations	Greenberg, J.	PHI Learning Private Limited.
Organisational behavior.	McShane, S. L., Glinow, M. A., Sharma, R. R.	Tata McGraw Hill
Understanding organizational behavior	Pareek, U. & Khanna, S.	Oxford
Consumer Behaviour	Engle, J F et al.	Chicago, Dryden Press,
Consumer Behaviour Implications for Marketing Strategy.	Hawkins, D I	Texas, Business,
Consumer Behaviour ,	Mowen, John C.	New York, MacMillan, 1993
Consumer Behaviour	Schiffman, L G and Kanuk, L L	New Delhi, Prentice Hall of India,
<b>Any other information:</b>  <b>Details of Internal Continuous Assessment (ICA)</b>  <b>Test Marks : 10 marks (duration 20 minutes)</b> <b>Assignment Marks: 15</b>		

Assessment consists of one class test of 10 marks. The class test consists of five short answer type questions of 2 marks each. Assignment of 15 marks will be assigned in the second week of the beginning of the term. Assignment topic has to be registered and approved by the subject teacher. The hard copy of the assignment has to be submitted on the due date followed by presentation as per the date allotted.

### **Term End Examination Question Paper Pattern**

**Total Marks: 75**

**Time: 2½ hours**

Q1 Answer any <b>two</b> out of the following three questions (Question 1 from module 1)	<b>16</b>
Q2 Answer any <b>two</b> out of the following three questions (Question 2 from module 2)	<b>16</b>
Q3 Answer any <b>two</b> out of the following three questions (Question 3 from module 3)	<b>16</b>
Q4 Answer any <b>two</b> out of the following three questions (Question 4 from module 4)	<b>16</b>
Q5 Read the Case Study and answer the following questions	<b>11</b>