

**Institute of Administrative Sciences**  
**Faculty of Business, Economics, and Administrative Sciences**  
**University of the Punjab, Lahore**  
**Course Outline**



Programme	BS Management	Course Code	MGT-102	Credit Hours	3
Course Title	Introduction to Behavioral Sciences				
Course Introduction					
The course Introduction to Behavioral Sciences is an offshoot of social science and provides an opportunity for an organized study of human behavior in three different levels including individual, group and as a society. Political science, management, and economics etc. are also part of social sciences but these are derived from the study of human action from three major disciplines which are psychology, sociology, and anthropology. Psychology is the science of behavior and mental processes. The focus of study is individuals and interactions between individuals. The domain of psychology is varied and rich, studying attitudes, personalities, behaviors, human interactions etc. Sociology focuses on society, its elements culture, sub-culture, and the value structure. We also learn how learning and change in behavior and attitude takes place. It investigates social experience. Understands and appreciates the dynamic nature of society. Once we understand society it is easier to prosper and flourish within it. Anthropology looks at human life from both biological and cultural points of views. It develops a historic relationship of human life and the civilization of today with the appearance of the first human being on the face of the earth, in a western perspective.					
Learning Outcomes					
On completion of this course students should be able to:					
<div><div>1.</div><div>Develop an awareness of human behavior, its learnt content, similarities, changes and differences.</div></div> <div><div>2.</div><div>Appreciate the value of behavioral sciences in modern life with emphasis on organizational life.</div></div> <div><div>3.</div><div>Understanding the assumptions and logic that define the interpersonal relations and human behavior through multi-lenses approach.</div></div> <div><div>4.</div><div>Examine behavior of the individual, interpersonal relationships, behavior at work, in groups, and interactions at societal level.</div></div>					
Course Content				Assignments/Readings	
Week 1-2	Unit 1: <ul style="list-style-type: none"><li>Introduction to Behavioral Sciences: psychology, sociology and anthropology</li><li>Methods used in studying behavioral sciences</li></ul>				
Week 3-4	Unit 2: Social Sciences <ul style="list-style-type: none"><li>Historical roots</li><li>Origins of western society</li><li>Methods used</li></ul>				
Week 5-6	Unit 3: Sensation & Perception <ul style="list-style-type: none"><li>Define perception &amp; sensation. Highlight the difference</li></ul>				

	<ul style="list-style-type: none"> <li>• Perceptual organization. Gestalt laws of organization</li> <li>• Perceptual overload &amp; redundancy</li> <li>• Errors in perception. Illusions</li> <li>• Perceptual constancy or "Perceptual habit" and how it allows learning to affect perception.</li> <li>• Nature and organization of stimulus.</li> <li>• Context and frames of reference</li> <li>• Muller-Lyer illusion</li> <li>• Selective attention vs. divided attention.</li> <li>• Effect of motives on attention and perception.</li> <li>• Perceptual expectancies</li> </ul>	
<b>Week 7-8</b>	<b>Unit 4: Learning</b> <ul style="list-style-type: none"> <li>• Learning and habituation</li> <li>• Classical conditioning</li> <li>• Operant conditioning</li> <li>• Cognitive approaches</li> <li>• Memory</li> <li>• Forgetting</li> <li>• Thinking and Intelligence</li> <li>• Theories of intelligence</li> </ul>	
<b>Week 9-10</b>	<b>Unit 5: Motivation &amp; Emotions</b> <ul style="list-style-type: none"> <li>• Needs, wants and drives</li> <li>• Theories of motivation</li> <li>• Emotions. Their influence on motivation</li> </ul>	
<b>Week 11-12</b>	<b>Unit 6: Personality</b> <ul style="list-style-type: none"> <li>• Theories of Personality</li> <li>• Development of Personality</li> <li>• Social psychology <ul style="list-style-type: none"> <li>○ Attitude</li> <li>○ Social perception</li> <li>○ Social influence</li> <li>○ Group behavior</li> </ul> </li> </ul>	
<b>Week 13-14</b>	<b>Unit 7: The Group (Sociology)</b> <ul style="list-style-type: none"> <li>• Culture</li> <li>• Personality and Socialization</li> <li>• Role and status</li> <li>• Social order and social control</li> <li>• Groups and associations</li> <li>• Social institutions</li> <li>• Collective Behavior</li> <li>• Social and cultural change</li> </ul>	

<b>Week 15-16</b>	<b>Unit 8: Society (Anthropology)</b> <ul style="list-style-type: none"> <li>• Introduction to Anthropology</li> <li>• Cultural Anthropology</li> <li>• Relevance of Anthropology</li> </ul>	
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### Textbooks and Reading Material

- Horton, P. B., & Hunt, C. L. (2007). Sociology. New Delhi, India: McGraw-Hill.
- Hunt, E. F., & Colander, D. C. (2008). Social science: An introduction to the study of society. Princeton, N.J.
- Feldman, R. S. (2021). Understanding psychology. New York, NY: McGraw-Hill Education. #
- Ember, C. R., Ember, M., & Peregrine, P. N. (2019). Anthropology. NY, Pearson.

### Teaching Learning Strategies

This course makes use of interactive teaching and learning strategies which engage students to promote critical and reflective thinking, research and evaluation skills that will help them become better learners and enhance their skill set. Students will use personal and social capability to collaboratively work with others in learning activities, appreciate their own strengths and abilities and those of their peers, enabling them to develop a range of interpersonal skills such as communication, negotiation, teamwork, leadership and an appreciation of diverse perspectives.

### Assignments: Types and Number with Calendar

Will be decided by the course instructor

### Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.