Module Title:	Business Psychology 1
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	11 programme(s)

Teaching & Learning Strategies:	Lectures; problem-solving exercises - student will work as part of a team and will work together to resolve various business psychology scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Directed Independent Learning - the emphasis on independent learning will develop a strong and autonomous work and learning practices.

Module Aim:	The aim of this module is to introduce students to the area of psychology as it is applied to a business context.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Outline the disciplines of business psychology and the research methodologies used and apply these methods to the examination of human behavior.
LO2	Explain the perceptual process and apply the concepts of perception and attitudes to the world of advertising and marketing.
LO3	Describe the theories of learning and explain the role of memory and apply them to a business context

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
1. Introduction to Business Psychology: Definition of Business Psychology; the scope and aims of Business Psychology as a behavioural science; the role of psychology in business; problems of behavioural science in claiming to be a science.
2. Methodologies Identify the methodologies of behavioural science research; distinguish the importance of ethics in research
3. Perception: Definition; the nature and importance of perception; sensation and perception; the individual's perceptual world; perceptual organisation; perceptual selection; perception in business and marketing; social perception and distortions.

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Students will be asked to work in groups to develop a survey and evaluate the results	1,2	50.00	Week 6
Written Report	Students will be asked to complete an assessment on the topic of learning and memory.	3	50.00	Sem 1 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecturer Supervised Learning	Every Week	3.00
Independent Learning Time	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecturer Supervised Learning	Every Week	1.50
Independent Learning Time	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBACF_B	Bachelor of Business (Honours) in Accounting and Finance	2	Elective
CW_BBHRM_B	Bachelor of Business (Honours) in Human Resource Management	2	Elective
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	2	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	2	Elective
CW_BBSCM_B	Bachelor of Business (Honours) in Supply Chain Management	2	Elective
CW_BBBUS_D	Bachelor of Business in Business	2	Elective
CW_BBHRM_D	Bachelor of Business in Human Resource Management	2	Elective
CW_BBINB_D	Bachelor of Business in International Business incorporating Double Degree	2	Elective
CW_BPMKT_D	Bachelor of Business in Marketing	2	Elective
CW_BBSCM_D	Bachelor of Business in Supply Chain Management	2	Elective
CW_BBBUS_C	Higher Certificate in Business	2	Elective