

Module Title:	Business Psychology
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	2 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	
<i>On successful completion of this module the learner should be able to:</i>	
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 concept of perception 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.
LO4	Describe theories of motivation and personality and identify how they may be applied to the business environment.
LO5	Describe the characteristics, sources, components and functions of attitudes and identify scales to measure attitudes.
LO6	Analyse the nature and function of groups and describe how group conformity and power can occur within the workplace.
LO7	Analyse business situations, case studies and scenarios and apply theoretical aspects of psychology to these situations.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
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; the methodologies of behavioural science research; problems of behavioural science in claiming to be a science.

2. 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.

3. Learning and Memory:

Definition; the Behaviourist approach to learning; the Cognitive Approach to Learning; introduction to memory; functions of memory; models of memory; introduction to forgetting; reasons for forgetting; improving memory.

4. Motivation:

Definition; state and trait motivation; drives, needs and wants; definition of frustration; responses to frustration; content theories of motivation; process theories of motivation; consumer motivation; application of theories to the workplace and market place.

5. Attitudes:

Definition; characteristics of attitudes; functions of attitudes; sources of attitudes; attitude measurement; attitude scales; models of attitudes; attitude change.

6. Groups:

Definition; reasons for joining a group; categorising groups; group structure; stages of group development; group conformity; group influence on members. -

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
Short Answer Questions	In-class assessment		50.00	Week 6

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End-of-Semester Final Examination	1,2,3,4,5,6,7	50.00	End-of-Semester

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

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecturer Supervised Learning	Every Week	3.00
Independent Learning Time	Every Week	4.00
Total Hours		7.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecturer Supervised Learning	Every Week	1.50
Independent Learning Time	Every Week	2.00
Total Hours		3.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBOPD_D	Bachelor of Business with Options in Management. International Business, Supply Chain Management, Marketing, Human Resource Management	1	Elective
CW_BRLMB_B	Bachelor of Business(Honours) in Management	1	Elective