

BUSS C1406: Business Psychology 1

	5 6 ed In	Business Psychology 1 English International
Credits: IFQ Level: Module Delivere Teaching & Lear	5 6 ed In	11 programme(s)
IFQ Level: Module Delivere Teaching & Lear	6 ed In	
Module Delivere Feaching & Lear	ed In	
Teaching & Lear		
	rning	Lectures: problem-solving exercises - student will work as part of a team and will work together to resolve
Teaching & Learning Strategies:		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 Outcor	mes	
On successful co	ompletion of th	is module the learner should be able to:
	Outline the disciplines of business psychology and the research methodologies used and apply these methods to the examination of human behavior.	
_O2 Exp	Explain the perceptual process and apply the concepts of perception and attitudes to the world of advertising and marketing	
LO3 Des	Describe the theories of learning and explain the role of memory and apply them to a business context	
Pre-requisite lea	arning	
Module Recomm This is prior learn		tical skill) that is recommended before enrolment in this module.
No recommendat	tions listed	
Incompatible Mo These are module		e learning outcomes that are too similar to the learning outcomes of this module.
No incompatible r	modules listed	i
Co-requisite Mo	odules	
No Co-requisite n	modules listed	
Requirements This is prior learn	ning (or a prac	tical skill) that is mandatory before enrolment in this module is allowed.
No requirements	listed	



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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						

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



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Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecturer Supervised Learning	Every Week	3.00
Independent Learning Time		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